

AGENDA
COMMUNICATIONS COMMITTEE
Administration Conference Room
Thursday, March 13, 2014 – 1:30 p.m.

1. Call to Order
2. Roll Call
3. Approval of the Agenda
4. Approval of Regular Meeting Minutes of February 13, 2014
5. Chair's Announcements –Only the business of this Committee will be discussed
6. **STAFF REPORTS**
 - a. Section Editor/Staff Writer, Ruth Osborn
 - b. Carolyn Miller, Controller
 - c. ITS Manager, Steve Perez
7. **COMMENT PERIOD**
 - a. Foundation Members
 - b. Committee Members and Ex Officio Member
8. **CORRESPONDENCE**
9. **UNFINISHED BUSINESS**
 - a. Finances
 - 1) Aged Receivables
 - 2) Sales Reports
 - 3) Credit Cards, iPads for Sales Reps, etc
 - 4) Collections beyond the three letters
 - 5) Sales Numbers for each individual in 2012, 2013 and 2014
 - 6) Distribution of House Accounts
 - b. Content - Website
 - 1) Subcommittee Report
 - 2) Link to City website
 - 3) City Council Coverage
 - 3) *Navigator*
 - c. Content – *Golden Rain News*
 - 1) Monthly "City News" Column
 - 2) More detailed information when reporting accidents
 - 3) Funds to Send Karen McElwain to Chamber of Commerce
 - d. Community - Centenarian Subcommittee Report – Pat Wilson
 - e. Policy 2850, Advertising Commissions – possible need to amend
 - f. Communications policies workshop – date to be determined – Randy Ankeny
10. **NEW BUSINESS**
 - a. Religion pages
11. Next meeting: Thursday, April 10, 2014, 1:30 p.m., Administration Conference Room
12. Adjournment

****Agenda is Subject to Change****

Golden Rain Foundation
Budget Comparison Report
News Department - CC 36
For the Two Months Ending February 28, 2014

February			YTD			Annual			
Actual	Budget	Budget Variance	G/L Number	Description	Actual	Budget	Budget Variance	Annual Budget	Unused Budget
Expenses									
\$29,850	\$32,043	\$2,193	61000	Salaries & Wages	\$60,774	\$64,080	\$3,306	\$384,510	\$323,736
5,225	6,073	848	61010	Commissions	10,802	12,144	1,342	72,874	62,072
3,523	3,202	(321)	61400	Payroll Taxes	6,964	6,400	(564)	38,420	31,456
918	705	(213)	61420	Workers Compensation	1,835	1,409	(426)	6,616	4,781
5,247	6,209	962	61430	Group Insurance Medical	10,495	12,414	1,919	74,504	64,009
301	135	(166)	61433	Group Insurance - Dental	603	272	(331)	1,622	1,020
113	94	(19)	61435	Group Insurance - Vision	226	192	(34)	1,132	906
1,201	1,106	(95)	61440	Retirement Fund	2,350	2,208	(142)	13,268	10,918
86	96	10	61450	Group Insurance - Life	172	195	23	1,155	983
135	178	43	61460	Long Term Disability Insurance	269	360	91	2,140	1,871
660	886	226	64100	Materials & Supplies	1,691	1,770	79	10,630	8,939
316	441	125	64200	Electricity	661	887	226	5,297	4,636
215	200	(15)	64280	Telephone	498	400	(98)	2,400	1,902
	150	150	64440	Equipment Rental	300	300	300	1,800	1,800
8,095	8,000	95	64720	Building Repair & Maintenance	100	100	100	600	600
	50	50	64740	Newspaper Distribution	15,530	16,000	470	96,000	80,470
	50	50	64810	Continuing Education	100	100	100	600	600
120	267	147	64820	Mileage	153	530	377	3,200	3,047
358	196	(162)	64830	Dues & Memberships	358	390	32	2,350	1,992
	183	183	64890	Uncollectible Accts/Misc W/Os	366	366	366	2,196	2,196
16,650	11,667	(4,983)	64930	Printing - Newspaper	19,821	23,330	3,509	140,000	120,179
			64931	Telephone Book Printing				19,900	19,900
			64932	Navigator Printing	2		(2)	6,350	6,350
100	100	(2)	64940	Service Contracts	200	200		1,200	1,000
1,564	1,130	(434)	67200	State & Federal Taxes	3,128	2,260	(868)	13,561	10,433
300	194	(106)	67300	Hazard & Liability Insurance	600	390	(210)	2,330	1,730
74,978	73,355	(1,623)		Total Expenses	137,131	146,698	9,566	904,655	767,524
Other Cost Recovery									
82	100	(18)	5385...	Other Income	137	200	(63)	1,200	(1,063)
229		229	55100	Taxable Interest Income	1,384		1,384		1,384
(248)		(248)	55400	Discounts Earned	(248)		(248)		(248)
65,583	69,217	(3,634)	59105	News - Display Advertising	135,929	138,430	(2,501)	830,600	(694,671)
4,439	4,500	(61)	59300	News - Classified Advertising	8,930	9,000	(70)	54,000	(45,070)
92		92	59400	News- Discount					
73,902	94,000	(20,098)	59455	News - Telephone Book	73,902	94,000	(20,098)	95,800	(21,898)
			59460	News - Navigator Book Income				21,450	(21,450)
144,079	167,817	(23,738)		Total Other Cost Recovery	220,034	241,630	(21,596)	1,003,050	(783,016)

