

Peninsula Executives Association

950 South Bascom Avenue, Suite 1113 (#118), San Jose, CA 95128
Phone: 408-266-9658 | Fax: 877-426-8501 | PEAworks@assoc-office.com



Board Meeting Agenda **August 15, 2019**

Call to Order and Welcome -- 8:35am

Member Visit: Brad Brown, Brown Financial & Insurance Services – 8:35am

- Would like to talk about the Leads & Introductions Guide (attached)

Review of Minutes, Leads & Attendance – 8:50am

- Review June 13 and July 11, 2019 Board Meeting Minutes
- Review of Participation and Attendance July 2019

Financials – 8:55am

- July 2019 financial reporting attached
 - Accounts Payable
 - Accounts Receivable Report
 - Balance Sheet, Profit and Loss
 - YTD Budget vs Actuals
 - Review \$200 auto-deposit to savings from checking

New Business – 9:10am

- **Board Classification Talk, September 19: Focus on Membership Retention/Sustainability**

We had discussed this idea for the last talk in July, but focused on the directory instead.

Use this idea this time? Is preference to give up the spot to a member? Move it to November 14?

- CLASSIFICATION TALK IDEA: We are really pushing for 60 members (we are at 57), so focus is on Membership and bringing in a few more new members.
 - Tip to those thinking of moving/retiring: “Be Kaye Sharbrough” — she has a plan for who will attend for her company (Alan) after she moves...we need our members to be thinking of who will replace each of them when they retire: “Who in your trade do you know that would make a good replacement for you?”
- Graphic on the new website (attached): Focus on the “seven easy steps” joining process—it is short and sweet, and the good news is it’s from a member, so it’s from their point of view.

- **Question from Member regarding nonprofits others are involved with and soliciting at PEA meetings.**

Unfinished Business & Pending Items – 9:25am

- Website update:
 - We are preparing final steps for LAUNCH!
 - TIMELINE:
Board members are asked to visit test site to provide comments, test links, etc.; provide feedback between August 15 – 22.
Edits will take place, then one last review, and launch is Monday, August 26.
 - Big Announcement August 29!
 - With launch, office email will change to peaworks@executives.org. Other emails will also change: board@executives.org; feedback@executives.org (new)

Committee Updates – 9:30am

- Any committee updates? Any committees need any help?

Adjourn 9:40am**Upcoming Holidays or Special Meetings**

- **Next Board Meeting: September 12**
No PEA Meetings: August 29; November 28; December 26, 2019; January 2, 2020.
September 22: Annual PEA Picnic, Reelfs Home
- October 3: Committee Meetings
- November 7: Special Program – Program Committee
- December 6: Annual Holiday Party
- December 19: Annual Live Auction

HOW TO JOIN

1

Sponsorship

A current PEA member is your sponsor and refers you (based on your interest and their sense of your fit within the group) by completing an information form about you and your business.

2

Posting

Your name is posted in the PEA newsletter for two weeks, allowing time for any members to raise possible objections.

3

Breakfast Meeting

You are invited to visit with us at two breakfast meetings, so you can see us and we can see you.

4

Interview

Someone from the Membership Committee interviews you.

5

Membership Committee Vote

The Membership Committee votes to submit your information form to the Board for approval.

6

Board Vote

The Board votes to approve your membership

7

Welcome!

You pay your initiation fee, receive a welcome packet, and you're in.

Attendance and Participation

JULY 2019

Date	# Members	Ongoing	Direct	Referral	Internet	Attended	Guest	Open House # Attendees
07/04/2019	57	0	0	0	0	0	0	0
07/11/2019	57	4	42	11	50	42	2	0
07/18/2019	57	30	68	44	34	46	2	0
07/25/2019	57	31	33	17	17	39	0	0
TOTALS	57	65	143	72	101	127	4	0

Month	# Members	Ongoing	Direct	Avg per week	Referrals	Avg per week	Internet	Avg per week	Attendance avg per week
July 2019	57	65	143	48	72	24	101	34	43
June 2019	56	87	186	47	108	27	149	37	44
May 2019	55	65	208	52	98	25	156	39	44
Apr 2019	54	67	145	48	83	28	177	59	46
Mar 2019	54	57	131	33	144	36	130	33	42
Feb 2019	56	51	119	30	86	22	121	30	46
Jan 2019	54	90	213	43	152	30	150	30	43
Dec 2018	56	29	74	37	49	25	71	36	46
Nov 2018	56	67	165	41	109	27	116	29	47
Oct 2018	57	72	116	29	97	24	157	39	45
Sep 2018	57	48	183	46	103	26	144	36	43
Aug 2018	58	54	200	50	96	24	153	38	46
July 2018	58	66	178	59	98	33	119	40	45
June 2018	58	70	147	37	82	21	117	29	44
May 2018	58	56	193	39	121	24	164	33	42
Apr 2018	58	67	197	49	135	34	182	46	45
Mar 2018	57	45	152	38	88	22	146	37	44
Feb 2018	57	28	153	51	113	34	84	22	44
Jan 2018	58	69	209	63	148	43	131	28	49
Dec 2017	60	26	90	45	37	19	34	17	48
Nov 2017	60	32	168	42	92	23	95	24	47
Oct 2017	60	40	155	39	91	23	85	21	45
Sep 2017	59	54	169	42	109	27	97	24	43
Aug 2017	62	40	206	41	133	27	98	20	45
Jul 2017	61	30	116	39	70	23	51	17	42
Jun 2017	59	61	253	51	130	26	95	26	40
May 2017	60	22	186	27	106	27	54	18	47
Apr 2017	60	60	182	46	99	25	68	17	46
Mar 2017	63	75	232	46	150	30	108	22	49
Feb 2017	61	31	173	43	114	29	52	13	50
Jan 2017	63	37	252	84	124	41	89	30	48

Peninsula Executives Association

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Phone: 408-266-9658 | Fax: 877-426-8501 | PEAworks@assoc-office.com



Board Meeting Minutes

July 11, 2019

PRESENT:

Leane Reelfs, President
Deanne Belcher, Vice President
Neal Coogler, Ex Officio, Immediate Past President
Brian Irion
Jeanette Loretz
Jon Maystrik

ABSENT:

Nick Rugh, Treasurer/Secretary
Charlotte Russell

ALSO PRESENT:

Angi Roberts, Executive Director

Call to Order ~ Welcome

The meeting was called to order at 8:29 AM by President Leane Reelfs, who welcomed everyone. Many thanks to all for making time for the PEA Board meetings. A quorum was present for this meeting.

