

Peninsula Executives Association

PO Box 36255, San Jose, CA 95158

Phone: 408-266-9658 | Fax: 877-826-8501 | peaworks@executives.org



Board Meeting Agenda

October 21, 2021

Call to Order 8:35 a.m. ~ Zoom Conference Call

Welcome ~ Maureen Clark, President

Roll call and welcome of any guests present today.

GUEST AGENDA ITEMS (if applicable)

Guest agenda items will be heard before reviewing other Board matters.

- Membership Committee: recommendation for approval of Todd Langton for classification of Life and Long-term Care Insurance, Sponsored by Chuck Fulanovich. Board action: Vote on the recommendation by the Membership Committee.

CONSENT AGENDA ITEMS ~ 8:40 a.m.

- ✓ One motion is necessary to accept all items on the Consent Agenda.
- ✓ Board members may approve items be moved off the Consent Agenda to the regular agenda, if desired, by a seconded and approved motion.

1. Minutes and Attendance

Current month's documents:

- September 2021 Board Meeting Minutes, two sets of notes
- Participation and Attendance through September 2021
- Financial Statements
 - **Financials through September 30, 2021 attached**
 - Restricted funds are \$355.00; these funds may only be used for invoices rendered to Pro-Staff Painting.
 - **Accounts Receivable outstanding**
 - The last billing round for dues was September 1, 2021, and bills were sent out to every member on that date for 2021-2022 Quarter 3 membership dues. The fee was reduced by the Board from \$355 to \$190, again with members having the option to pay less if they are unable to pay the full amount or break up the payment into payments monthly. Some members requested a revised invoice for the \$355 full dues amount.

- Total A/R outstanding as of September 30, 2021, is \$950.00, with only 4 members' dues outstanding. All of the members with outstanding invoices have been contacted with individual contact by the PEA office staff.
- Mollie Stone's Market, Carpeteria, and Yeaman Auto Body have all been removed from the active rosters, as we have not heard from them since the demand letters were sent.

Peninsula Executives Association A/R Aging Summary As of October 8, 2021

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Arranged4Comfort		190.00				190.00
California Business Opportunities		190.00			190.00	380.00
Tearse Eye Care		190.00				190.00
The Integrated Lifestyle		190.00				190.00
TOTAL	\$ 0.00	\$ 760.00	\$ 0.00	\$ 0.00	\$ 190.00	\$ 950.00

- **Budget vs Actual Reports:** Reporting will be updated when a 2021 budget is presented by the Finance Committee to the Board and adopted.

2. Membership update

We currently have 45 active members as of September 30, 2021, and one potential member who will attend two breakfasts beginning this week.

- **Potential members:** (Board will vote on this potential member on October 21, 2021)
 - Attending two breakfasts beginning this week and has already been interviewed.
Todd Langton (tplan@ft.newyorklife.com)
- **Reminder to All:** Send a photo to the office of you and PEA members when you work together! Given our virtual meetings, we will show photos during success stories and in emails to members, as well as adding throughout the website. Send to peaworks@executives.org.

3. Review of Weekly Business Meetings & Planning Future Meetings

The calendar is online at: <http://bit.ly/pea-master-calendar>

Please make note of the upcoming holidays or special activities:

Nov 25, 2021	PEA Holiday – No Meeting	Dec 23, 2021	PEA Holiday – No Meeting
Dec 3, 2021	PEA Annual Party	Dec 30, 2021	PEA Holiday – No Meeting
Dec 16, 2021	PEA Annual Live Auction		

DISCUSSION ITEMS ~ 8:50 a.m. – 9:45 a.m.

1. Michael Aronson, Treasurer: analysis re: reopening (20-minutes)
2. Mike Feller's email about making Brad an Emeritus member, even if we do not resolve it (5-minutes)
3. Bylaws Review: John King, Ad Hoc Committee Chair (20-minutes)
4. Contract Update, Review: The Association Office, contract expires October 31, 2021. A bid has been submitted for association management in two different formats. (10-minutes)

Monthly Check-in Items & Ongoing Discussions

These items will be moved forward to the next Board meeting agenda, due to other discussion items taking priority this month.

1. Returning to breakfast meetings
2. Finance Update
 - a. Budgeting strategies/scenarios
 - b. Update on Yeaman Auto Body leave of absence update, and Carpeteria, Mollie Stone's demand letters, A.Roberts
3. Discussion regarding Membership & value proposition for attracting new members
 - a. Update re: last meeting of all Committee Chairs
 - b. Updates from Membership Committee, PR Committee, if there are any to report
4. Critique of online meetings - what works, what doesn't, what might we try?
5. Board subcommittee re: reopening for in-person meetings: health requirements, progression of scenarios, menu options, technology requirements, costs (progress report)

Adjourn 9:45 a.m.

Next Board Meeting: November 11, 2021 @ 8:35 a.m.

Attendance and Participation ~ SEPTEMBER 2021

Date	# Members	Ongoing	Direct	Referral	Internet	Attended	Guest	Open House # Attendees
9/2/2021	47	0	0	0	0	0	0	0
9/9/2021	47	4	10	4	0	37	0	0
9/16/2021	47	1	1	2	1	41	1	0
9/23/2021	47	0	5	1	0	40	0	0
9/30/2021	47	11	7	11	20	35	1	0
TOTALS	47	16	23	18	21	153	2	0