GOLDEN RAIN FOUNDATION

Aged Receivables

As of Feb 28, 2014

Filter Criteria includes: Report order is by ID. Report is printed in Summary Format.

Customer ID	Customer	Current	31 - 60	61 - 90	Over 90 days	Amount Due
ABRCL01	ABRAMS & CLARK	256.00				256.00
ACARI01	A CARING HEART SENIOR SOLUTIO	225.00				225.00
AESAL01	A E S ALAMITOS	524.00				524.00
ALAMI03	ALAMITOS WEST HEALTH CARE	1,124.76				1,124.76
ALLEN01	ALLEN, SUSIE	186.40				186.40
ALLHA01	ALL HAPPY BARBERS	-100.00				-100.00
ALLIH01	ALLIED HEALTH CARE	133.57	75.00	144.00		352.57
ALLPR01	ALL PRO BUILDERS, INC.		-200.00			-200.00
ALPIN01	ALPINE HEATING & AIR CONDITIONI	464.60				464.60
ALVAN01	ALVAND TRANSPORTATION	-275.00				-275.00
ALZHE02	ALZHEIMER'S FAMILY SERVICES CT		-962.00			-962.00
AMERM01	AMERICAN MEDIA LLC	2,845.51	354.40			3,199.91
BALLE01	BALLERINI CHIROPRACTIC	-796.00				-796.00
BIGIM01	BIG IMAGINATION GROUP	578.00				578.00
BINGO01	BINGO CLUB	643.80				643.80
BIXBY03	BIXBY PLAZA CARPETS, INC.	1,217.60				1,217.60
BLUES01	BLUE SEA CARE SERVICES	100.00				100.00
BRENN01	BRENNAN, KATHERINE	209.70				209.70
BREUL01	BREUL ELECTRIC	10.45			100.00	110.45
BRIST01	BRISTOW TAX SERVICE		-150.00			-150.00
BUDST01	BUDGET STORAGE	100.00				100.00
CARNA01	CARNATION DRAPERIES	100.00				100.00
CERRI03	CERRITOS FORD / LINCOLN / MERC	52.00				52.00
CERRI05	CERRITOS FORD LM-HYUNDAI	26.00				26.00
CHARL01	CHARLES BRISKEY REAL ESTATE, I	2,760.00				2,760.00
CHENG01	CHENG / BEACH PLAZA	508.80				508.80
CHEVR01	CHEVRON, SEAL BEACH	422.61				422.61
CHICK01	CHICK-FIL-A	-27.60				-27.60
CHUML01	CHUMLEY, VERNA AND SY	472.80				472.80
CNPAS02	CNPA SERVICES, INC/CAPTIAL SOU	1,907.19				1,907.19
COAST02	COAST FACTORY BLINDS	100.00				100.00
COCIE01	COAST CITIES ESCROW	740.00				740.00

