



WITH 13 REPORTING, EAOC MEMBERS HAD \$122,282,200 IN TOTAL SALES IN 2019.

The EAOC Weekly

ALWAYS AVAILABLE: PPE FROM CARLOS SALAZAR OF SALAZAR ASSOCIATES

Remember attending sporting events with huge crowds of people? We miss those, too. Have you ever wondered who's behind the tens of thousands of promotional products, like the t-shirts, mugs and hats seen given away at sporting events?

In this week's morning meeting, we learned how EAOC President [Carlos Salazar](#) started his promotional products company, Salazar Associates, and how he's responding to COVID-19 by offering personal protective equipment (PPE) products and hand



TO SUCCEED IN
BUSINESS IT'S NOT
WHAT
YOU KNOW BUT
WHO
YOU KNOW THAT
COUNTS MOST!

UPCOMING SPEAKER SCHEDULE

JUNE 10, 2020 @ 8:00 AM

Phil Kintz with Kintz Cabinets

JUNE 17, 2020 @ 8:00 AM

Leslie McCarthy with NFP
Property & Casualty Insurance
Services, Inc.



The Executives' Association
of Orange County

31441 Santa Margarita Pkwy, #115
Rancho Santa Margarita, CA 92688

Phone: 949.525.8412

E-mail: director@eaoonline.com
www.EAOOnline.com



Rally towels with optional filter pockets.

sanitizing products (still sold out at major retailers), with or without your business logo.

Since hand sanitizers are still a hot commodity, this is one item that customers and clients would most DEFINITELY keep readily available, every day! Which means, your logo would be seen several times a day, while also providing your customers and clients a lasting protection against bacteria.

Salazar Associates offers a wide variety of promotional products to help promote your company and services, increase client loyalty, and promote employee unity. Their online catalog has over 600,000 promotional items waiting for your logo, with something to fit every budget and taste. All graphics are done in-house, and have been since 1997.

To learn more about providing clients and customers a lasting protection against bacteria, or to get your logo onto high-quality promotional products, please visit

www.PromotownUSA.com.