Month	# Members	Ongoing	Direct	Avg per week	Referrals	Avg per week	Internet	Avg per week	Attendance avg per week
Sep 2021	47	16	23	6	18	5	21	5	39
Aug 2021	47	20	62	16	33	8	115	29	38
Jul 2021	48	35	90	18	76	15	117	23	37
Jun 2021	49	36	101	25	85	21	79	20	41
May 2021	53	13	56	14	23	6	54	14	43
Apr 2021	53	37	95	24	55	14	96	24	43
Mar 2021	53	8	43	11	39	10	42	11	45
Feb 2021	52	23	24	6	16	4	33	8	48
Jan 2021	52	45	76	19	41	10	96	24	42
Dec 2020	52	9	156	31	32	6	18	4	43
Nov 2020	52	16	68	17	26	7	46	12	43
Oct 2020	52	28	120	24	61	12	15	3	43
Sep 2020	52	1	12	4	29	10	3	1	39
Aug 2020	54	4	49	12	5	1	60	15	41
Jul 2020	54	7	39	10	7	2	25	6	43
Jun 2020	54	4	13	3	14	4	18	5	45
May 2020	54	9	2	1	14	4	5	1	45
Apr 2020	56	4	1	1	3	2	0	0	41
Mar 2020	55	32	46	23	68	34	74	37	40
Feb 2020	56	68	128	32	103	26	90	23	47
Jan 2020	56	85	170	43	118	30	152	38	45
Dec 2019	56	46	128	43	66	22	90	30	47
Nov 2019	57	67	129	43	83	28	96	32	45
Oct 2019	57	74	183	37	110	22	150	30	47
Sep 2019	57	69	156	39	101	25	159	40	44
Aug 2019	57	80	153	38	106	27	141	35	46
Jul 2019	57	65	143	48	72	24	101	34	43
Jun 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

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Board Meeting Minutes

September 9, 2021

Present

Maureen Clark, President
Deanne Belcher, Past President
Michael Aronson, Secretary-Treasurer
John King
Deb Siegle
Judy Schwartz
Konrad Thaler

Board Members not Present

Bobbie Fakkema, Vice President

Also present

Angi Roberts, Executive Director
Robin Azevedo
Karen Bowne
Mike Feller
Kim Sechler
Tom Upton

Call to Order 8:42 a.m. ~ Zoom Conference Call

Welcome ~ Maureen Clark, President

Roll call and welcome of any guests present today.

GUEST AGENDA ITEMS

Guest agenda items will be heard before reviewing other Board matters.

PR Committee update. Robin Azevedo, McRoskey Mattress, PR Committee Chair

Overarching goal is to attract new members by creating meaningful marketing/PR products for Members to have ready access to as they are encouraging their contacts to check out PEA for their company's membership.

Robin Azevedo, on behalf of the PR Committee, would like to send out a survey to gather the Member content, working with the office, asking questions of every Member about their length of membership, why they joined and why they stay. They tell a bit of a story. Then PR would take a look at that material and develop materials, which could also include a powerful page on the PEA website. Better understanding how members feel will help us to share the story more broadly. R.Azevedo recommended that anything developed should be downloadable and not necessarily in print. She would like to announce the survey September 16, 2021 and ask members to complete it, seeking their individual commitment to the survey so that PR can work toward creating a compelling message for use to solicit new members. The Board is in support of this plan for the survey and authorized that R.Azevedo and A.Roberts will work together to create and implement it.

PR would also like the Membership Committee to challenge the full membership to bringing two members to a PEA meeting to join, with potentially a reward for this activity. PR is recommending that this activity have a deadline, with a set start and stop date, and will discuss this at an upcoming joint meeting of the two committees.

CONSENT AGENDA ITEMS

Current month's documents:

- August 2021 Board Meeting Minutes
- Participation and Attendance through August 2021
- Financial Statements

- **Financials through August 31, 2021 attached**
 - Restricted funds are \$710.00; these funds may only be used for invoices rendered to Pro-Staff Painting.
- **Accounts Receivable outstanding**
 - The last billing round for dues was September 1, 2021, and bills were sent out to every member on that date for 2021-2022 Quarter 3 membership dues. The fee was reduced by the Board from \$355 to \$190, again with members having the option to pay less if they are unable to pay the full amount or break up the payment into payments monthly. Some members requested a revised invoice for the \$355 full dues amount.
 - Total A/R outstanding as of August 31, 2021, is \$1,310.00. All of the members with outstanding invoices have been contacted with individual reminder emails by the PEA office staff. Please note that Yeaman Auto Body is not on the reports, because the Board is allowing him to not make payments while on leave (unrealized income to-date is \$380.00 + \$190 Sept 1 invoice = \$570 total). Also, despite repeated attempts by several people, we have been unsuccessful to make contact with either Carpeteria or Mollie Stone's. GR8WORK Builders, DB Gaskill, and California Business Opportunities have mailed checks to us for their outstanding balances.

Peninsula Executives Association A/R Aging Summary As of August 31, 2021

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
California Business Opportunities				190.00		190.00
Carpeteria				190.00	190.00	380.00
D.B. Gaskill Advertising Specialties				170.00		170.00
GR8WORK Builders, Inc				190.00		190.00
Mollie Stone's Market				190.00	190.00	380.00
TOTAL	\$ 0.00	\$ 0.00	\$ 0.00	\$ 930.00	\$ 380.00	\$ 1,310.00

- **Budget vs Actual Reports:** Reporting will be updated when a 2021 budget is presented by the Finance Committee to the Board and adopted.

1. **Membership update**

We currently have 47 active members as of August 31, 2021, one new potential member who is being interviewed by Membership right away, and one potential member who will attend two breakfasts beginning at the end of summer, and two still in the works that we haven't heard about for a while now.

- **Potential members:** (no action is required by the Board at this time)
 - **Attending two breakfasts and will be interviewed ASAP.**
Kim Tucker, All Reasons Moving & Storage, has submitted an information form for a potential member: **Flordalisa (Flor) Harris, President, Benefits Simplified in San Jose.** Classification: Small Group Health Insurance.
 - **No update yet on this one and I did send B.Asbra an email to get an update.**
Bette Asbra, Pro-Staff Painting, has been in conversation with **Todd Langton** (tplanlanton@ft.newyorklife.com) regarding the open classification with the passing of member Brad

Brown, Brown Insurance and Financial Services. Mr. Langton is interested in joining PEA under the classification previously held by Brad Brown. Todd Langton is the person assigned by Brad himself to assume his accounts should he pass.