Board Member Training

- Fiduciary Responsibilities of Board Members – Brian Irion, Law Offices of Brian Irion

Brian Irion provided the attachment provided with these minutes for all Board members to review. This document reinforces the rules and laws that apply to a Fiduciary and/or a Director.

There are some main points to keep in mind:

- All Directors have the Duties Loyalty and Good Faith, Duty of Care, and must deal with Conflicts of Interest by disclosing any potential conflict and then abstain from participating in any discussion about it.
- All Directors are considered as Fiduciaries, not only the President or Treasurer.
- The simple duties include acting as a prudentially person would act in their own affairs. You can't delegate away your duty, so if you see something wrong with financials or a relationship, it's your duty to bring it to the leadership.
- All Directors also have the Duty of Loyalty and must act in good faith and interest. Good faith means in the best interest of the organization. Directors should not pretend to act in PEA's interest and really act in their own interest instead. Don't lie don't cheat. Don't steal.
- Additionally, Directors receive indemnity rights from the PEA. It's PEA's duty to indemnify you.

Review of Minutes, Leads & Attendance – 8:50am

- Review June 13, 2019 Board Meeting Minutes
- Review of Participation and Attendance June 2019

Angi to resend minutes out to the Board, so they can review and potentially vote online.

Leads and attendance figures were also reviewed. The stats are in line with previous results for the month of June for the last two years and are actually a little higher in some cases than expected, due to the typical summer slow down that goes on for June through August annually.

Brian moved to accept the leads and attendance stats and Leane seconded. MSA.

Financials – 8:55am

- June 2019 financial reporting attached
 - Accounts Payable
 - Accounts Receivable Report
 - Balance Sheet, Profit and Loss
 - YTD Budget vs Actuals
 - Review \$200 auto-deposit to savings from checking

The financial reports were presented to the board. These are the accounts receivables as of June 30, 2019.

Peninsula Executives Association
A/R AGING SUMMARY
 As of July 31, 2019

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Arranged4Comfort		25.00				\$25.00
First Republic Bank		355.00				\$355.00
JB Bell Business Consulting Int'l			355.00	-45.00		\$310.00
Keller Williams Residential Realty			355.00		-355.00	\$0.00
Lane Cleaning Services			5.00			\$5.00
Law Offices of Brian Irion			355.00			\$355.00
Lost Boys Design					355.00	\$355.00
Mollie Stone's Market			355.00		-710.00	\$ -355.00
San Mateo Daily Journal			355.00			\$355.00
Scott, Susan; Expressions Salon			355.00			\$355.00
Sheraton PA Membership			89.00			\$89.00
Yeaman Auto Body			355.00		15.00	\$370.00
TOTAL	\$0.00	\$380.00	\$2,579.00	\$ -45.00	\$ -695.00	\$2,219.00

The invoices were sent the last week of May 2019 for this quarter June-July-August. For the outstanding AR above, all members have been sent reminder notifications. Additionally, Angi contacted the Sheraton accounting department manager, Vivian Casillas, to ensure their membership dues invoice is paid quarterly, and she is working on getting this past due billing paid. Jon moved to approve June financials and Leane seconded. MSA.

The \$200 auto-deposit was not changed by the board this month.

PEA Insurance Policies. The Board discussed this topic again. The Board discussed the business judgment rule, with insights from Brian on some of the protections under the law for the Board or members not held responsible for members who act on comments as if they were business advice. Proximate causation: Was the advice from a PEA board member the proximate cause of the business failure? This legal term is meant to be universal for all companies, for all situations. Business owners exercise their judgement when receiving input.

A motion was made by Jon to state a disclaimer annually the first meeting of the new year (first weekly meeting in March), make a disclaimer as necessary at weekly breakfast meetings (sensitive topic warrants, etc.), and also add language to the new member information form: "Any views stated are not those of the PEA Board of Directors and are those of the person speaking only." Jeanette seconded the motion.

Discussion: The other time when the PEA Board/PEA might have a case for worry is if a board member gives business advice and it is followed by a member, and they allege they sustained a business loss as a result of the advice. The board members should always make it clear that they are not acting on behalf of the PEA Board of Directors, simply by their affiliation. In the case of a spotlight or classification talk, the person getting the idea did not pay the member who gave advice and would have to prove that member was speaking on behalf of the Board of PEA or the company PEA. For weekly meetings, the person presiding can make a statement periodically at the end of the classification and spotlight speakers: "If you need anything to help your business, then be sure to speak to Member X directly. Any views stated are not those of the PEA Board of Directors and are those of the person speaking only."

Motion to add disclaimers as appropriate passes unanimously.

Jon moved and Jeanette seconded to leave insurance policies as they are, with liability in force and no additional purchases at this time for D&O/E&O policies. Motion passes unanimously.

Unfinished Business & Pending Items

- Website update for July 11, 2019:
 - Angi has received the login information from Michael Aronson and is inputting member information.
 - Members have been asked twice now to provide their logo, headshot, short company description, long company description, website link, social media links (Facebook, Twitter, LinkedIn, Yelp, others), contact info. So far, we have less than 10 people who have responded.
 - We will launch the last week of August.
 - Board members will be asked to visit test site to provide comments, test links, etc. in August!!
 - Big Announcement week after August Board Meeting!!