1oz CYLINDER <table> <tr><th>QTY</th><th>PRICE</th></tr> <tr><td>500</td><td>\$2.27</td></tr> <tr><td>1,000</td><td>\$2.18</td></tr> <tr><td>2,500</td><td>\$2.10</td></tr> <tr><td>5,000</td><td>\$2.02</td></tr> <tr><td>7,500</td><td>\$1.93</td></tr> <tr><td>10,000</td><td>\$1.77</td></tr> </table> <p>Material: ABS Plastic Logo: Pad Print Clear with Clear Cap</p>	QTY	PRICE	500	\$2.27	1,000	\$2.18	2,500	\$2.10	5,000	\$2.02	7,500	\$1.93	10,000	\$1.77	1.7oz CYLINDER <table> <tr><th>QTY</th><th>PRICE</th></tr> <tr><td>500</td><td>\$2.55</td></tr> <tr><td>1,000</td><td>\$2.47</td></tr> <tr><td>2,500</td><td>\$2.38</td></tr> <tr><td>5,000</td><td>\$2.30</td></tr> <tr><td>7,500</td><td>\$2.22</td></tr> <tr><td>10,000</td><td>\$2.05</td></tr> </table> <p>Material: ABS Plastic Logo: Pad Print Clear with Clear Cap</p>	QTY	PRICE	500	\$2.55	1,000	\$2.47	2,500	\$2.38	5,000	\$2.30	7,500	\$2.22	10,000	\$2.05
QTY	PRICE																												
500	\$2.27																												
1,000	\$2.18																												
2,500	\$2.10																												
5,000	\$2.02																												
7,500	\$1.93																												
10,000	\$1.77																												
QTY	PRICE																												
500	\$2.55																												
1,000	\$2.47																												
2,500	\$2.38																												
5,000	\$2.30																												
7,500	\$2.22																												
10,000	\$2.05																												
2.0oz CYLINDER <table> <tr><th>QTY</th><th>PRICE</th></tr> <tr><td>500</td><td>\$2.75</td></tr> <tr><td>1,000</td><td>\$2.67</td></tr> <tr><td>2,500</td><td>\$2.58</td></tr> <tr><td>5,000</td><td>\$2.50</td></tr> <tr><td>7,500</td><td>\$2.42</td></tr> <tr><td>10,000</td><td>\$2.25</td></tr> </table> <p>Material: ABS Plastic Logo: Pad Print Clear with Clear Cap</p>	QTY	PRICE	500	\$2.75	1,000	\$2.67	2,500	\$2.58	5,000	\$2.50	7,500	\$2.42	10,000	\$2.25	3.4oz CYLINDER <table> <tr><th>QTY</th><th>PRICE</th></tr> <tr><td>500</td><td>\$3.25</td></tr> <tr><td>1,000</td><td>\$3.17</td></tr> <tr><td>2,500</td><td>\$3.08</td></tr> <tr><td>5,000</td><td>\$3.00</td></tr> <tr><td>7,500</td><td>\$2.92</td></tr> <tr><td>10,000</td><td>\$2.67</td></tr> </table> <p>Material: ABS Plastic Logo: Pad Print Clear with Clear Cap</p>	QTY	PRICE	500	\$3.25	1,000	\$3.17	2,500	\$3.08	5,000	\$3.00	7,500	\$2.92	10,000	\$2.67
QTY	PRICE																												
500	\$2.75																												
1,000	\$2.67																												
2,500	\$2.58																												
5,000	\$2.50																												
7,500	\$2.42																												
10,000	\$2.25																												
QTY	PRICE																												
500	\$3.25																												
1,000	\$3.17																												
2,500	\$3.08																												
5,000	\$3.00																												
7,500	\$2.92																												
10,000	\$2.67																												
1.8oz Carabiner Bottle SAN-1.8OZ <table> <tr><th>QTY</th><th>PRICE</th></tr> <tr><td>500</td><td>\$2.92</td></tr> <tr><td>1,000</td><td>\$2.83</td></tr> <tr><td>2,500</td><td>\$2.75</td></tr> <tr><td>5,000</td><td>\$2.67</td></tr> <tr><td>7,500</td><td>\$2.58</td></tr> <tr><td>10,000</td><td>\$2.33</td></tr> </table> <p>Material: ABS Plastic Logo: Pad Print Colors: Clear Keychain: Silver</p>	QTY	PRICE	500	\$2.92	1,000	\$2.83	2,500	\$2.75	5,000	\$2.67	7,500	\$2.58	10,000	\$2.33	2oz HAND SANITIZER SAN-2OZ <table> <tr><th>QTY</th><th>PRICE</th></tr> <tr><td>500</td><td>\$2.83</td></tr> <tr><td>1,000</td><td>\$2.75</td></tr> <tr><td>2,500</td><td>\$2.67</td></tr> <tr><td>5,000</td><td>\$2.58</td></tr> <tr><td>7,500</td><td>\$2.50</td></tr> <tr><td>10,000</td><td>\$2.25</td></tr> </table> <p>Material: ABS Plastic Logo: Pad Print Colors: Clear</p>	QTY	PRICE	500	\$2.83	1,000	\$2.75	2,500	\$2.67	5,000	\$2.58	7,500	\$2.50	10,000	\$2.25
QTY	PRICE																												
500	\$2.92																												
1,000	\$2.83																												
2,500	\$2.75																												
5,000	\$2.67																												
7,500	\$2.58																												
10,000	\$2.33																												
QTY	PRICE																												
500	\$2.83																												
1,000	\$2.75																												
2,500	\$2.67																												
5,000	\$2.58																												
7,500	\$2.50																												
10,000	\$2.25																												
0.33oz SANITIZER PEN SAN-PEN <table> <tr><th>QTY</th><th>PRICE</th></tr> <tr><td>500</td><td>\$1.93</td></tr> <tr><td>1,000</td><td>\$1.75</td></tr> <tr><td>2,500</td><td>\$1.67</td></tr> <tr><td>5,000</td><td>\$1.58</td></tr> <tr><td>7,500</td><td>\$1.50</td></tr> <tr><td>10,000</td><td>\$1.33</td></tr> </table> <p>Material: ABS Plastic Logo: Pad Print Colors: Red, White Blue, Green</p>	QTY	PRICE	500	\$1.93	1,000	\$1.75	2,500	\$1.67	5,000	\$1.58	7,500	\$1.50	10,000	\$1.33	0.66oz SANITIZER CARD SAN-CARD <table> <tr><th>QTY</th><th>PRICE</th></tr> <tr><td>500</td><td>\$2.50</td></tr> <tr><td>1,000</td><td>\$2.42</td></tr> <tr><td>2,500</td><td>\$2.33</td></tr> <tr><td>5,000</td><td>\$2.25</td></tr> <tr><td>7,500</td><td>\$2.17</td></tr> <tr><td>10,000</td><td>\$1.92</td></tr> </table> <p>Material: ABS Plastic Logo: Pad Print Colors: Clear</p>	QTY	PRICE	500	\$2.50	1,000	\$2.42	2,500	\$2.33	5,000	\$2.25	7,500	\$2.17	10,000	\$1.92
QTY	PRICE																												
500	\$1.93																												
1,000	\$1.75																												
2,500	\$1.67																												
5,000	\$1.58																												
7,500	\$1.50																												
10,000	\$1.33																												
QTY	PRICE																												
500	\$2.50																												
1,000	\$2.42																												
2,500	\$2.33																												
5,000	\$2.25																												
7,500	\$2.17																												
10,000	\$1.92																												
17oz Pump - 75% Ethyl Alcohol <table> <tr><th>QTY</th><th>PRICE</th></tr> <tr><td>100</td><td>\$17.17</td></tr> <tr><td>250</td><td>\$16.75</td></tr> <tr><td>500</td><td>\$16.33</td></tr> <tr><td>1,000</td><td>\$15.92</td></tr> <tr><td>5,000</td><td>\$15.50</td></tr> </table>	QTY	PRICE	100	\$17.17	250	\$16.75	500	\$16.33	1,000	\$15.92	5,000	\$15.50	<p>Product Features</p> <ul style="list-style-type: none"> • 62% Ethyl Alcohol • FDA Approved • FOB Los Angeles • 1st Shipments : Week Of 5/15 <p>Setup Cost</p>																
QTY	PRICE																												
100	\$17.17																												
250	\$16.75																												
500	\$16.33																												
1,000	\$15.92																												
5,000	\$15.50																												