- **Will attend end of summer.**

Judy Johnson, Unexpected Treasures is sponsoring **M'Lis Targgart, Massage Therapist, with Body Presence of San Carlos**. Her Classification: Massage Therapist. This company has passed the posting period and has been invited by her sponsor to attend two PEA meeting, which she will be doing at the end of the summer 2021.

- **This is a hopeful potential member.**

Robin Azevedo, McRoskey Mattress, met with her former employee **Jill Bibo, who is now with [Garage Solutions](#)**, and Jill will be presenting to her CEO information about PEA for the company to join as a member of PEA, sponsored by Robin; Jill has also spoken to D. Belcher, PEA President, regarding their potential membership.

- **Reminder to All:** Send a photo to the office of you and PEA members when you work together! Given our virtual meetings, we will show photos during success stories and in emails to members, as well as adding throughout the website. Send to peaworks@executives.org.

2. Review of Weekly Business Meetings & Planning Future Meetings

The calendar is online at: <http://bit.ly/pea-master-calendar>

Please make note of the upcoming holidays or special activities:

Sep 26, 2021	PEA Annual Picnic & BBQ	Dec 3, 2021	PEA Annual Party
Sep 30, 2021	Committee Meetings	Dec 16, 2021	PEA Annual Live Auction
Oct 21, 2021	Program Committee hosts	Dec 23, 2021	PEA Holiday – No Meeting
Nov 25, 2021	PEA Holiday – No Meeting	Dec 30, 2021	PEA Holiday – No Meeting

Motion by J.King to approve the items on the Consent Agenda with a second provided by J.Schwartz. Motion passes unanimously.

DISCUSSION ITEMS Monthly Check-in Items & Ongoing Discussions

Returning to face-to-face meetings. No negative feedback has been received regarding our decision to remain on Zoom for the next quarter that was announced during the Board classification talk on August 26, 2021.

Finance Committee. The Finance Committee will be meeting over the next few weeks to discuss “what if” scenarios, including meeting face-to-face 1-2 times a month, with Booster or member activities supplementing throughout the month.

The Board also discussed the situation of the 501(c)6 status for the State of California and for-profit status with the Federal government. Because of this situation, the organization has for the first time been required to make estimated tax payments. This is burdensome for the organization. The Board agreed by consensus that the differing statuses would be reviewed by a sub-committee. Also a part of this update would be the previous discussion about modifying the accounting period/fiscal year to reflect the calendar year for easier accounting reconciliations. These reviews will be added to the Board monthly discussion list going forward. The office has a file of history on this topic as well and can assist the Board in moving forward.

Accounts Receivable Updates: Carpeteria, Mollie Stone's, Yeaman Auto Body. Final letters are ready to go to Carpeteria and Mollie Stone's. Yeaman Auto Body's Leave of Absence has expired, and he is not returning calls or replying to emails from the office regarding his Leave. The Board agreed by consensus for A.Roberts to draft a letter for M.Clark's signature stating that "we are sorry you are resigning your membership with PEA." The Board is in agreement that we have put more time into this relationship recently than Scott Yeaman has done. A.Roberts will send all letters via overnight mail to M.Clark, with envelopes prepared with postage sufficient for Return Receipt, Certified Mail.

Committee Meeting with All Chairs. M.Clark reviewed the meeting with the Board (notes from the meeting are attached as a part of these minutes). The meeting was very well received by the Chairs, everyone was engaged on the call, and all committees were represented. M.Clark polled participants at the Chairs meeting, and all were in agreement with continuing these meetings.

Membership Committee Updates

One idea that was brought up at the Chairs meeting was to think of having an open meeting at PEA periodically and allow members to invite their potential member candidates to attend and see PEA in action. Format was discussed at length, including offering this at a regular weekly Zoom business meeting or a picnic format that is more informal. Ultimately, the Zoom session is what was agreed by consent for the first of these types of meetings, rather than at a picnic. The idea is to gain more exposure to PEA membership being available as an option before having them go through the waiting period, etc.— an exposure to "who is PEA?" and improve visibility of the group overall in the business community.

J.King mentioned that the Bylaws may be in conflict with these ideas, so we will review them so that we are still in compliance. The Board agreed that when we revise the Bylaws, we want to remove the operations parts of the Bylaws that should be in a separate operations manual. This will give PEA some flexibility as things change over time.

The picnic coming up might also be a good activity to invite former members to attend, in the hopes that they will renew their membership with PEA. Concerns of inviting nonmembers to a picnic type of event were:

- Proper exposure of the group to an outside individual
- Their own promotion of their business
- Potentially unidentified classification overlaps since they have not been vetted
- We would not be providing any proprietary material to them, but would need to provide something, which we do not have yet.
- And there may be other restrictions.

The Board determined that:

- We would need to announce this to the membership first and discuss the format, potential risks and outcomes, and seek their consensus as well.
- We need to have parameters around the date/time/who comes, members must vet the potential guest themselves for classification overlap or conflicts, etc.
- We would need to determine the meeting presenters beforehand to ensure a strong representation of PEA for those meetings.
- When we do Leads & Introductions and we go to each person on the call or in the room, each person speaks. For these guests, we can allow a person to intro themselves, but after that they do not get any speaking time in the meeting, including not participating in Leads & Introductions activity.
- We would also send out Zoom info for this meeting that is different than our regular weekly login information, sending it out multiple times, including on the day of the meeting to ensure people are on the right link. A.Roberts shared that she would log into the other Zoom link, just for that reason, to advise them to join us at a different one for the meeting. A.Roberts reported that six members logged in on the day of the last holiday September 2, and since this is pretty common that members do that, A.Roberts logs in for just that reason even on PEA holidays, letting them know the status of the meeting that day.

Bylaws Committee. This will be moved to the next agenda of the Board, and we will focus on the proposed changes received so far.