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COLLI01	COLLISION EXPERTS	-300.00				-300.00
COUNT01	S B HEALTH & REHAB CENTER	79.29		254.40	1,017.60	1,351.29
CUCAM01	CUCAMONGA PHARMACY	44.74	379.60	759.20		1,183.54
DANAN01	DANANDY, INC.		-125.00			-125.00
DBHAN01	DB HANDYMAN	-300.00				-300.00
DENNY01	DENNY'S C/O W K S RESTUARANTS	3,189.73				3,189.73
DINOS01	DINOS	233.20				233.20
DRAPE01	DRAPER'S AND DAMON'S C/O MCA	906.48	279.60	559.20	586.80	2,332.08
ELDOR01	ELDORADO C.C. RESTAURANT				-268.60	-268.60
ESTEE01	ESTEE AT PRUDENTIAL REALTY	409.60				409.60
FAITH01	FAITH CHRISTIAN ASSEMBLY	254.40				254.40
FIRTE01	FIRST TEAM REAL ESTATE	740.00				740.00
FLOAM01	FLOORING AMERICA	12.49				12.49
FODEN01	FODEN, JAMES E	100.00				100.00
GENES01	GENE'S CARPET CLEANING	227.22	50.00			277.22
GENTL02	GENTLE CARE DENTAL CENTER	4,838.40				4,838.40
GLIND01	GLINDA DAVIS	-100.00				-100.00
GOLDF01	GOLDEN FUTURE EXPOS				-11.50	-11.50
GOODY01	GOODYEAR TIRES	1,760.66	634.20	381.60	1,839.60	4,616.06
GRAY001	GRAY, ROBIN	3,556.34				3,556.34
GREEN01	GREENFIELD ACUPUNCTURE	133.20				133.20
GREEN02	GREENWOOD HEATING & AIR CON	716.60				716.60
GREEN04	GREEN-N-CLEAN	0.73	25.00			25.73
GROHD01	GROH, DEBRA HALVARSON	100.00				100.00
GUNDE01	GUNDERSON CARPET	225.00				225.00
HADLE01	HADLEY, GLORIA & GUPTON, KATH	-57.62				-57.62
HARBU01	HARBOUR SENIOR CARE	13.81			128.00	141.81
HEALT05	HEALTH NET C/O SENIOR PUBLISH	14.74			249.03	263.77
HEINR01	HEINRICH MKTG/HUMANA	-570.68				-570.68
HRBLO01	H & R BLOCK	128.00				128.00
HUNTI05	HUNTINGTON TERRACE / MBK SENI	524.00				524.00
JAYSH01	JAY'S HEARING AID CENTER	797.68				797.68

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JCKRE01	J. C. KRESS CONSTRUCTION	100.00				100.00
JEWEL01	JEWELRY DESIGN GALLERY	76.80				76.80
JHPRO01	JH PRODUCTIONS	200.00				200.00
JIMMI01	JIMMIE R. BOYD, INC.	1,949.60				1,949.60
JOHNB01	JOHN BERGKVIST CONSTRUCTION	25.00				25.00
JOHNB02	JOHN BLOESER CARPETS	163.10				163.10
JOYCE01	JOYCE SPIGNER/D'AVERSA	2.92			49.40	52.32
JOYFU01	JOYFUL CARE	450.00				450.00
KANGC01	TOTAL HOME CONSTRUCTION	227.91	100.00			327.91
KARLT01	KARLTON RESIDENTIAL CARE	339.20				339.20
KATEL02	KATELLA SENIOR LIVING COMMUNI	2,013.20				2,013.20
KCBRA01	K C BRANAGHAN'S	244.65				244.65
KENGR01	KEN GRODY FORD	58.50				58.50
KITCH01	KITCHEN & BATH DESIGN	225.00				225.00
LAHSB01	LAHS BAND BOOSTERS BINGO	545.42	268.80			814.22
LAPAZ01	LA PAZ SPA	-200.00				-200.00
LBPLA01	L B PLAYHOUSE	424.00				424.00
LEISU01	LEISURE APARTMENT SALES	339.20				339.20
LEISU06	LEISURE WORLD DECORATORS	100.00				100.00
LEISU10	LEISURE LIVING RESALES	702.40				702.40
LEISU13	LEISURE WORLD-HCC PHARMACY	808.80				808.80
LEISU15	HEALTH CARE CENTER ON GOLDE	542.98			2,416.20	2,959.18
LENNI01	LENNING & CO., INC.	782.60				782.60
LEONA01	LEONA MONTANO	-200.00				-200.00
LEXUS02	LEXUS OF WESTMINSTER	26.00				26.00
LOSAL01	LOS AL BUILDERS	300.00				300.00
LOSAL02	LOS ALAMITOS EYE PHYSICIANS/S	24.28				24.28
LOSAL06	LOS ALAMITOS MEDICAL CENTER	1,349.99			696.00	2,045.99
LOSAL07	LOS ALAMITOS DENTAL CARE	1,034.47	559.20			1,593.67
LOVIN01	LOVING TOUCH HOMECARE	100.00				100.00
LOWEE01	LOWE, ELLEN M.	225.00				225.00
LWYSM01	Y SERVICE CLUB	-15.00				-15.00