Committee Updates ~ Brief update from each committee liaison from last committee meetings

- Due to length of meeting, no updates were discussed.

Meeting Adjourn – Next Meeting

The next regular board meeting will be August 15 (date change) immediately following the regular breakfast meeting.

Having completed all the business of the Board, the meeting was adjourned at 9:43am with a motion from Jon and second provided by Leane.

Respectfully submitted,
Angi Roberts
PEA Executive Director

Upcoming Dates

- Next regular Board meeting: **August 15, 2019**
- No PEA Breakfast Meeting: **August 29, 2019**

MEMBERSHIP

We are a group of 70 (give or take) business owners and operators from a wide variety of backgrounds. A fundamental rule of the group is that there can be only one member per business classification. This encourages cooperation, avoids competition and results in a group that includes everything from an Accountant to a Web Designer (still looking for someone to fill the Zoologist classification) and many businesses in between. See the full [member list](#). Our weekly meetings take place at the Sheraton Hotel in Palo Alto but our members have locations up and down the San Francisco Peninsula.

HOW TO JOIN

- 1 Sponsorship**
A current PEA member is your sponsor and refers you (based on your interest and their sense of your fitness for the group) by submitting an application.
- 2 Posting**
Your name is posted in the PEA newsletter for two weeks, allowing time for any members to raise possible objections.
- 3 Breakfast Meeting**
You are invited to visit with us at two breakfast meetings, so you can see us and we can see you.
- 4 Interview**
Someone from the Membership Committee interviews you.
- 5 Membership Committee Vote**
The Membership Committee votes to submit your application to the Board for approval.
- 6 Board Vote**
The Board votes to approve your membership
- 7 Welcome!**
You pay your initiation fee, receive a welcome packet, and you're in.

Attendance and Participation

JUNE 2019

Date	# Members	Ongoing	Direct	Referral	Internet	Attended	Guest	Open House # Attendees
06/06/2019	56	23	60	36	62	50	5	0
06/13/2019	56	13	18	24	14	39	2	0
06/20/2019	56	15	55	23	21	42	1	0
06/27/2019	56	36	53	25	52	38	1	0
TOTALS	56	87	186	108	149	169	9	0

Month	# Members	Ongoing	Direct	Avg per week	Referrals	Avg per week	Internet	Avg per week	Attendance avg per week
June 2019	56	87	186	47	108	27	149	37	44
May 2019	55	65	208	52	98	25	156	39	44
Apr 2019	54	67	145	48	83	28	177	59	46
Mar 2019	54	57	131	33	144	36	130	33	42
Feb 2019	56	51	119	30	86	22	121	30	46
Jan 2019	54	90	213	43	152	30	150	30	43
Dec 2018	56	29	74	37	49	25	71	36	46
Nov 2018	56	67	165	41	109	27	116	29	47
Oct 2018	57	72	116	29	97	24	157	39	45
Sep 2018	57	48	183	46	103	26	144	36	43
Aug 2018	58	54	200	50	96	24	153	38	46
July 2018	58	66	178	59	98	33	119	40	45
June 2018	58	70	147	37	82	21	117	29	44
May 2018	58	56	193	39	121	24	164	33	42
Apr 2018	58	67	197	49	135	34	182	46	45
Mar 2018	57	45	152	38	88	22	146	37	44
Feb 2018	57	28	153	51	113	34	84	22	44
Jan 2018	58	69	209	63	148	43	131	28	49
Dec 2017	60	26	90	45	37	19	34	17	48
Nov 2017	60	32	168	42	92	23	95	24	47
Oct 2017	60	40	155	39	91	23	85	21	45
Sep 2017	59	54	169	42	109	27	97	24	43
Aug 2017	62	40	206	41	133	27	98	20	45
Jul 2017	61	30	116	39	70	23	51	17	42
Jun 2017	59	61	253	51	130	26	95	26	40
May 2017	60	22	186	27	106	27	54	18	47
Apr 2017	60	60	182	46	99	25	68	17	46
Mar 2017	63	75	232	46	150	30	108	22	49
Feb 2017	61	31	173	43	114	29	52	13	50
Jan 2017	63	37	252	84	124	41	89	30	48

BOB ROSENBERG EMAIL

From: [Bob Rosenberg](#)
To: [Bob Rosenberg](#)
Subject: INTERNET REFERRALS
Date: Saturday, July 6, 2019 6:16:56 PM
Attachments: [image004.png](#)

Hi Fellow PEA Members,

I'm sure you all know I love to give referrals to all our members. I do this a lot on Nextdoor and the Portola Valley Forum.

For both of those groups, I use a personal email address – gr8workbob@yahoo.com. My business email has always been bob@gr8work.com. I do not check my yahoo.com email on a consistent basis. I want all PEA Members to know that they should always use bob@gr8work.com for all regular email correspondence.

For my Nextdoor referrals, I always sign my name, my business name and my website. There is no easy way to let the person I referred know I gave the referral. I do sometimes make an extra effort but most of the time I just give the referral and no one knows. Nextdoor is open to everyone and the referrals I give don't carry as much weight as the Portola Valley Forum referrals.

The Portola Valley Forum is a closed group. One has to apply and meet certain criteria before being allowed to be a member and post or participate on the Forum. Most of the people on the PV Forum have come to know me as a trusted source for good referrals. When I see someone asking for something one of our members offer, I respond with an email addressed to the individual AND a copy goes to EVERYONE ELSE on the Forum too. With this type of email response, I also get to "blind carbon copy" the person I referred and also a copy goes to Angi – our E.D. Referrals to members of the PV Forum are usually very good referrals. I often get a thank you from the person to whom I gave a referral.