J.King also asked if the Bylaws should be reviewed by an attorney. Board determined by consensus we will discuss this option after the Board has reviewed and provided input, especially if something is questioned by anyone on the Board, due to the potential cost of hiring a nonprofit attorney. A.Roberts will distribute the current strikethrough version of the Bylaws of the recommended amendments.

Insurance Update. M.Clark shared the cautionary email that we received from our insurance broker. He requested we advise our members to not engage in exercise or driving while attending PEA Zoom meetings. A.Roberts will contact the broker to obtain sample language to be used in an all-member announcement.

Honorary or Emeritus Membership Policy Discussion. The Board discussed the matter of extending honorary or emeritus membership to those who have passed away, such as Brad Brown. J.King will add this to the list for the Bylaws as far as posthumously awarding this recognition.

There was also discussion regarding honorary or emeritus designation being awarded to an individual or a company. The Bylaws were reviewed, and the following language was applied—an individual is the recipient.

Emeritus Members
Article III Membership
Sec. 4. "...long standing member company representatives..."

Honorary Members
Article III Membership
Sec. 5. "...bestowed only upon individuals..."

Board subcommittee re: reopening for in-person meetings: health requirements, progression of scenarios, menu options, technology requirements, costs.

An update was not provided by the subcommittee.

Motion to adjourn at 9:53 a.m. by J.Schwartz with second by M.Aronson to the next regular Board meeting on October 14, 2021 @ 8:35 a.m.

Respectfully submitted,

Angi Roberts
PEA Executive Director

Attendance and Participation ~ AUGUST 2021

Date	# Members	Ongoing	Direct	Referral	Internet	Attended	Guest	Open House # Attendees
8/5/2021	47	9	20	10	26	39	0	31
8/12/2021	47	4	13	8	51	41	1	0
8/19/2021	47	3	25	13	27	35	1	0
8/26/2021	47	4	4	2	11	37	1	0
TOTALS	47	20	62	33	115	153	3	0

Month	# Members	Ongoing	Direct	Avg per week	Referrals	Avg per week	Internet	Avg per week	Attendance avg per week
Aug 2021	47	20	62	16	33	8	115	29	38
Jul 2021	48	35	90	18	76	15	117	23	37
Jun 2021	49	36	101	25	85	21	79	20	41
May 2021	53	13	56	14	23	6	54	14	43
Apr 2021	53	37	95	24	55	14	96	24	43
Mar 2021	53	8	43	11	39	10	42	11	45
Feb 2021	52	23	24	6	16	4	33	8	48
Jan 2021	52	45	76	19	41	10	96	24	42
Dec 2020	52	9	156	31	32	6	18	4	43
Nov 2020	52	16	68	17	26	7	46	12	43
Oct 2020	52	28	120	24	61	12	15	3	43
Sep 2020	52	1	12	4	29	10	3	1	39
Aug 2020	54	4	49	12	5	1	60	15	41
Jul 2020	54	7	39	10	7	2	25	6	43
Jun 2020	54	4	13	3	14	4	18	5	45
May 2020	54	9	2	1	14	4	5	1	45
Apr 2020	56	4	1	1	3	2	0	0	41
Mar 2020	55	32	46	23	68	34	74	37	40
Feb 2020	56	68	128	32	103	26	90	23	47
Jan 2020	56	85	170	43	118	30	152	38	45
Dec 2019	56	46	128	43	66	22	90	30	47
Nov 2019	57	67	129	43	83	28	96	32	45
Oct 2019	57	74	183	37	110	22	150	30	47
Sep 2019	57	69	156	39	101	25	159	40	44
Aug 2019	57	80	153	38	106	27	141	35	46
Jul 2019	57	65	143	48	72	24	101	34	43
Jun 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
Jul 2018	58	66	178	59	98	33	119	40	45

**PEA Committee Chair Meeting
August 24, 2021
Via Zoom**



Present

Maureen Clark, President, presiding, Membership Committee
Nick Rugh, Mentor Committee
Leane Reelfs, Attendance Committee
Robin Azevedo, PR Committee
Michael Aronson, Board, Finance Committee
Deb Siegle, Board, Attendance Committee
Jeanette Loretz, Booster Committee
Charlotte Russell, Program Committee
Judy Schwartz, Board, Program Committee, Boosters Committee
Bobbie Fakkema, Board, Leads Committee
James Stout, Leads Committee

Call to Order 4:05 pm

Update for the Committee ~ Maureen Clark

We will be meeting virtually for the next quarter, and dues will remain at the \$190 level for that quarter. The initiation fee has been reduced to \$125 and will remain there until December 31, 2021.

The research shows so far that the prices are going to be much different than we paid at the Sheraton. We know from the quotes for tech support that the costs for hybrid zoom/inface meetings will be cost prohibitive for PEA. We also need to look at different formats and locations and doing some of our things differently. It will also involve some sort of a dues increase, and we are hoping for that to not be higher than what it was before. So, we will be continuing Zoom meetings at this time and will continue to work forward with the other venues, new formats, ideas for meetings, any ways that members would like to offer ideas and help.

John King is working on the updates of the Bylaws. If you have any ideas on updates for the Bylaws and how they affect your committee.

We also would like you to review your Committee descriptions and be sure they are relevant to today's environment. Now is the time to be sure the information is up-to-date, so please review it and send your ideas and thoughts on updates to John King.

As far as the finances are concerned, we are holding our own at \$190.00 per quarter. We are not losing money and are maintaining all of our expenses without an issue. Once we do resume face-to-face meetings, however, the quarterly dues rate will increase. We have an Ad Hoc Committee that was formed to explore costs and we are finding that the pandemic has had a significant effect on the hospitality costs at venues. Therefore, we have to be very creative in the venues we choose, since the cost could be significantly higher than Members have paid previously. It may also mean that the annual holiday party in December is a networking event instead or it is a party at an outdoor event such as Holiday in the Park in San Jose. The situation with the hospitality costs is going to require that we explore all types of formats, venues, and price points.