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MARTH01	MARTHA'S SENIOR GOURMET	100.00				100.00
MCINE01	MC INERNEY, CAROLYN	132.80				132.80
MCKEN03	MC KENZIE, TOM, ATTY. AT LAW	1,132.00				1,132.00
MERCU02	MERCURIO, JOHN	100.00				100.00
METRO01	METRO NEWSPAPER ADV - CARLS	1,147.38	375.00			1,522.38
MHPTA01	M H P TAX PROFESSIONALS	256.00				256.00
MIRAC02	MIRACLE EAR	1,138.80				1,138.80
MULHE01	BERKSHIRE HATAHWAY HOME SER	1,392.00				1,392.00
NEPTU01	NEPTUNE SOCIETY OF ORANGE	2.35				2.35
NEWFE01	NEW FEET STORE	300.00				300.00
NORIE01	NORIE WHITTAKER, G R I	5.96	204.80			210.76
NUKOT01	NU-KOTE REFINISHING	200.00				200.00
NUVIS01	NUVISION FEDERAL CREDIT UNION	2,960.69				2,960.69
OGAN001	OGAN CONSTRUCTION	200.00				200.00
OLDTO01	OLD TOWN FLOORING	460.80				460.80
PALAC01	PALA CASINO C/O MOTIVATE, INC	2,365.02				2,365.02
PARKE01	PARKER HEARING	848.00				848.00
PAUMA01	PAUMA CASINO	1,998.00				1,998.00
PENAC01	PENA CONSTRUCTION	100.00				100.00
POLLY02	POLLYS INC.	1,375.83	334.80			1,710.63
PORCE01	PORCELLO, MARK, INC.	2,096.00				2,096.00
PREMA01	PREMIUM MATTRESS	25.00				25.00
PUGAC01	PUGACH, M.D., ROBERT G.	279.60				279.60
QUAKE01	QUAKER GARDENS	1,257.54				1,257.54
RBGHI01	RBG HIGH INTEL ADV-HEAR USA	2,904.00				2,904.00
REEDJ01	REED, JOYCE	547.68				547.68
RITEA03	RITE AID C/O NSA MEDIA	2,495.26				2,495.26
ROEX001	ROEX	1,127.60				1,127.60
ROSDE01	ROSSMOOR DENTAL GROUP	759.20				759.20
ROSSM01	ROSSMOOR CAR WASH	349.60				349.60
ROSSM02	ROSSMOOR FAMILY DENTISTRY	349.60				349.60
RTATH02	RIGHT AT HOME HOME CARE	100.00				100.00

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RUSSC01	RUSS CONKLE UNOCAL	233.00				233.00
SALUS02	SALUS HOMECARE				-198.00	-198.00
SBHIS01	SOUTH BEACH HEALTH INSURANC	592.00				592.00
SCAN001	SCAN HEALTH PLAN	600.00				600.00
SCAN002	SCAN HEALTH PLAN	530.33	424.00			954.33
SEALB09	SEAL BEACH ANIMAL CARE CENTE	-70.40				-70.40
SENC01	SENIOR'S CHOICE	500.00				500.00
SENOI11	SENIOR RESOURCE ADVISORS	100.00				100.00
SHAPI01	SHAPIRO, ERIKA	531.20				531.20
SHELF01	SHELF GENIE	256.00				256.00
SKYLI01	SKYLIGHTS PLUS INC	254.40				254.40
SMART02	SMARTSOURCE	54.79			524.00	578.79
SONUS02	SONUS SF0010 C/O REBECKA NGU	-907.20	-1,432.93			-2,340.13
SOTOL01	SOTO, LAW OFFICES OF ALLAN	160.00				160.00
SPITZ01	SPITZ, DR. MARC	311.52	127.20			438.72
STECA01	STEVE'S CARPET CLEANING	175.00				175.00
SUBWA01	SUBWAY	8.00				8.00
SUMME01	EMERITUS / VALLEY VIEW	2,041.20				2,041.20
SUNSE01	SUNSEEKER TOURS	-240.50				-240.50
SWENM01	SWENMAN CO.	200.00				200.00
THMAT01	THE MATTRESS PLACE	59.43	318.00	424.00	530.00	1,331.43
TOYOT04	TOYOTA OF HUNTINGTON BEACH	26.00				26.00
TRIDE01	TRIDENT SOCIETY/NEPTUNE	107.45			1,138.80	1,246.25
UNATI01	UNATIN, GILBERT, DDS	623.72				623.72
VINTA01	VINTAGE CERRITOS - AVALON	16.27	559.20			575.47
WALTE01	THE WALTERS GROUP	102.40				102.40
WARRE01	WARREN / CRUISE STAR	169.60				169.60
WESTC02	WESTMINSTER CAFE	-4.52				-4.52
WILLE01	WILLED BODY PROGRAM - UC IRVI				-384.00	-384.00
ZBOBO01	BOB OGAN - CLASSIFIED	37.60				37.60
ZCOAS02	COAST FACTORY BLINDS	50.80				50.80
ZFRAN02	FRANK'S GARDENING-CLASSIFIED	98.00				98.00