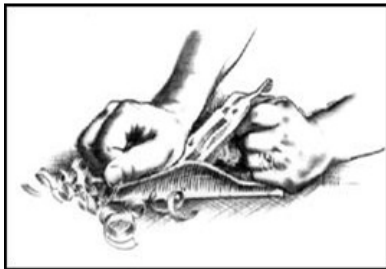
However – unlike Nextdoor – I want everyone to understand that it is NOT OK to respond directly to the person I gave the referral to and bcc'd the PEA member. My standing as a trusted source will be undermined if people respond directly to the poster. Everyone is welcome to call or email me for more info on the referral, but please do not respond directly to the person asking for a referral.

I want to thank everyone in advance for respecting this request. I want to continue the refer all of you with the knowledge that a referral from me to a PV Forum member is a very good referral. I can keep doing that only if they know that they will not be contacted by someone unsolicited or that they weren't expecting to hear from.

Please let me know if you don't understand or want more info.

And remember – my official email address is bob@gr8work.com, even though you may get a bcc email from gr8workbob. Thank you all.

Bob



Bob Rosenberg Certified Remodeler
Certified Green Building Professional
Certified Universal Design Professional

GR8WORK Builders Inc. 745 Warrington Avenue
Redwood City, CA. 94063 Email: bob@gr8work.com
Office: 650 369-9675
Cell: 650 465-0344
www.gr8work.com



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Board Meeting Minutes **June 13, 2019**

PRESENT:

Leane Reelfs, President
Deanne Belcher, Vice President
Neal Coogler, Ex Officio, Immediate Past President
Nick Rugh, Treasurer/Secretary
Jeanette Loretz
Jon Maystrik
Charlotte Russell

ABSENT:

Brian Irion

ALSO PRESENT:

Angi Roberts, Executive Director
Konrad Thaler

Call to Order ~ Welcome

The meeting was called to order at 8:27 AM by President Leane Reelfs, who welcomed everyone. Many thanks to all for making time for the PEA Board meetings. A quorum was present for this meeting.

Review of Minutes, Leads & Attendance

- Review May 9, 2019 Board Meeting Minutes
- Review of Participation and Attendance May 2019

The minutes from the May 9, 2019 board meeting and the attendance for May 2019 were reviewed. No corrections were presented.

Attendance numbers are 46 attendees weekly, with our benchmark be 48 attendees weekly. Over the past two years, the number has also been in the 46 range, too.

Charlotte moved to accept minutes and Nick seconded. MSA.

Financials

- May 2019 financial reporting attached
 - YTD Budget vs Actuals
 - Balance Sheet, Profit and Loss
 - Accounts Receivable Report
 - Accounts Payable
 - Review \$200 auto-deposit to savings from checking

The financial reports were presented to the board.

These are the accounts receivables as of May 31, 2019.

Peninsula Executives Association

A/R AGING SUMMARY

As of May 31, 2019

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
All About Business Services		-355.00				\$ -355.00
Arborwell Professional Tree Management	-355.00					\$ -355.00
California Business Opportunities				5.00		\$5.00
Carpeteria				355.00	-290.00	\$65.00
Hassett Hardware			-156.00			\$ -156.00
Home Care Assistance		-355.00				\$ -355.00
Home Preservation Services		-355.00				\$ -355.00
JB Bell Business Consulting Int'l		-45.00				\$ -45.00
Keller Williams Residential Realty				-355.00		\$ -355.00
Lost Boys Design				340.00	15.00	\$355.00
McGlashan & Sarraill	-355.00					\$ -355.00
Mollie Stone's Market			-380.00	-330.00		\$ -710.00
San Mateo Daily Journal				355.00		\$355.00
Smilin Dogs		-355.00				\$ -355.00
T-O-P Move Management, LLC		-355.00				\$ -355.00
Three Sixty HR	-355.00					\$ -355.00
Yeaman Auto Body				15.00		\$15.00
TOTAL	\$ -1,065.00	\$ -1,820.00	\$ -536.00	\$385.00	\$ -275.00	\$ -3,311.00

Angi advised that for Lost Boys Design has paid for the older invoice. Also, the credits showing for the members are due to the invoices being paid for the next quarter dues before the date of the invoice (June 1). These will true up in the next A/R aging summary as the invoices and payments credit out.

Nick moved to approve the March financials and Charlotte seconded. MSA.

The \$200 auto-deposit was not changed by the board this month. It was mentioned that a reserve account should be considered as the year goes on.

Angi will check for hotels and spaces in August and bring feedback to the board meeting in August. We will do this in anticipation of the Sheraton construction that is coming early in 2020.

PEA Insurance Policy: Charlotte. This is a commercial policy and she said that it is fine, and we shouldn't change that policy. We are fine on coverages. This primarily covers slips and falls and bodily injury. Directors and Officers Liability Coverage is not a part of this policy. State Farm provides this coverage at an \$800 minimum amount. Angi will call Traveler's to find out if we can add D&O to the policy and what the fee would be. Charlotte also

recommended that we seek non-owned auto policy for PEA. Start Farm charges for this coverage \$50 half year, \$100 total. Angi will ask travelers what the cost is for us to add this as well.

Unfinished Business & Pending Items

- Website update
 - Michael is creating secondary page styles for review next; home page is coded
 - Once secondary page styles are created, Angi will upload actual current content to test site

Committee Updates ~ Brief update from each committee liaison from last committee meetings

- **Mentor Committee: Neal.** The Mentor committee would like to see more actual networking time during the weekly meetings. They have suggested using the leads and introductions portion of the program open a few times annually to provide the networking. Might have to be a trial thing to see if it is working, versus the members just leaving the meeting early. The suggestion was to have it be a structured networking. We could try this at the end of the meeting and then do it at the beginning; then see which way flows best. First week of August we will try this. Angi send some ideas to mentor and leads committee for ice breakers.

