

## VBA OC Chapter Meeting Notes 8-15-19

Led by Bill Cunningham

\* Meeting called to order at 3:03pm

\* Pledge of Allegiance

\* **Moment of Silence in recognition of the passing of Department of General Services director and Veteran Entrepreneur friend at the state level: Angel Carrera**

- **Opening Exercise: Elevator Speech/Pitch exercise:**

Two purposes ONLY - Useful/Engender Curiosity

1-7 items:

1. Who are you? Title/job

2. Who do you help?

3. Why do you do it?

4. Why are you unique?

5. Call to action?

6. Some way to remember you?

7. Your biggest challenge in business today

- Practiced our elevator speeches with a partner then shared with group - attendees as follows:

\* Sandy Chasteen, Holistic Health Coach/Aromatouch Technique Instructor (essential oils) [www.sandychasteen.com](http://www.sandychasteen.com) (949) 439-7759

\* Erika Thomas, Medical Supplies Distributor, Universal Services [www.universalreservices.com](http://www.universalreservices.com) (602) 935-1330

\* Rick Godsey, Midas Shop Owner (multiple locations, call for a free oil change!) [aliricinc@gmail.com](mailto:aliricinc@gmail.com) (949) 650-2200

\* David Ortoff, Licensed Insurance Broker - If you can remember Veterans, Business...you can remember ME!  
[www.AdamsAvelns.com](http://www.AdamsAvelns.com) (714) 552-5533

\* Tom Breen, VP Business Development, Penmar Energy [www.PenmarEnergy.com](http://www.PenmarEnergy.com) (949) 302-4206

\* Steve Spriggs, Sales Manager, Loan Depot - VA Loans; helping veterans finance their homes  
[www.loandepot.com/sspriggs](http://www.loandepot.com/sspriggs) (949) 355-3051; also with Fisher House of Southern California [www.fisherhousesocal.org](http://www.fisherhousesocal.org)

\* Lisa Salinas, Listing Transition Agent (restaurants, bars and clubs), (Salinas-salt-season your food!)  
[Lisa@RestaurantRealty.com](mailto:Lisa@RestaurantRealty.com) (832) 622-8036

\* Ted Bisson-reinvented the level

\* Scoba F Rhodes, Ohio National Financial Services; helping people get to a 0% tax bracket (714) 654-7200

\* Lyrice Marsh; helping seniors that are Medicare eligible-creating trust (310) 402-9079

- \* Scott Campbell, People Helping People, financial planning for those abandoned by the upper class
- \* Gary Wolter, High Quality Security company hiring veterans (213) 984-7772
- \* Ben Gales, CALVET: Interagency Network Coordinator-Improving coordination of benefits for Veterans  
[BenGales@calvet.ca.gov](mailto:BenGales@calvet.ca.gov) (916) 508-9601
- \* Charles Salisbury, Financial Advisor, Salisbury Enterprises [www.number1investment.com](http://www.number1investment.com) (949) 910-6028
- \* Karina Passi, Continuous Improvement Solutions [karina.passi@gmail.com](mailto:karina.passi@gmail.com)
- \* Greg Himes, Special Projects Director, CHL Design Group [greg@chigroup.com](mailto:greg@chigroup.com) (714) 761-9735
- \* Dustin Kelte, Lyft/Uber driver-supporting fellow veterans through recovery
- \* Nick Saifan, President IEGS Corp; community services/education [www.iegscorp.com](http://www.iegscorp.com) nicksaifan@yahoo.com (714) 366-0132
- \* Jeff Mamora, Master Healer/Transformational Coaching YouTube: TheSoulWeaver74 (909) 214-1207
- \* Ernest Alonzo, Managing Director of Commercial Realty Investments [ErnestAlonso@live.com](mailto:ErnestAlonso@live.com) (909) 346-3696

Additional attendees:

Lance Carr

Mona Moucharrafi

Charles McLemore

- **Topic for Discussion: "Sales 101" by Ernest Alonzo**

A - Appearance

S - Self Esteem

E - Enthusiasm & Energy

C - Choice of words

Pro tips:

there are three kinds of people-Those that you can influence; Those you can't; Those that aren't worth it

Know your industry-know the lingo, speak with confidence

7 Ps of Selling - GOAL

Your **P**ower to **P**ersuade **P**lenty of **P**rospects to **P**urchase your **P**roduct at a **P**rofit!!

Truth alarm: your service or product must be better than your competition!

Help your client resolve a problem-they will in turn send you referrals out of thanks

Is it useful? Does it inspire curiosity? If not, then do not say it!

### **Proposed Business Support Events:**

- \* Event in Nov: TCCIC: Turning Construction Contacts in to Contracts – more TBD
- \* Business Bootcamp – 19 Oct, 8:00am-1:30pm; \$10
- Co-sponsor with other chapters
- Motivational Speaker: Ruben Mata
- How to turn activities in to contracts - need a Capability Statement; how to bid
- Hands-on training for on-line presence
- SBDC representative - fundamentals of getting started
- Legal issues
- Finance

### **Leadership Circle:**

- Bill Cunningham, President
- Denton Knapp, Veteran Resource Center Coordinator, Facility
- Dave Ortolf, Communications, VBN, Coordinator
- Mike Wolfgang, OC Collaborative Coordinator
- Nick Saifan, General Support

### **NOMINATIONS FOR OFFICERS:**

- 1- It was moved, seconded and approved by the membership to elect ERNEST ALFONSO to Chapter Vice-President.**
- 2- It was moved, seconded and approved by the membership to elect SANDY CHASTEEN to Chapter Secretary**

**\*\* Need Help with:** Member Communications, Program Calendar

### **Upcoming Events:**

Irvine Chamber of Commerce - Top 40 under 40 - <https://www.greaterirvinechamber.com/ambassador-of-the-month-archive/p/item/17862/nominations-open-for-greater-irvine-chambers-40-under-40>

Veteran Hero Awards, 3 Nov, 5:30-8pm, Nixon Library [www.veteranheroawards.org](http://www.veteranheroawards.org) Nominate your heroes!

Concert OC Fair: free tickets for Lee Greenwood (714) 755-5799

Meeting adjourned: 4:05pm