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ZJCKR02	J. C. KRESS CONSTRUCTION	39.40				39.40
ZJIMM02	JIMMY'S HANDYMAN SERVICE	195.00				195.00
ZJOHN01	JOHN BERGKVIST-CLASSIFIED	34.40				34.40
ZJOHN02	JOHN MERCURIO-CLASSIFIED	62.40				62.40
ZNOWE01	NOWELL, TED-CLASSIFIED	142.00				142.00
ZPENA02	PENA CONSTRUCTION-CLASSIFIED	35.20				35.20
Report Total		80,785.42	2,198.87	2,522.40	8,413.33	93,920.02

Date	Company / City	Contact / Position	Phone / Email	Time	Recap / Follow-up
2/3/14	Kohls Corporate Menomonee Falls, WI	Debra Fischer Mktg Asst	262.703.7000	1:27pm	Called and left msg re: MK mailed to Debra 1/13.
2/4/14	Charles Schwab		888.212.9997	4:04pm	Called to try and to get marketing number.
2/4/14	Charles Schwab		415.667.8900	4:07pm	Called marketing hotline number in an attempt to reach marketing. I'm to contact Celeste Tassani.
2/6/14	Grand Circle Travel	Dawn Womer Dist Sales Mgr	Dwomer@oattravel.com 949.637.7880	11:21am	Called and left msg for Dawn re: adv. I emailed rates yesterday. Mailed to her home address: 24998 Los Alamos, Laguna Nigel 92677
2/6/14	Brightwatch Caregivers	Georgette	Gparry@brightwatchcaregivers.com 714.841.2273	12:49pm	Sent email re: adv. She called in.
2/6/14	Brightwatch Caregivers	Bob	Gparry@brightwatchcaregivers.com 714.841.2273	2:53pm	Called and set up appt for him to come in tomorrow re: adv.
2/6/14	Sit N Sleep Corporate	Becky Gonzalez Admin Secretary	310.608.6838 #1101	9:00am	Called Becky trying to reach Larry Miller. She said call at 10:30am.
2/6/14	Merrill Lynch Los Angeles	Carroll Hooks	Carroll.hooks@ml.com 213.949.1333	9:03am	Emailed MK. I offered buy 2 get 2 free.
2/7/14	Innerspin - Bicycle Casino	Amy Wang Acct Supervisor For Bicycle Casino	Amy@innerspin.com 213.251.1500 X3005	11:09am	3250 Wilshire Blvd. Ste. 2150 Los Angeles, CA 90010 Emailed MK.
2/7/14	Innerspin Los Angeles	Amy Wang Acct Supervisor For Bicycle Casino	Amy@innerspin.com 213.251.1500	12:55pm	Emailed reply re: questions she had on MK I sent to Bicycle Casino. Christel King at Bicycle Casino fwd to Amy Wang.
2/7/14	Sit N Sleep Corporate	Ruth Admin Secretary	310.608.6838 #1101	8:45am	Called Ruth. Larry tied up in meetings all morning. She will make sure he looks at my email.
2/10/14		Melissa R E Agent	Melissa.zaiden@gmail.com	2:14pm	Emailed MK. Msg fwd from receptionist re: wanting to sell her grandmother's unit.

Date	Company / City	Contact / Position	Phone / Email	Time	Recap / Follow-up
2/10/14	Laugh Factory Long Beach	Frank	Frank.c@laughfactory.com 562.495.2844 X207	3:22pm	Emailed MK. Msg fwd from Recreation re: advertising.
2/11/14	Health Net	Mark Rossel	Mark.x.rossel@healthnet.com 714.421.2773	10:24am	Emailed MK and NAV. Msg fwd from Terry Furlow re: advertising. Has event mid March. 2/25/14 Inserts or 4x11 buy 3 get one free.
2/11/14	Sears Corporate Hoffman Estates, IL	Media Manager Kimberly Kanalas	847.286.2500	10:53am	3333 Beverly Rd, Hoffman Estates, IL 60179 Left msg re: advertising and wanting her email address. Mailed her MK and NAV.
2/11/14	I K M G Global Inc	Promotor Tom Byrant	Bryanthomas@hotmail.com Tom.bryanthomas@gmail.com 214.477.2188	11:28am	Emailed MK. Beatles Tribute. Amphi concert 4/25, 5/9. Fwdd from Sandy Downen.
2/11/14	Ashley Furniture Corporate Brandon, FL	Marketing Mary Ellen Torres	Metorres@ashleyfurniture.com 608.323.3377	11:56am	Emailed MK to Mary Ellen. Her number is 813.620.3444.
2/13/14	Keller Williams	Teresa	Teresatru@outlook.com Teresatruscello@kw.com 310.424.8732	9:20am	Emailed Real Estate MK. Fwdd from Sandy Downen.
2/14/14	South Bay Health Insurance	Juan Jolivares	Jolivares@sbhis.net 714.858.0948	10:04am	Emailed MK. Came in at Dave's phone as a lead from the Health Care Center.
2/14/14	Art Of Superliving	Alexander	Zensurfer@gmail.com 619.787.1968	10:41am	Emailed MK. I offered buy 2 get 2 free.
2/14/14	Charles Schwab	Marketing Celeste Tassani	Celeste.tassani@umww.com 415.262.3661	10:53am	Emailed MK.
2/18/14	Ruby Lane Sales	Ruby	Ruby@rubylanesales.com 310.462.1991	10:03am	Sent email re: adv and NAV. She called in.
2/18/14	Aid To Life Home Care	Patricia	Aid2life@gmail.com 562.219.5925	10:58am	Sent email re: adv and NAV. She called in.
2/18/14	Wilson Real Estate Group	Don Wilson Owner	Info@donwilsonre.com 562.666.7079	12:06pm	Sent email re: RE adv. He was a walk-in.