Many thanks to everyone who is helping with the Committees and the zoom meetings. It's really been great and different. If you have any ideas for zoom meetings, then send them to Angi.

The Booster Committee networking event was terrific and more of this would be so greatly welcomed by the members.

Program Committee has been doing a great job, too, with the special programs. Some thoughts for future programs were the

hiring topic; also an idea was to do a dress up theme for the October program.

Leads Committee is also very active, with the reporting and the Getting to Know You activities.

Ideas for activities for meetings or other places to find leads for new PEA members:

- Hold an event that is an open house format—this would provide a time for potential members to come and check us out so they can experience the feel to PEA.
 - A picnic format could be a good one for an open house idea; perhaps not a completely open-to-the-public invitee format, but more of someone that is a “warm” lead.
 - This might be a question that Boosters can ask of each member—who will you bring that would be a great PEA member so they can learn more about PEA?
- Chamber of Commerce is also a good idea for potential members for PEA.
- The Diamond Certified books could be a good source of potential members for PEA.
- Website page of stories of PEA members and their businesses, how PEA has helped them, what they have benefited from as a result of being a PEA member, include lots of photos.
- If we have an open house or other open meeting or activity, have hosts or greeters assigned to welcome new people in particular and make sure that they are introduced to lots of other people.
- Membership Committee consider an open meeting once a quarter where we are set up and our agenda is set up to host outsiders, including takeaway materials for guests.
- Talking points for our group should be on a “slick sheet” or “line card” so it’s easy for PEA members to share with potential members the strong points of being a PEA member.
- Separate callout for leads given on LinkedIn, Facebook, Twitter, other social media channels and separate from Internet Leads. Will need to consider:
 - Is there more value in a NextDoor post or a Facebook like?
 - Perhaps there is a contest put on by the Leads Committee with some prizes for most social leads, most LinkedIn only, etc.

Discussion at the meeting today among Chairs also included not necessarily adopting the existing rules regarding the acquisition of new members and do less vetting of potential members beforehand. Any way that we are able to shorten the process would help with adding new members. Ease for the process is the goal for all on the call today.

It is taking all of us to run this organization. If Mentor would like to help with other Committees until they are busy with new members to Mentor, then that would keep them busy. Attendance is pursuing those member businesses with poor attendance. We have two members currently that may leave the organization and one other member is on Leave of Absence and we are unsure of the way that may end up.

The summary of today’s call that each Committee representative will take back to their individual Committees are:

Membership Committee

- Concept of “guesting” before completing an application
- Talk amongst ourselves and come up with a proposal for more prospective members to have an earlier chance to see what we are about and learning about us before going through the vetting process.

PR Committee

- Do a survey of all members and who they are, how long been a member, why they stay. Some of the testimonials could be video clips, and all can be added to the website for member stories.
- Invite Jill Bibb to the picnic if that is allowable: if so, then Robin would like to do that since Jill is a strong lead for PEA.

Program Committee

- Business acumen being important, hiring, running your business, combine spooky fun with business acumen for October

Boosters committee

- Host the picnic on September 26
- Host another networking party around the end of October before rain starts

Attendance Committee

- Leane shared that they discuss how zoom affects some attendance, know that our org is meeting in person and that's our end goal and not where we are now, so how do we work with that
- If they are recruited for long commute and zoom works, are we doing to lose them when we go back to face-to-face events. This will be discussed at their upcoming meeting September 1.

Bylaws Ad Hoc Committee John King

- Katherine West is willing to look over the Bylaws revisions, even though that is not her area of law. John requested that all Committees look at their portion of the Bylaws to see if there are edits that need to be made for Committees. John also mentioned that we have to figure out a way to accommodate the members, whether through a pandemic (and Zoom calls)

Meeting adjourned 5:13 PM

Respectfully submitted,

Angi Roberts

PEA Executive Director

Peninsula Executives Association

PO Box 36255, San Jose, CA 95158

Phone: 408-266-9658 | Fax: 877-826-8501 | peaworks@executives.org



Board Meeting Minutes

September 23, 2021

Present

Maureen Clark, President
Bobbie Fakkema, Vice President
Michael Aronson, Secretary-Treasurer
Deb Siegle
Judy Schwartz
Konrad Thaler

Board Members not Present

Deanne Belcher, Past President
John King

Also present

Angi Roberts, Executive Director
Judy Johnson

Call to Order 8:42 a.m. ~ Zoom Conference Call

Welcome ~ Maureen Clark, President

Roll call and welcome of any guests present today. A quorum is present for this meeting.

GUEST AGENDA ITEM

Membership Committee update. Judy Johnson, Unexpected Treasures, Committee Member & Interviewer

Judy Johnson provided the Board with an update on potential new member Flor Harris, Benefits Simplified. J.Johnson and Angelo Izzo, both from the Membership Committee interviewed F.Harris. The application and interview documents are attached to these minutes.

The Membership Committee is recommending F.Harris for membership in PEA beginning October 1, 2021 and requests the Board approve the application under the Classification of Small Group Health Insurance.

J.Schwartz moved to accept the applicant into the Classification requested and a second was provided by B.Fakkema. Motion passes unanimously.

A.Roberts will prepare the welcome kit for F.Harris, including the invoice for the prorated dues for the quarter, with a start date of October 1, 2021. A.Roberts will also notify the sponsor Kimberly Tucker of the approval—the sponsor shares the initial good news with the candidate. A.Roberts will also notify Nick Rugh, Mentor Committee Chair, of the approval so that a Mentor can be assigned to support F.Harris.

Motion to adjourn at 8:57 a.m. by B.Fakkema with second by M.Aronson to the next regular Board meeting on October 14, 2021 @ 8:35 a.m.

Respectfully submitted,

Angi Roberts
PEA Executive Director

PEA POTENTIAL MEMBER INFORMATION FORM



The upper portion of this form should be completed by the
PEA MEMBER (SPONSOR) proposing the potential member (CANDIDATE) and
submitted to the Executive Director for processing.