Suggestion:

Regarding the PR committee suggestion of making up business cards: The idea was to print business cards with PEA's info on it and say something like, "Here's a referral to a great person who can help you with your X need;" Leane heard from some members that that seemed to make PEA shine more than the referred company. Seems more salesy to some people, too. The board agreed that the members will need to determine what their version sounds like: "These are the primary things. They are trustworthy. They are vetted. And I see them every week and if there is an issue then." Angi do a sample email and send to Debbie Clark, PR Committee Co-chair.

Meeting Adjourn – Next Meeting

The next regular board meeting will be August 15 (date change) immediately following the regular breakfast meeting.

Having completed all the business of the Board, the meeting was adjourned at 9:23am with a motion from Charlotte and second provided by Leane.

Respectfully submitted,

Angi Roberts
PEA Executive Director

Upcoming Dates

- **Next regular Board meeting will be July 11, 2019**
- No PEA Breakfast Meeting July 4, 2019

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## Attendance and Participation

MAY 2019

| Date          | # Members | Ongoing   | Direct     | Referral  | Internet   | Attended   | Guest    | Open House # Attendees |
|---------------|-----------|-----------|------------|-----------|------------|------------|----------|------------------------|
| 05/2/2019     | 55        | 20        | 74         | 31        | 29         | 47         | 2        | 0                      |
| 05/9/2019     | 55        | 16        | 58         | 19        | 51         | 40         | 1        | 0                      |
| 05/16/2019    | 55        | 5         | 26         | 15        | 29         | 40         | 1        | 0                      |
| 05/23/2019    | 55        | 24        | 50         | 33        | 47         | 44         | 1        | 0                      |
| 05/30/2019    | 55        | 0         | 0          | 0         | 0          | 0          | 0        | 0                      |
| <b>TOTALS</b> | <b>55</b> | <b>65</b> | <b>208</b> | <b>98</b> | <b>156</b> | <b>171</b> | <b>5</b> | <b>0</b>               |

| Month     | # Members | Ongoing | Direct | Avg per week | Referrals | Avg per week | Internet | Avg per week | Attendance avg per week |
|-----------|-----------|---------|--------|--------------|-----------|--------------|----------|--------------|-------------------------|
| May 2019  | 55        | 65      | 208    | 52           | 98        | 25           | 156      | 39           | 44                      |
| Apr 2019  | 54        | 67      | 145    | 48           | 83        | 28           | 177      | 59           | 46                      |
| Mar 2019  | 54        | 57      | 131    | 33           | 144       | 36           | 130      | 33           | 42                      |
| Feb 2019  | 56        | 51      | 118    | 30           | 85        | 21           | 121      | 30           | 46                      |
| Jan 2019  | 54        | 90      | 213    | 43           | 152       | 30           | 150      | 30           | 43                      |
| Dec 2018  | 56        | 29      | 74     | 37           | 49        | 25           | 71       | 36           | 46                      |
| Nov 2018  | 56        | 67      | 165    | 41           | 109       | 27           | 116      | 29           | 47                      |
| Oct 2018  | 57        | 72      | 116    | 29           | 97        | 24           | 157      | 39           | 45                      |
| Sep 2018  | 57        | 48      | 183    | 46           | 103       | 26           | 144      | 36           | 43                      |
| Aug 2018  | 58        | 54      | 200    | 50           | 96        | 24           | 153      | 38           | 46                      |
| July 2018 | 58        | 66      | 178    | 59           | 98        | 33           | 119      | 40           | 45                      |
| June 2018 | 58        | 70      | 147    | 37           | 82        | 21           | 117      | 29           | 44                      |
| May 2018  | 58        | 56      | 193    | 39           | 121       | 24           | 164      | 33           | 42                      |
| Apr 2018  | 58        | 67      | 197    | 49           | 135       | 34           | 182      | 46           | 45                      |
| Mar 2018  | 57        | 45      | 152    | 38           | 88        | 22           | 146      | 37           | 44                      |
| Feb 2018  | 57        | 28      | 153    | 51           | 113       | 34           | 84       | 22           | 44                      |
| Jan 2018  | 58        | 69      | 209    | 63           | 148       | 43           | 131      | 28           | 49                      |
| Dec 2017  | 60        | 26      | 90     | 45           | 37        | 19           | 34       | 17           | 48                      |
| Nov 2017  | 60        | 32      | 168    | 42           | 92        | 23           | 95       | 24           | 47                      |
| Oct 2017  | 60        | 40      | 155    | 39           | 91        | 23           | 85       | 21           | 45                      |
| Sep 2017  | 59        | 54      | 169    | 42           | 109       | 27           | 97       | 24           | 43                      |
| Aug 2017  | 62        | 40      | 206    | 41           | 133       | 27           | 98       | 20           | 45                      |
| Jul 2017  | 61        | 30      | 116    | 39           | 70        | 23           | 51       | 17           | 42                      |
| Jun 2017  | 59        | 61      | 253    | 51           | 130       | 26           | 95       | 26           | 40                      |
| May 2017  | 60        | 22      | 186    | 27           | 106       | 27           | 54       | 18           | 47                      |
| Apr 2017  | 60        | 60      | 182    | 46           | 99        | 25           | 68       | 17           | 46                      |
| Mar 2017  | 63        | 75      | 232    | 46           | 150       | 30           | 108      | 22           | 49                      |
| Feb 2017  | 61        | 31      | 173    | 43           | 114       | 29           | 52       | 13           | 50                      |
| Jan 2017  | 63        | 37      | 252    | 84           | 124       | 41           | 89       | 30           | 48                      |

# Peninsula Executives Association

## A/P AGING DETAIL

As of July 31, 2019

| DATE                                      | TRANSACTION<br>TYPE | NUM   | VENDOR                    | DUE DATE   | PAST<br>DUE | AMOUNT            | OPEN BALANCE      |
|-------------------------------------------|---------------------|-------|---------------------------|------------|-------------|-------------------|-------------------|
| 91 or more days past due                  |                     |       |                           |            |             |                   |                   |
| 01/02/2019                                | Bill                | 10632 | Lost Boys Design (vendor) | 01/31/2019 | 194         | 4,750.00          | 1,615.00          |
| <b>Total for 91 or more days past due</b> |                     |       |                           |            |             | <b>\$4,750.00</b> | <b>\$1,615.00</b> |
| <b>TOTAL</b>                              |                     |       |                           |            |             | <b>\$4,750.00</b> | <b>\$1,615.00</b> |