Date	Company / City	Contact / Position	Phone / Email	Time	Recap / Follow-up
2/25/14	Phenix Seal Beach	Jason Rivera President	Jriversa@phenixsalonsuites.com 562.999.2748		Went by new location being built in Seal Beach Village. Called and left voice msg then emailed Corp office in Colo & Mailed MK to LB location.
2/25/14	My Fit Foods Long Beach	Flavia Fontolan General Manager	Flavia.fontolan@myfitfoods.com 562.206.0186	9:03am	Sent email re: RE NAV. Cell: 310.770.7356
2/27/14	Optimal Care	Patrick Loschke	Ploschke@optimalcares.com		My account. Emailed NAV and MK because they haven't adv in awhile.
2/27/14	Irvine Stem Cell Irvine	Ryan	Ryan@stemcellusa.net 626.485.6971	10:30am	Emailed MK and NAV and sent hard copy to: 3500 Barranca Pkwy S315 Irvine 92606
2/27/14	Ups Store Seal Beach	Justin	Store4268@theupsstore.com 562.430.9177	3:27pm	Emailed follow up and MK rates.
2/27/14	Browning Collision Cerritos	Jim Hansen	Jhansen@browningautogroup.com 562.924.8316	8:29am	Emailed MK and NAV. Part of Browning Auto Group. Kent Browning owns 3 dealerships in Cerritos. Seminar and Editorial for NAV.

Date	Company / City	Contact / Position	Phone / Email	Start / Stop / Finish	Odometer	Recap / Follow-up
1 2/11/14	Happy Barber Los Alamitos	Owner Andy		78091 78094		My account. Picked up payment.
2 2/11/14	Rossmoor Cleaners Los Alamitos	Mike & Anna	562.430.3202	78094 78095		Took MK. They will give to owner.
3 2/20/14	Carpet And Linoleum City Long Beach	Chad		78227 78233		My account. Took TD.
4 2/20/14	Hudavi Wellness Spa Long Beach	Owner Sylvia	562.433.2177	78233 78235		Took NAV and rates. She will contact me if interested.
5 2/20/14	Cvs Long Beach	Store Manager Trainee Paul Stewart		78235 78237		Gave him MK. He will talk to Dist Mgr.
6 2/20/14	State Farm Seal Beach			78237 78239		My account. Delivered TD.
7 2/20/14	Bay Chiropractic Seal Beach			78239 78239		My account. Delivered TD.
8 2/20/14	Parker Hearing Seal Beach			78239 78239		My account. Delivered TD.
9 2/20/14	Alpine Medical Seal Beach			78239 78239		My account. Delivered TD.
10 2/20/14	Phoenix Seal Beach			78239 78239	78240	Not finished building. Left MK and got phone number.
11 2/24/14	Serenity Massage Spa Long Beach	Receptionist Jessica	562.598.4300	78300 78302		Took MK. It will be given to the GM, James.
12 2/24/14	Fit Foods Long Beach	Salesperson Heather	flavia.fontolan@myfitfoods.com 562.206.0186	78302 78302		Took MK and NAV. Flavia Fontolan GM. Cell 310.770.7356

FIELD SALES LOG

Date	Company / City	Contact / Position	Phone / Email	Odometer Start / Stop / Finish	Recap / Follow-up
13 2/24/14	Walmart Long Beach	Customer Service Mgr Tia		78302 78309 78316	MK will be given to the Store Mgr, Larry.
14 2/25/14	Ups Store Seal Beach	Clerk Eric	store4268@theupsstore.com 562.430.9177	78346 78348	Took MK. Will send follow up email to mgr Justin. Owner John.
15 2/25/14	Massage Envy Seal Beach	Receptionist Monica	562.596.1500	78348 78350	Took MK and NAV to Victoria, mgr. Owner Tonya.