OR Employee Benefits / Small Group

POTENTIAL MEMBER			SPONSOR	
Classification Applied for <i>Small Group Health & Ins</i>			Name <i>Kimberly Tucker</i> No.	
Business Name <i>Benefits Simplified</i>			Business <i>All Reasons Moving</i>	
Primary Representation <i>Flordalisa (Flor.) Harris</i>			Phone <i>408 639-9685</i>	
Title <i>President</i>			Sponsor's Comments <i>I switched to Flor a couple years ago & have had a great experience. She goes out of her way to take care of the client even coming to my office on a SAT to meet with an employee;</i>	
Associate				
Title				
Business Address <i>117 Bernal Rd # 70-346</i>				
City <i>San Jose</i> Zip <i>95119</i>				
Phone <i>408 202-2776</i> Years in <i>6 years</i> Business <i>25 years</i>			in industry	
Website <i>benefitssimplified.biz</i>			Sponsor's Signature <i>[Signature]</i> Date <i>7/8/2021</i>	
Type of Business <input type="checkbox"/> Manufacturing <input checked="" type="checkbox"/> Service <input type="checkbox"/> Retail			FOR MEMBERSHIP COMMITTEE USE ONLY	
<input type="checkbox"/> Other (explain)			Date <i>/ /</i> Classification OK	
Email <i>flor@benefitssimplified.biz</i>			OR Change to	
Is this a branch office? <i>NO</i> If "Yes" how many branches			Attendance Potential	
Home office location (city/state) <i>NO</i>			Level of Interest	
Is this a franchise? <i>NO</i> If "Yes" franchise company name			Other Comments	
**Business License Attached YES / NO				
CANDIDATE ELIGIBILITY CHECKLIST				
Does classification account for at least 60% of total business? <i>yes</i>				
Is there a potential conflict with a present member? <i>NO</i>				
If "Yes" has this been cleared with that member? <i>-</i>				
Has Candidate been with this business for at least one year? <i>yes</i>				
Does Candidate have any required license and/or certificates? <i>yes</i>				
FOR EXECUTIVE DIRECTOR USE ONLY				
Proposal Received	Called for Interview	Guest at Breakfast	<input type="checkbox"/> Approve <input type="checkbox"/> Disapprove	
Bulletin Posting	Sent to Membership	Mentor Assigned	Membership Chair Signature	
Information Packet Sent	Objection Filed	Application & Check Rec'd		
FOR BOARD OF DIRECTORS USE ONLY				
<input type="checkbox"/> APPROVED <input type="checkbox"/> DISAPPROVED		DATE <i>/ /</i>		
President		Board Member		
Vice-President		Board Member		
Board Member		Board Member		



PENINSULA EXECUTIVES ASSOCIATION (PEA) PROPOSED MEMBER QUESTIONNAIRE

PAGE 1 AND 2 ARE TO BE FILLED OUT BY PROPOSED MEMBER PRIOR TO INTERVIEW.

Thank you for your interest in the Peninsula Executives Association (PEA).
We look forward to learning more about you and your business.

Proposed Member – Business Name (dba): FLORDELISA HARRIS
Proposed Member – Name/Title: PRES. OWNER
Relationship to Business: (Circle one.) OWNER OFFICER EMPLOYEE
Legal Owner of the Business: Y.
Legal Business Name: Benefits Simplified
Street Address: 117 Bernal Rd. # 70-346, San Jose 95119
Mailing Address: _____
E-mail Address: flor@benefitsimplified.biz Web Site: Benefits Simplified .biz
Business Phone: 408/202-2776 Fax: _____ Cell: _____
Proposed By: Kim Tucker Phone: 408-639-9685
How did the prospective member hear about PEA? Kim Tucker

REQUIREMENTS

SUBJECT	REQUIRED? YES/NO	IF REQUIRED, IS LICENSE OR POLICY CURRENT?	IS A COPY ATTACHED?	FOR MORE INFORMATION
^{Life Health} 1. Business License— General Information	Requirement varies by location. Verify.			http://www.business.gov/guides/licenses
2. State License(s) - Contractors - Professions	Requirement varies by business. Verify.			Contractors www.cslb.ca.gov Professions http://www.dca.ca.gov/cba/
3. Personal License - Professions	Requirement varies by type of work. Verify.			http://www.dca.ca.gov/cba/
4. Insurance - Workers' Comp.	Required if there are employees			www.dir.ca.gov/workers' comp.html (or may use a private insurance company)
5. Insurance - Liability	Recommended			http://www.superpages.com/supertips/business-liability-insurance.html

INTERVIEW QUESTIONNAIRE

It is important to obtain as much pertinent information as possible to adequately evaluate a proposed member. The following outline provides questions to ask when interviewing proposed PEA members. These questions should be considered as guidelines. Respect, common sense, and good business practices should dictate the direction and content of the interview.

BUSINESS PROFILE

Purpose is to gather pertinent information to ensure the candidate meets the requirements for the classification.

1. Business Structure: (Check one.)

- ☒ CORPORATION
☐ PARTNERSHIP
☐ SOLE PROPRIETORSHIP
☐ FRANCHISE
☐ SUBSIDIARY/BRANCH (HQ: _____)
☐ OTHER _____

2. Primary (60%) product/service: group health + group employee benefits
Other product(s)/service(s): life package

3. Primary geographic areas: San Jose / Silicon Valley
Farthest geographic areas: SF - Morgan Hill

4. How long in business under current name? 6 yrs.

5. Prior business experience: VSP (ins. plans for vision carrier); Art Gall in MA
Prior business name(s) and dates: ↑ (worked for them) 8 yrs
and Flatma 18 mos, Integra Ins Brokerage 12 yrs.