# Peninsula Executives Association

## A/R AGING SUMMARY

As of July 31, 2019

|                                    | CURRENT       | 1 - 30          | 31 - 60           | 61 - 90          | 91 AND OVER       | TOTAL             |
|------------------------------------|---------------|-----------------|-------------------|------------------|-------------------|-------------------|
| Arranged4Comfort                   |               | 25.00           |                   |                  |                   | \$25.00           |
| First Republic Bank                |               | 355.00          |                   |                  |                   | \$355.00          |
| JB Bell Business Consulting Int'l  |               |                 | 355.00            | -45.00           |                   | \$310.00          |
| Keller Williams Residential Realty |               |                 | 355.00            |                  | -355.00           | \$0.00            |
| Lane Cleaning Services             |               |                 | 5.00              |                  |                   | \$5.00            |
| Law Offices of Brian Irion         |               |                 | 355.00            |                  |                   | \$355.00          |
| Lost Boys Design                   |               |                 |                   |                  | 355.00            | \$355.00          |
| Mollie Stone's Market              |               |                 | 355.00            |                  | -710.00           | \$ -355.00        |
| San Mateo Daily Journal            |               |                 | 355.00            |                  |                   | \$355.00          |
| Scott, Susan; Expressions Salon    |               |                 | 355.00            |                  |                   | \$355.00          |
| Sheraton PA Membership             |               |                 | 89.00             |                  |                   | \$89.00           |
| Yeaman Auto Body                   |               |                 | 355.00            |                  | 15.00             | \$370.00          |
| <b>TOTAL</b>                       | <b>\$0.00</b> | <b>\$380.00</b> | <b>\$2,579.00</b> | <b>\$ -45.00</b> | <b>\$ -695.00</b> | <b>\$2,219.00</b> |



# Peninsula Executives Association

## BALANCE SHEET

As of July 31, 2019

|                                        | TOTAL              |
|----------------------------------------|--------------------|
| <b>ASSETS</b>                          |                    |
| Current Assets                         |                    |
| Bank Accounts                          |                    |
| First Rep checking 0353                | 6,680.30           |
| First Rep savings 7458                 | 7,599.30           |
| <b>Total Bank Accounts</b>             | <b>\$14,279.60</b> |
| Other Current Assets                   |                    |
| Undeposited Funds                      | 1,380.00           |
| <b>Total Other Current Assets</b>      | <b>\$1,380.00</b>  |
| <b>Total Current Assets</b>            | <b>\$15,659.60</b> |
| <b>TOTAL ASSETS</b>                    | <b>\$15,659.60</b> |
| <b>LIABILITIES AND EQUITY</b>          |                    |
| Liabilities                            |                    |
| Current Liabilities                    |                    |
| Other Current Liabilities              |                    |
| Pre Paid Dues - Pro Staff              | 1,532.00           |
| <b>Total Other Current Liabilities</b> | <b>\$1,532.00</b>  |
| <b>Total Current Liabilities</b>       | <b>\$1,532.00</b>  |
| <b>Total Liabilities</b>               | <b>\$1,532.00</b>  |
| Equity                                 |                    |
| Retained Earnings                      | 6,447.03           |
| Net Income                             | 7,680.57           |
| <b>Total Equity</b>                    | <b>\$14,127.60</b> |
| <b>TOTAL LIABILITIES AND EQUITY</b>    | <b>\$15,659.60</b> |

# Peninsula Executives Association

## PROFIT AND LOSS

July 2019

|                                        | TOTAL               |
|----------------------------------------|---------------------|
| Income                                 |                     |
| Dues                                   |                     |
| 1st Quarter Dues                       | 70.00               |
| 2nd Quarter Dues                       | 4,677.15            |
| Guest breakfast fees                   | 400.00              |
| <b>Total Dues</b>                      | <b>5,147.15</b>     |
| Initiation Fees                        | 500.00              |
| <b>Total Income</b>                    | <b>\$5,647.15</b>   |
| GROSS PROFIT                           | <b>\$5,647.15</b>   |
| Expenses                               |                     |
| Breakfasts                             | 4,361.52            |
| Contract Services                      | 2,617.00            |
| QuickBooks Payments Fees               | 30.00               |
| Reproduction                           | 32.00               |
| Web site related expenses              |                     |
| Verio web hosting                      | 49.90               |
| <b>Total Web site related expenses</b> | <b>49.90</b>        |
| <b>Total Expenses</b>                  | <b>\$7,090.42</b>   |
| NET OPERATING INCOME                   | <b>\$ -1,443.27</b> |
| Other Income                           |                     |
| Interest Income                        | 0.38                |
| <b>Total Other Income</b>              | <b>\$0.38</b>       |
| NET OTHER INCOME                       | <b>\$0.38</b>       |
| NET INCOME                             | <b>\$ -1,442.89</b> |