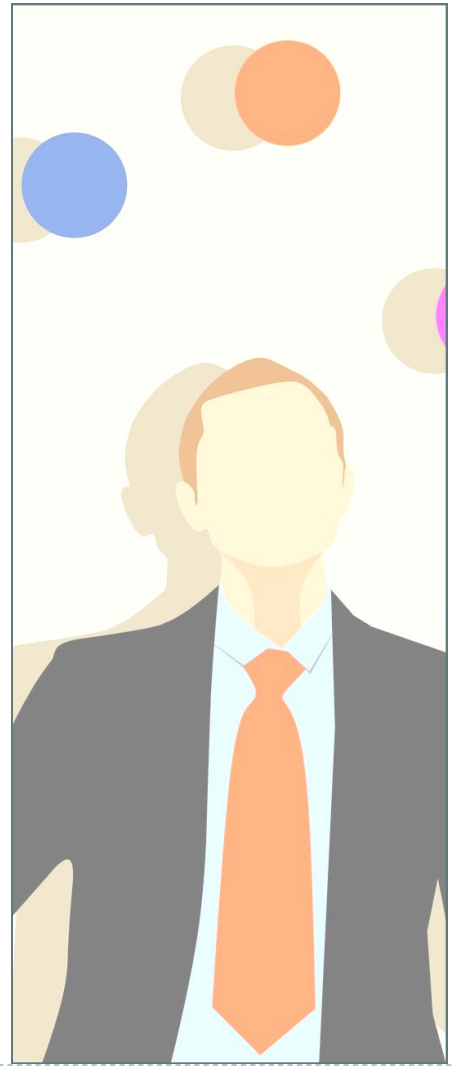
30-SECOND SPEECH BY BRYAN DYSON, (FORMER CEO OF COCA-COLA)

“Imagine life as a game in which you are juggling some five balls in the air. They are Work, Family, Health, Friends and Spirit, and you’re keeping all of these in the air.

You will soon understand that work is a rubber ball. If you drop it, it will bounce back. But the other four balls—Family, Health, Friends and Spirit—are made of glass. If you drop one of these, they will be irrevocably scuffed, marked, nicked, damaged or even shattered. They will never be the same. You must understand that and strive for it.

Work efficiently during office hours, and leave on time. Give the required time to your family, friends, and have proper rest.

VALUE HAS A VALUE ONLY IF ITS VALUE IS VALUED.”