6. How long at current street address? 6 yrs (mailing address)
Prior address(es) and length of time in past five years. NA

7. Number of employees (W2): 0 Full-time: _____ Part-time: _____

Number of subcontractors (1099): 2 Full-time: _____ Part-time: 2 (Sept

8. Are there any potential conflicts between this business and a current PEA member?

(Circle one.) YES NO

If yes, who? Charlotte Russell (Charlotte R

Has the prospective member talked with the current member yet? (Circle one.) YES NO

Results: _____

9. Who will own the PEA classification (if other than the proposed business)?
Flor Harris

10. Name of primary member: Flor Harris

- Relationship to Business: (Circle one.) OWNER OFFICER EMPLOYEE

- Years of experience in this industry? 25+

- Committed to weekly breakfast meetings and Open Houses? (Circle one.) YES NO

- Will assume PEA committee assignments? (Circle one.) YES NO

- Years of business experience?

- Business Philosophy: The harder you work
the luckier you get.

tho concerned
about rush-in
commitee from
Morgan Hill
Can commit
every other wk.

11. Name of associate member:

- Relationship to Business: (Circle one.) OWNER OFFICER EMPLOYEE

- Years of experience in this industry?

- Committed to weekly breakfast meetings and Open Houses? (Circle one.) YES NO

- Will assume PEA committee assignments? (Circle one.) YES NO

- Years of business experience?

12. Who will be responsible for PEA dues (if other than the proposed business)?

13. Is the prospective member aware of the initiation fee of \$250 and (pro-rated) quarterly dues of \$355, all due at the first meeting after Board approval?

(Circle one.) YES NO

14. Is the prospective member aware that quarterly dues must be paid within 30 days of being billed and invoices are issued electronically? (Circle one.) YES NO

15. Are there any questions about PEA membership that need follow-up? actual fees
and dues no

d member.
uestions
tate the

OTHER MARKETING	REQUIRED? YES/NO	DETAILS	COMMENTS
1. Internet - Web site <i>yes</i>	Recommended	Web address: <i>BenefitsSimplified.biz</i>	
2. Internet - Email <i>yes</i>	Recommended	Email address: <i>Hlor@benefitsimplified.biz</i>	
3. Internet - Social Networking (Facebook, Twitter, etc.)	Not Required.		
4. Advertising - Printed Materials	Not Required.		
5. Advertising - Other	Not Required.		
6. Better Business Bureau	Not Required. Member? (Circle one.) YES NO Complaints? (Circle one.) YES NO	http://www.bbb.org/us/Find-Business-Reviews/ Rating: _____	
7. Diamond Certified	Not required.	http://www.diamondcertified.org/index.htm	
8. Other <i>NAWB</i>			
9. Other <i>networking</i>			
10. Other			

Thank you for your interest in joining PEA. A PEA Membership Committee volunteer will complete the remaining pages.

Purpose is to make sure all items have been verified and provide

CLASSIFICATION

Purpose is to make sure the business fits the classification and that the classification is appropriate for the prospective member. This is also an opportunity to address the 60% rule and any conflicts that could arise with current membership. Committee should approve the classification fits the business, thereafter.

The classification being applied for is group health ^{employee} & benefits insurance

This classification must represent at least 60% of the prospective member's business activity. If approved for membership, the prospective member may market only within the approved classification at PEA meetings. An associate member or other staff who attend PEA meetings or events are also restricted to the approved classification.

- Does the prospective member understand the 60% rule? (Circle one.) ☒ YES ☐ NO
- Does the prospective member agree to follow 60% rule? (Circle one.) ☒ YES ☐ NO

Are there any questions about this classification that need follow-up?

MARKETING

Purpose is to gather information regarding the ideal clientele and lead generation.

1. Current typical customers: professional groups (CPAs, financial advisers, high tech, construction companies)

Future targeted customers (if different): it can be any business with employees

Current marketing strategies: networking and community involvement

How would PEA enhance marketing strategies? New relationships + to extend her services at no cost.

Current networking strategies:

How would PEA enhance networking strategies?

4. Current advertising strategy: don't advertise

Future advertising strategy (if different): _____

PEA NETWORKING

Purpose is to guide prospective member through the lead sharing and networking within the group. This is also the opportunity to discover to what extent a perspective member is involved with competing leads groups.

1. How does the prospective member think PEA and its members can be helpful? _____

Her focuses on networking and sees PEA as advantage for her biz and viceversa.

2. How could the prospective member help PEA and its members? _____

Give leads!

3. Does the prospective member currently do business with PEA members?

(Circle one.) ☒ YES ☐ NO

With whom, and for how long? _____

Kim Tucker about 2 yrs.

4. Is it likely the prospective member will provide at least two direct leads per month?

(Circle one.) ☒ YES ☐ NO

Is it likely the prospective member provide at least two referral leads per month?

(Circle one.) YES ☐ NO ☒ Unknown

5. To what other leads/ business development groups, or professional or industry groups, does the prospective member belong? NAWB (v. active on committees)

(fully v. active as pres. + vol. Silver Creek CC 10 yrs)

Rebecca Children's Services (Gilroy), (kids in court system or foster program)

Thank HR for her client.

RECOMMENDATION

Purpose is to make sure all items have been verified and provide a recommendation to the board whether to propose the member or not.

Please check the items you have completed:

☐ Verified all the information provided on this Interview Form.

☐ Visited the proposed member's place of business.

☒ Visited the proposed member's business web site.

☐ Verified that all required personal and business licenses/permits and required Workers' Comp. and liability insurance policies are current.

☐ Checked to see if this business has a Better Business Bureau rating.

(Select one below.) WE

☒ I recommend this proposed member with no reservations:

☐ I do not recommend this proposed member because: _____

PEA Interviewer: Angelo 9220 Date: 8/20/21

Print Name/Business: _____

(Optional)

2nd PEA Interviewer: Jeddy Johnson Date: 8/20/21

Print Name/Business: _____

Note: If two interviewers do not agree on a recommendation, each interviewer should complete this page separately.