Date	Company / City	Contact / Position	Phone / Email	Time	Recap / Follow-up
2/3/2014	Western International Seal Beach	Financial Advisor Fariba	756-2675	10:26	left message call back this afternoon \$759.20 up front for 2 ads
2/3/2014	A E S Alamitos Seal Beach	Mktg Mgr. Clarissa	Clarissa.cordova@aes.com	10:32	gave her all the spec and time information
2/3/2014	Roex Los Alamitos	Sales Manager Murray	Mbrannen@roex.com	2:43	ad will run next week 2/13/14 w/ insert
2/3/2014	Altruist Home Care La Puente	Mktg Grace	Gutierrez@altruisthomecare.com	3:01	sent pricing and mailed a media kit
2/3/2014	Abrams & Clark Long Beach	Sales Linda	Abramsandclark@yahoo.com	10:39	changed ad for her
2/4/2014	The Law Concierge Long Beach	Carolina	Cmh@thelawconcierge.com	2:36	check if ready to place the ad
2/4/2014	Alvand Transportation Glendale	Owner Ronni	818-288-3139	9:10	sent information for pricing 2:59 too
2/4/2014	Premium Mattress Anaheim	Owner Rick	Saout@pacbell.net	10:38	send oc registrar ad for info and logo
2/4/2014	Meridian West Long Beach	Mktg Sylvia	Sylvia@meridianwest.com	3:01	sent pricing and mailed a media kit
2/5/2014	A E S Alamitos Seal Beach	Mktg Mgr. Clarissa	Clarissa.cordova@aes.com	8:51	last e-mail to her after receiving the ad was 3:25
2/5/2014	Rossmoor Dental/ Seal Beach	Leslie	Polleyl@pacden.com	9:15	answered question on location of Rossmoor Dental location
2/5/2014	Alliance Imaging	Account Executive Jeff	Jsbradley@allianceimaging.com		

PHONE AND EMAIL SALES LOG

Printed March 3, 14

Date	Company / City	Contact / Position	Phone / Email	Time	Recap / Follow-up
2/6/2014	Meridian West Long Beach	Sylvia	Sylvia@meridianwest.com	10:27	After extensive phone call I sent her the information she needed to proceed with an ad
2/10/2014	American Society Of Interior Costa Mesa	Adriel Fundraising Director	Adrieldesigns@verizon.net	9:09	sent pricing and mailed a media kit
2/10/2014	Alvand Transportation Glendale	Ronni Owner	Alvandbus@yahoo.com	10:11	again at 2:25 problem with the ad need \$300 up front
2/11/2014	Rossmoor Dental/ Seal Beach	Leslie	Polley@pacden.com	9:26	Will ad be ready to run on 2/20?
2/21/2014	Chick- Fil- A Seal Beach	Mackenzie	Mackenzie@cfasealbeach.com	10:29	again 10:23 need ad got ad...thanks
2/21/2014	Life Steps Foundation Culver City	Summer	Sdavis@lifestepsfoundation.org 310-491-9012	2:49	talked pricing / sent pricing
2/24/2014	Life Steps Foundation Culver City	Summer	Sdavis@lifestepsfoundation.org	11:22	mayb wanted classified instead
2/25/2014	Mills Insurance/ Jay Beeler Los Alamitos	Jay	Jay@beelerusa.com	10:49	also 11:07 working out runs and pricing
2/25/2014	T C C Santa Ana	Ruth	Rlyaddow@yahoo.com 714-932-7325	4:55	wants to talk about the Pro/Dir
2/26/2014	Dr. Lagos D D S Los Alamitos	Carol Office Mgr.	Lagosx4@aol.com	8:48	bus signs and Amphitheater shows
2/26/2014	City National Bank Long Beach	Kristine	Kristine.negrete@cnb.com	9:40	grand opening and Amphitheater information
2/26/2014	One West Bank Long Beach	Edith	Edithrodriguez@owb.com	4:00	information regarding her inserts

PHONE AND EMAIL SALES LOG

Printed March 3, 14

Date	Company / City	Contact / Position	Phone / Email	Time	Recap / Follow-up
2/26/2014	Paw Lounge Westminster	Anita	949-813-1133	11:30	gather info for owner maybe pro/dir
2/26/2014	Collision Experts Long Beach	Fred	Collisionrepairs@aol.com 434-3477	12:07	again at 2:06 wants pro/dir
2/26/2014	Paw Lounge Westminster	Troy	Tjhook1@hotmail.com 714-864-7660	2:40	2:59 e-mailed appointment time Friday 8:30 am
2/27/2014	Adriel Designs Costa Mesa	Adriel	Adrieldesigns@verizon.net	10:07	information regarding her inserts
2/27/2014	Magic Touch Homecare Newport Beach	Sally	Magictouchhomecare.com 949-863-0208	10:32	at 12:21 called talked to Sally reminder about advertising
2/27/2014	Alliance Imaging	Jeff	Jsbradley@allianceimaging.com	10:58	11:24 answered questions on bus signs & gave specials