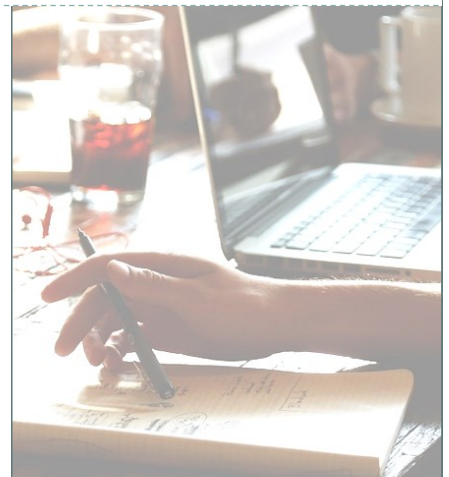


THOUGHT OF THE WEEK

“Don’t raise your voice. Improve your argument.” - unknown

IN LIGHT OF COVID-19, HAVE YOU...?

- Updated your Yelp and social media pages with CURRENT operating hours and information?
- Made sure you are accepting [online payments](#)?
- Added an online payment processor to your [website](#)?





4 WEEK JUMP START: INSTAGRAM WEEK 1

Over the next four weeks, this section will feature simple instructions to create a small business Instagram profile. Keep checking back to make sure you're making the most of this powerful platform!

First and foremost, the Instagram BIO section is one of the most important sections for businesses to optimize. The first thing that regional businesses should do is mention their LOCATION or territory, preferably as a hashtag (i.e. #OrangeCounty).

Second, PROVIDE A SOLUTION in the description. Make it specific and succinct, and try to use just one sentence. It's ok to have a niche—it helps with targeting your demographic.

If you have bragging rights, such as how many years the business has existed, notable clients, or credentials, work these into your description, too.

Use a business logo for the profile image, or if you're a 1-person brand, use a headshot to give the profile a "voice".

Lastly, choose an Instagram handle that is easy to read, such as [@executivesassoc](https://www.instagram.com/executivesassoc).

FREE ADVANCE HEALTH CARE DIRECTIVE

EAOOC Member [Tracy Roberts](#) of Law Office of Tracy J. Roberts has generously offered to provide all EAOOC members with a FREE Advance Health Care Directive!

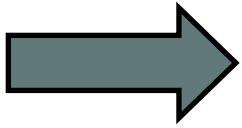
An Advance Health Care Directive does two things: it identifies the person or persons you trust to make health care decisions for you if you can't make them and it includes your direction about specific issues such as life support, burial, and organ donations.

California rules say your spouse can make decisions for you if you cannot. If you do not have a spouse, then your children can make decisions together. If they do not agree, then who suffers? You do, because you wait in a facility without treatment until they reach an agreement.

You can use an advance health care directive to avoid these stalemates by identifying one child who has ultimate decision-making authority. Sometimes it's appropriate to name someone other than a spouse or child for this difficult task.

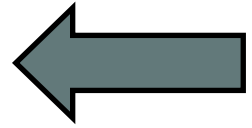
For more information, please contact Tracy Roberts at www.tjr-law.com.





EAOC QUICK LINKS

One-click Access to EAOC Members

**ACCOUNTANT:**

[Hal Grimshaw, CPA · Belden Hiramoto Liu & Co., LLP](#)
714-556-8140 · hal@bhlcpcas.com

ADVERTISING SPECIALTY:

[Carlos Salazar · Salazar Associates](#)
714-990-9214
carlos@promotownusa.com

AIR CONDITIONING & HEATING:

[David Schaefer · Schaefer Air Inc.](#)
909-944-5111 · schaefair@gmail.com

ALARMS:

[Al Gapik · AJ Alarm Systems](#)
714-632-6720
ajalarmsystems@sbcglobal.net

ATTORNEY/ESTATE PLANNING:

[Tracy J. Roberts · Law Office of Tracy J. Roberts](#)
562-340-6277 · tracy.roberts@tjr-law.com

ATTORNEY/LABOR LAW:

[Jonathan Judge · Atkinson, Andelson, Loya, Ruud & Romo](#)
562-653-3200 · jjudge@aadr.com

AUTO/BODY SHOP:

[Erik Reyna · E.R. Painting Services, Inc.](#)
714-866-9453
E.R.PaintingSolutions@gmail.com

AUTO/GLASS:

[Terry Voll · Terry's Custom Auto Glass](#)
714-703-9834
terrysautoglass@gmail.com

AUTO/TRUCKS/DOMESTIC/COMMERCIAL:

