

Kimberly Paternoster <kim@sextantpublishing.com>  
To: <us@sextantpublishing.com>  
Reply-To: us@sextantpublishing.com  
RE: Conversation

November 3, 2011 4:24 PM

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Just dawned on me, they probably don't have proper human resources either.  
OMG

kim

-----Original Message-----  
From: us-owner@sextantpublishing.com [mailto:us-owner@sextantpublishing.com]  
On Behalf Of Joe Morales  
Sent: Thursday, November 03, 2011 2:58 PM  
To: us@sextantpublishing.com  
Subject: Conversation

Didn't get to sit with UC today, we are going to do it in the morning. I did however have a great conversation with her.

I made the mistake of telling her I was thinking of getting a part time bookkeeper because Bob said she was extremely busy & sometimes felt overwhelmed. That didn't go over well and the look on her face said it all...but it opened dialogue between us and she unloaded. Towards the end, she said, she was talking a bunch of shit and probably shouldn't be saying anything...I reassured her that it was all good and we are working to make the business what it should be.

She said that she is supposed to be the office manager but she has no power. She said that her & Janeen would make changes or take over some duties but then months later, Bob would take them over again & do them incorrectly and Cheryl would have to fix them. Janeen is supposed to be the product manager but Jody would come in, sell things, change product, etc. (By the way, neither Bob nor Jody would communicate with anyone on changes made, like we didn't know that already). She was upset that she didn't know DJ & I were coming down. B/J don't even let anyone know until the last minute that they are adding a new boat show or something like that. She told me she gets bored & that she does busy work that needs to be done but she wants a challenge. I told her that things were going to change but it was going to take a little bit of time. She is excited. She was worried she was going to get fired but she's is all good.

She is a pretty strong & capable person and can handle more structured responsibilities. As we already know, they are frustrated because they are hobbled by either no money or by Bob not backing up his employees. They are used to going to Bob for answers and they are craving the ability to think for themselves. She hates that duties are fragmented and nobody knows who's doing what. I told her job descriptions will be put into place for everyone so that there is a correct chain of command and no question who is responsible for what.

I originally toyed with the idea of having her be a personal assistant instead of the bookkeeper & office manager. I don't think that is the case now. I think she can be and should be the office manager and the bookkeeper. She has a good grasp on what she does and she is craving more.

You know, as I read this, it seems jumbled. There was so much said in such a short period of time and then the interruptions, but you get the gist of it all.

I think she just needed to unload on someone other than a coworker...someone that is going to be her boss and she thanked me for the conversation.

It's going to work out fine. They are all soooo on board with what we want to do.