Please attach additional comments, copies of licenses and insurance coverage, sample business cards, marketing materials, business literature, advertisements, etc. Scan/email fax this completed form plus all attachments to the Executive Director and the Chair of the Membership Committee (Email membership@executives.org. Toll Free Fax 877-426-8501).

Peninsula Executives Association
A/R Aging Summary
As of October 8, 2021

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Arranged4Comfort		190.00				190.00
California Business Opportunities		190.00			190.00	380.00
Tearse Eye Care		190.00				190.00
The Integrated Lifestyle		190.00				190.00
TOTAL	\$ 0.00	\$ 760.00	\$ 0.00	\$ 0.00	\$ 190.00	\$ 950.00

Friday, Oct 08, 2021 04:41:35 PM GMT-7

Peninsula Executives Association

Open Invoices

As of September 30, 2021

DATE	TRANSACTION TYPE	NUM	TERMS	DUE DATE	OPEN BALANCE
Arranged4Comfort					
09/01/2021	Invoice	3738	Net 30	09/30/2021	190.00
Total for Arranged4Comfort					\$190.00
Benefits Simplified					
09/27/2021	Invoice	3781	PEA dues terms	10/27/2021	252.00
Total for Benefits Simplified					\$252.00
California Business Opportunities					
06/01/2021	Invoice	3717	PEA dues terms	07/01/2021	190.00
09/01/2021	Invoice	3743	Net 30	09/30/2021	190.00
Total for California Business Opportunities					\$380.00
Carpeteria					
03/01/2021	Invoice	3632	PEA dues terms	03/31/2021	190.00
06/01/2021	Invoice	3682	PEA dues terms	07/01/2021	190.00
09/01/2021	Invoice	3776	PEA dues terms	10/01/2021	190.00
Total for Carpeteria					\$570.00
GR8WORK Builders, Inc					
06/01/2021	Invoice	3684	PEA dues terms	07/01/2021	190.00
Total for GR8WORK Builders, Inc					\$190.00
Home Preservation Services					
09/01/2021	Invoice	3749	Net 30	09/30/2021	190.00
Total for Home Preservation Services					\$190.00
Lane Cleaning Services					
09/01/2021	Invoice	3747	Net 30	09/30/2021	190.00
Total for Lane Cleaning Services					\$190.00
Mollie Stone's Market					
03/01/2021	Invoice	3641	Net 30	03/31/2021	190.00
06/01/2021	Invoice	3721	PEA dues terms	07/01/2021	190.00
09/01/2021	Invoice	3760	Net 30	09/30/2021	190.00
Total for Mollie Stone's Market					\$570.00
Tearse Eye Care					
09/01/2021	Invoice	3775	Net 30	09/30/2021	190.00
Total for Tearse Eye Care					\$190.00
The Integrated Lifestyle					
09/01/2021	Invoice	3757	Net 30	09/30/2021	190.00
Total for The Integrated Lifestyle					\$190.00
TOMSTUDIO					
09/01/2021	Invoice	3773	Net 30	09/30/2021	190.00
Total for TOMSTUDIO					\$190.00
TOTAL					\$3,102.00

Peninsula Executives Association

Profit and Loss

September 2021

	TOTAL
Income	
Dues	
2nd Quarter Dues	163.90
3rd Quarter Dues	6,319.00
Total Dues	6,482.90
Outings - income	
Picnic	113.82
Total Outings - income	113.82
PayPal Sales	29.16
Total Income	\$6,625.88
GROSS PROFIT	\$6,625.88
Expenses	
Bank fees	-4.74
Contract Services	2,625.00
PayPal Fees	8.44
Postage	1.71
QuickBooks Payments Fees	65.40
Tax	
State & Fed filing fee	-550.00
Total Tax	-550.00
Web site related expenses	
Web hosting	161.88
Total Web site related expenses	161.88
Total Expenses	\$2,307.69
NET OPERATING INCOME	\$4,318.19
Other Income	
Interest Income	0.40
Total Other Income	\$0.40
NET OTHER INCOME	\$0.40
NET INCOME	\$4,318.59

Peninsula Executives Association

Profit and Loss

March - September, 2021

	TOTAL
Income	
Dues	
1st Quarter Dues	10,501.00
2nd Quarter Dues	8,774.00
3rd Quarter Dues	6,319.00
Total Dues	25,594.00
Initiation Fees	250.00
Outings - income	
Picnic	113.82
Total Outings - income	113.82
PayPal Sales	29.16
Total Income	\$25,986.98
GROSS PROFIT	\$25,986.98
Expenses	
Anniversary celebration	574.11
Bank fees	1.36
Board retreat	650.00
Contract Services	18,950.00
Gifts Given	43.93
Insurance	276.00
PayPal Fees	25.77
Postage	12.97
QuickBooks Payments Fees	355.70
Tax	
Fed	3,327.00
State & Fed filing fee	-550.00
Total Tax	2,777.00
Tax Prep	950.00
Web site related expenses	
Domain Name Renewal	15.99
Web hosting	167.88
Website Security Software	18.00
Total Web site related expenses	201.87
Total Expenses	\$24,818.71
NET OPERATING INCOME	\$1,168.27
Other Income	
Interest Income	2.73
Total Other Income	\$2.73
NET OTHER INCOME	\$2.73
NET INCOME	\$1,171.00

Peninsula Executives Association

Balance Sheet

As of September 30, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
First Rep checking 0353	7,457.39
First Rep savings 7458	16,106.37
PayPal Bank	47.48
Total Bank Accounts	\$23,611.24
Total Current Assets	\$23,611.24
TOTAL ASSETS	\$23,611.24
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Pre Paid Dues - Pro Staff	355.00
Total Other Current Liabilities	\$355.00
Total Current Liabilities	\$355.00
Total Liabilities	\$355.00
Equity	
Retained Earnings	22,085.24
Net Income	1,171.00
Total Equity	\$23,256.24
TOTAL LIABILITIES AND EQUITY	\$23,611.24