# Peninsula Executives Association

BUDGET VS. ACTUALS: FY2019 (MAR 2019 - FEB 2020) - FY20 P&L

March - July, 2019

|                                        | MAR - MAY, 2019    |                     |                     |                  | JUN - JUL, 2019    |                    |                     |                | TOTAL              |                    |                     |                 |
|----------------------------------------|--------------------|---------------------|---------------------|------------------|--------------------|--------------------|---------------------|----------------|--------------------|--------------------|---------------------|-----------------|
|                                        | ACTUAL             | BUDGET              | OVER BUDGET         | % OF BUDGET      | ACTUAL             | BUDGET             | OVER BUDGET         | % OF BUDGET    | ACTUAL             | BUDGET             | OVER BUDGET         | % OF BUDGET     |
| <b>Income</b>                          |                    |                     |                     |                  |                    |                    |                     |                |                    |                    |                     |                 |
| Dues                                   |                    |                     |                     |                  |                    |                    |                     |                | \$0.00             | \$0.00             | \$0.00              | 0.00%           |
| 1st Quarter Dues                       | 18,109.00          | 19,880.00           | -1,771.00           | 91.09 %          | 425.00             | 0.00               | 425.00              |                | \$18,534.00        | \$19,880.00        | \$ -1,346.00        | 93.23 %         |
| 2nd Quarter Dues                       |                    | 0.00                | 0.00                |                  | 16,898.15          | 20,590.00          | -3,691.85           | 82.07 %        | \$16,898.15        | \$20,590.00        | \$ -3,691.85        | 82.07 %         |
| 4th Quarter Dues                       | 405.00             | 0.00                | 405.00              |                  |                    | 0.00               | 0.00                |                | \$405.00           | \$0.00             | \$405.00            | 0.00%           |
| Guest breakfast fees                   | 1,125.00           | 375.00              | 750.00              | 300.00 %         | 425.00             | 250.00             | 175.00              | 170.00 %       | \$1,550.00         | \$625.00           | \$925.00            | 248.00 %        |
| <b>Total Dues</b>                      | <b>19,639.00</b>   | <b>20,255.00</b>    | <b>-616.00</b>      | <b>96.96 %</b>   | <b>17,748.15</b>   | <b>20,840.00</b>   | <b>-3,091.85</b>    | <b>85.16 %</b> | <b>\$37,387.15</b> | <b>\$41,095.00</b> | <b>\$ -3,707.85</b> | <b>90.98 %</b>  |
| Initiation Fees                        | 250.00             | 750.00              | -500.00             | 33.33 %          | 750.00             | 0.00               | 750.00              |                | \$1,000.00         | \$750.00           | \$250.00            | 133.33 %        |
| Other Inc                              |                    | 3,182.50            | -3,182.50           |                  | 0.25               | 0.00               | 0.25                |                | \$0.25             | \$3,182.50         | \$ -3,182.25        | 0.01 %          |
| Unapplied Cash Payment Income          | 3,609.00           |                     | 3,609.00            |                  | -2,996.00          |                    | -2,996.00           |                | \$613.00           | \$0.00             | \$613.00            | 0.00%           |
| <b>Total Income</b>                    | <b>\$23,498.00</b> | <b>\$24,187.50</b>  | <b>\$ -689.50</b>   | <b>97.15 %</b>   | <b>\$15,502.40</b> | <b>\$20,840.00</b> | <b>\$ -5,337.60</b> | <b>74.39 %</b> | <b>\$39,000.40</b> | <b>\$45,027.50</b> | <b>\$ -6,027.10</b> | <b>86.61 %</b>  |
| <b>GROSS PROFIT</b>                    | <b>\$23,498.00</b> | <b>\$24,187.50</b>  | <b>\$ -689.50</b>   | <b>97.15 %</b>   | <b>\$15,502.40</b> | <b>\$20,840.00</b> | <b>\$ -5,337.60</b> | <b>74.39 %</b> | <b>\$39,000.40</b> | <b>\$45,027.50</b> | <b>\$ -6,027.10</b> | <b>86.61 %</b>  |
| <b>Expenses</b>                        |                    |                     |                     |                  |                    |                    |                     |                |                    |                    |                     |                 |
| Anniversary celebration                | 295.55             | 0.00                | 295.55              |                  |                    | 0.00               | 0.00                |                | \$295.55           | \$0.00             | \$295.55            | 0.00%           |
| Board retreat                          | 617.58             | 800.00              | -182.42             | 77.20 %          |                    | 0.00               | 0.00                |                | \$617.58           | \$800.00           | \$ -182.42          | 77.20 %         |
| Breakfasts                             | 8,878.47           | 13,084.56           | -4,206.09           | 67.85 %          | 8,723.04           | 8,723.04           | 0.00                | 100.00 %       | \$17,601.51        | \$21,807.60        | \$ -4,206.09        | 80.71 %         |
| Committee Expenses                     |                    |                     |                     |                  |                    |                    |                     |                | \$0.00             | \$0.00             | \$0.00              | 0.00%           |
| Attendance Committee Expenses          | 80.58              | 57.00               | 23.58               | 141.37 %         |                    | 38.00              | -38.00              |                | \$80.58            | \$95.00            | \$ -14.42           | 84.82 %         |
| <b>Total Committee Expenses</b>        | <b>80.58</b>       | <b>57.00</b>        | <b>23.58</b>        | <b>141.37 %</b>  |                    | <b>38.00</b>       | <b>-38.00</b>       |                | <b>\$80.58</b>     | <b>\$95.00</b>     | <b>\$ -14.42</b>    | <b>84.82 %</b>  |
| Contract Services                      | 5,234.00           | 7,836.00            | -2,602.00           | 66.79 %          | 6,801.50           | 5,224.00           | 1,577.50            | 130.20 %       | \$12,035.50        | \$13,060.00        | \$ -1,024.50        | 92.16 %         |
| Gifts Given                            |                    | 0.00                | 0.00                |                  |                    | 75.00              | -75.00              |                | \$0.00             | \$75.00            | \$ -75.00           | 0.00%           |
| Insurance                              | 268.00             | 0.00                | 268.00              |                  |                    | 0.00               | 0.00                |                | \$268.00           | \$0.00             | \$268.00            | 0.00%           |
| QuickBooks Payments Fees               | 60.00              |                     | 60.00               |                  | 60.00              |                    | 60.00               |                | \$120.00           | \$0.00             | \$120.00            | 0.00%           |
| Reproduction                           | 55.00              | 120.00              | -65.00              | 45.83 %          | 67.20              | 80.00              | -12.80              | 84.00 %        | \$122.20           | \$200.00           | \$ -77.80           | 61.10 %         |
| Tax                                    |                    |                     |                     |                  |                    |                    |                     |                | \$0.00             | \$0.00             | \$0.00              | 0.00%           |
| State & Fed filing fee                 |                    | 0.00                | 0.00                |                  |                    | 35.00              | -35.00              |                | \$0.00             | \$35.00            | \$ -35.00           | 0.00%           |
| <b>Total Tax</b>                       |                    | <b>0.00</b>         | <b>0.00</b>         |                  |                    | <b>35.00</b>       | <b>-35.00</b>       |                | <b>\$0.00</b>      | <b>\$35.00</b>     | <b>\$ -35.00</b>    | <b>0.00%</b>    |
| Tax Prep                               |                    | 0.00                | 0.00                |                  |                    | 1,280.00           | -1,280.00           |                | \$0.00             | \$1,280.00         | \$ -1,280.00        | 0.00%           |
| Uncategorized Expense                  |                    |                     |                     |                  | 0.25               |                    | 0.25                |                | \$0.25             | \$0.00             | \$0.25              | 0.00%           |
| Web Site - Domain Name                 | 55.98              |                     | 55.98               |                  |                    |                    |                     |                | \$55.98            | \$0.00             | \$55.98             | 0.00%           |
| Web site development                   |                    | 3,182.50            | -3,182.50           |                  |                    | 0.00               | 0.00                |                | \$0.00             | \$3,182.50         | \$ -3,182.50        | 0.00%           |
| Web site related expenses              |                    |                     |                     |                  |                    |                    |                     |                | \$0.00             | \$0.00             | \$0.00              | 0.00%           |
| Domain Name Renewal                    |                    | 0.00                | 0.00                |                  |                    | 200.00             | -200.00             |                | \$0.00             | \$200.00           | \$ -200.00          | 0.00%           |
| Software subscriptions                 |                    | 75.00               | -75.00              |                  |                    | 50.00              | -50.00              |                | \$0.00             | \$125.00           | \$ -125.00          | 0.00%           |
| Verio web hosting                      | 49.90              | 74.85               | -24.95              | 66.67 %          | 74.85              | 49.90              | 24.95               | 150.00 %       | \$124.75           | \$124.75           | \$0.00              | 100.00 %        |
| <b>Total Web site related expenses</b> | <b>49.90</b>       | <b>149.85</b>       | <b>-99.95</b>       | <b>33.30 %</b>   | <b>74.85</b>       | <b>299.90</b>      | <b>-225.05</b>      | <b>24.96 %</b> | <b>\$124.75</b>    | <b>\$449.75</b>    | <b>\$ -325.00</b>   | <b>27.74 %</b>  |
| <b>Total Expenses</b>                  | <b>\$15,595.06</b> | <b>\$25,229.91</b>  | <b>\$ -9,634.85</b> | <b>61.81 %</b>   | <b>\$15,726.84</b> | <b>\$15,754.94</b> | <b>\$ -28.10</b>    | <b>99.82 %</b> | <b>\$31,321.90</b> | <b>\$40,984.85</b> | <b>\$ -9,662.95</b> | <b>76.42 %</b>  |
| <b>NET OPERATING INCOME</b>            | <b>\$7,902.94</b>  | <b>\$ -1,042.41</b> | <b>\$8,945.35</b>   | <b>-758.14 %</b> | <b>\$ -224.44</b>  | <b>\$5,085.06</b>  | <b>\$ -5,309.50</b> | <b>-4.41 %</b> | <b>\$7,678.50</b>  | <b>\$4,042.65</b>  | <b>\$3,635.85</b>   | <b>189.94 %</b> |
| <b>Other Income</b>                    |                    |                     |                     |                  |                    |                    |                     |                |                    |                    |                     |                 |