FIELD SALES LOG

Printed March 3, 14

Date	Company / City	Contact / Position	Phone / Email	Odometer Start / Stop / Finish	Recap / Follow-up
2/5/2014	Rossmoor Dental Seal Beach	Office Mgrs Jamie Shaw	431-0393	53463 53466	met with jamie and leslie from Pacific Dental how to do the ad & how often

February 25, 2014

TO: BOARD OF DIRECTORS – GOLDEN RAIN FOUNDATION

FROM: COMMUNICATIONS COMMITTEE

SUBJECT: AMEND POLICY 2850, DISPLAY ADVERTISING COMMISSIONS

Display advertising is a type of advertising that typically contains text, photographs, logos and other material, and is published throughout periodicals. In contract, classified advertising is generally published in a text-only format and appears in a distinct section of periodicals.

Policy 2850, Display Advertising Commissions, sets forth how News Office staff is paid commissions for display advertising.

Following several months of review of the newspaper industry and communities with in-house newspapers operated by staff/volunteers, the Executive Director and Communications Committee considered updating Policy 2850. At its meeting on December 13, 2013, the Committee unanimously recommended the following changes:

- Change the Policy title from Display Advertising Commissions to Advertising Commissions;
- Set forth two distinct commission schedules for display advertising and classified advertising;
- Clarify that the Managing Editor is not eligible to receive commissions;
- Set forth that counter or front desk staff will be eligible for a 5% commission on classified advertising;
- Define new, existing and house accounts;
- Clarify that commissions will not be made until full advertising payment is received by the Finance Department; and
- Set forth that the Foundation will retain 50% of all column inches sold and that the remaining 50% will be paid to sales staff.

As the policy concerns personnel matters, the Executive Committee reviewed the proposed changes and, at its meeting on January 6, 2014, unanimously agreed with the Communications Committee's recommended changes. The Communication Committee met with News sales staff for clarification on several matters and, at its meeting on February 13, 2014, affirmed its recommendation to the Board for amendment.

If approved, the policy revisions would go into effect 90 days from Board approval in line with notification requirements to staff when a policy change affects wage or benefits.

Action by the Board to amend Policy 2850, Advertising Commissions, to reflect the changes set forth above and on the accompanying draft, is requested.

RA/cm
Attachments

ADMINISTRATION

NEWSPAPER SERVICES

DRAFT

Display Advertising CommissionsDefinitions

New Accounts: corporations, companies and/or individuals that have never run/placed an ad with the Foundation or have not advertised with the Foundation for more than one year.

Existing Accounts: corporations, companies and/or individuals which advertise with the Foundation on a consistent or recurring basis throughout a calendar year.

House Accounts: corporations, companies and/or individuals which place advertising with the Foundation on a consistent basis as defined as no less than 48 ads per calendar year.

The Managing Editor Executive Director is authorized to use the following schedule of commissions to be paid for obtaining display advertising: ~~All arrangements with the individuals concerned are subject to the approval of the administrator:~~

Retail Display Advertising

1. Up to 25% commission is authorized for use with agencies procuring advertising.
2. Straight commission salespersons (no salary and/or wage) ~~salesmen~~ are authorized commissions of not more than 25%. ~~Payment of such commissions will not be made until after full payment for the advertising is received by the Foundation Accounting Department.~~
 - a. 30% on the first month of new accounts
 - b. 25% existing accounts
 - c. 15% house accounts
3. Salaried or waged employees ~~Advertising employees of the staff~~ may be paid display advertising commissions of up to 12.5% for all advertising procured.
 - a. Managing Editor – no commission

(Jan 91)

ADMINISTRATION

NEWSPAPER SERVICES

DRAFT

Display Advertising Commissions

- b. Salespersons – for wages earned, the Foundation retains 50% of all column inches sold; remaining 50% of column inches sold will be paid a commission of:
 - i. 20% on the first month of new accounts
 - ii. 15% existing accounts
 - iii. 0% house accounts

Classified Advertising

- 1. Salaried or waged employees
 - a. Managing Editor: no commission
 - b. Salespersons / Front Desk Staff: 5%

Payment of such commissions will not be made until after full payment for the advertising is received by the GRF Finance Department.

Policy

Adopted: 9 Jul 77
 Amended: 15 Jan 91
 Amended:

GOLDEN RAIN FOUNDATION
Seal Beach, California

(Position title correction made 06-02-09)

(Jan 91)