[Mike Hughes · Simpson Chevrolet](#)
714-534-2700
mhughes@simpsongm.com

BANK:

[Donny Delfin · Pacific Western Bank](#)
714-450-4683
ddelfin@pacificwesternbank.com

CABINETS – CUSTOM RESIDENTIAL & COMMERCIAL:

[Phil Kintz · Kintz Cabinets](#)
714-630-3331 · phil@KintzCabinets.com

ELECTRICAL CONTRACTOR—COMMERCIAL:

[Mel Smith · Mel Smith Electric, Inc.](#)
714-761-3205 · melsmith3205@yahoo.com

ELECTRICAL—RESIDENTIAL:

[Lisette Silverman & Kevin Bastianelli · KB Works](#)
714-907-7949 (Kevin)
ktbworks@gmail.com

EMERITUS MEMBER:

[Gayle Stewart · Gayle Stewart Enterprises](#)
714-258-8340
gstewart@gsecorp.org

EMERITUS MEMBER:

[Pete Sloan · 714-633-3906](#)
posloan@yahoo.com

FINANCIAL INVESTMENTS PLANNING:

[Patrick Cecil · Merrill Lynch](#)
949-859-2958
Patrick.cecil@ml.com

FLOORING & HARD GOODS:

[Dirk Lewin · Creative Rug Design & Stoneworks](#)
714-991-1500
crddd@aol.com

GENERAL CONTRACTOR:

[Randy Smith · RC Smith Design Build](#)
714-213-0070
randy@rcsmithdesignbuild.com

GLASS/ STAINED & BEVELED:

[Gary Gregg · Creating with Glass](#)
714-970-9359
geggregg@sbcglobal.net

INSURANCE / COMMERCIAL PROPERTY & CASUALTY:

[Leslie McCarthy · NFP Property & Casualty Insurance Services, Inc.](#)
714-577-4547
leslie.mccarthy@nfp.com

INSURANCE / LIFE HEALTH & GROUP:

[Andy Ross & Doug Whitney](#)
ABenefitStore.com
866-442-4727 ·
adross1942@gmail.com ·
whitney.douglas@principal.com

MERCHANT SERVICES:

[Lisa McCune · Affinity24](#)
844-724-2444 · lisa@affinity24.com

MORTGAGE BANKER:

[Holly Frost · Bank of America](#)
866-788-7885 · holly.frost@bofa.com

PARTY RENTALS & CATERING:

[Manny Gonzalez](#)
[Confetti Events & Catering](#)
714-542-7775
Confettievents@att.net

PAVING-ASPHALT:

[Rick Baker · PAV-KOTE, Inc.](#)
714-871-4905 · rick@pavkote.com

PEST CONTROL:

[Tyler Douthit · Divert Pest Control](#)
714-299-9118
tyler@divertpest.com

PHOTOGRAPHER:

[Teresa Taylor · T Taylor Photography](#)
949-500-2824
teresa@ttaylorphoto.com

PLUMBING/SEWAGE SANITATION CONTRACTOR:

[Ronald J. Dymek · Dymek's Freedom Plumbing, Inc.](#)
714-632-8989
info@freedomplumbing.com

REAL ESTATE/COMMERCIAL:

[Randy Wind · The Wind Group Commercial Real Estate Services](#)
562-314-8200
randy@windgrp.com

REAL ESTATE/RESIDENTIAL:

[Gizi Clemmer, REALTOR, SRES · First Team Christie's International Real Estate](#)
562-688-8275
GiziClemmer@gmail.com

RESTAURANT-MEXICAN:

[Sammy Montoya · The Green Parrot Villa · La Chiquita Restaurant](#)
714-543-8787
lachiquitarest@yahoo.com

ROOFING/COMMERCIAL:

[Greg Peterson · Sadler Roofing, Inc.](#)
949-675-5095
greg@sadlerroofing.com

SIGNS/LARGE FORMAT IMAGING:

[Lorna Scherff · SpeedPro North OC](#)
714-258-7223
lscherff@speedpro.com

WEBSITE DESIGN:

[Lydia Pooler & Kenneth King](#)
[Jub Jub Interactive](#)
714-586-8500 · lydia@jubjub.com ·
kenneth@jubjub.com

WEBSITE HOSTING:

[Lee Pooler · Jub Jub Interactive](#)
714-586-8500 · lee@jubjub.com