|                           | MAR - MAY, 2019   |                     |                   |                  | JUN - JUL, 2019   |                   |                     |                | TOTAL             |                   |                   |                 |
|---------------------------|-------------------|---------------------|-------------------|------------------|-------------------|-------------------|---------------------|----------------|-------------------|-------------------|-------------------|-----------------|
|                           | ACTUAL            | BUDGET              | OVER BUDGET       | % OF BUDGET      | ACTUAL            | BUDGET            | OVER BUDGET         | % OF BUDGET    | ACTUAL            | BUDGET            | OVER BUDGET       | % OF BUDGET     |
| Interest Income           | 1.30              |                     | 1.30              |                  | 0.77              |                   | 0.77                |                | \$2.07            | \$0.00            | \$2.07            | 0.00%           |
| <b>Total Other Income</b> | <b>\$1.30</b>     | <b>\$0.00</b>       | <b>\$1.30</b>     | <b>0.00%</b>     | <b>\$0.77</b>     | <b>\$0.00</b>     | <b>\$0.77</b>       | <b>0.00%</b>   | <b>\$2.07</b>     | <b>\$0.00</b>     | <b>\$2.07</b>     | <b>0.00%</b>    |
| NET OTHER INCOME          | <b>\$1.30</b>     | <b>\$0.00</b>       | <b>\$1.30</b>     | <b>0.00%</b>     | <b>\$0.77</b>     | <b>\$0.00</b>     | <b>\$0.77</b>       | <b>0.00%</b>   | <b>\$2.07</b>     | <b>\$0.00</b>     | <b>\$2.07</b>     | <b>0.00%</b>    |
| NET INCOME                | <b>\$7,904.24</b> | <b>\$ -1,042.41</b> | <b>\$8,946.65</b> | <b>-758.27 %</b> | <b>\$ -223.67</b> | <b>\$5,085.06</b> | <b>\$ -5,308.73</b> | <b>-4.40 %</b> | <b>\$7,680.57</b> | <b>\$4,042.65</b> | <b>\$3,637.92</b> | <b>189.99 %</b> |