

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

November 2, 2011 1:05 PM

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Where the FUCK does Jim go??? Seems like he's not in the office that often.

kim

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**From:** us-owner@sextantpublishing.com [mailto:us-owner@sextantpublishing.com] **On Behalf Of** Joe Morales  
**Sent:** Wednesday, November 02, 2011 11:53 AM  
**To:** us@sextantpublishing.com  
**Subject:** Re: Going Forward

Cheryl has it on her dead computer, Jim has the most current listing. When he returns, I will find out.

It may be online but Cheryl is not sure if that is the most current pricing...I'll get the paper list from Jim & we can compare prices to make sure they are correct.

On Nov 2, 2011, at 11:47 AM, Kimberly Paternoster wrote:

Do we know how much ads currently cost in the magazine? Not that it's in my area, but seems to me we need to quickly do an audit of what it costs to advertise with us versus Cruising World, Lat38, Sail, and make sure we are competitive. We need to squeeze what we can from wherever we can.

kim

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**From:** us-owner@sextantpublishing.com [mailto:us-owner@sextantpublishing.com] **On Behalf Of** Chris Larsen  
**Sent:** Wednesday, November 02, 2011 11:32 AM  
**To:** us@sextantpublishing.com  
**Subject:** RE: Going Forward

RE: Boat Shows - I talked with Kevin at NMMA and he says L&A trades advertising for the booth, so no money is due. The past due notice was for Miami (he handles both Chicago & Miami, and possibly others). He says he needs to send ads to L&A, and they know the ad space requirements for the trade. I told him we're handling things from now on, so contact me if he needs anything from us.

Chris

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**From:** us-owner@sextantpublishing.com [mailto:us-owner@sextantpublishing.com] **On Behalf Of** Chris Larsen  
**Sent:** Wednesday, November 02, 2011 10:07 AM  
**To:** us@sextantpublishing.com  
**Subject:** Going Forward

It appears that we're in a bit of a gray area for the moment, with all of the responsibility and none of the power. I'm planning on faking it until we make it, so here are my thoughts:

- Boat Shows – Jody forwarded me a past due notice on a 2012 deposit (doesn't say which boat show, but NMMA runs the Chicago one, which is the top of my list). I've left voicemail for my contact and will forward any necessary information to DJ so we can figure out how to pay the deposit, giving our current situation. I will also be taking a proactive approach to the subsequent boat shows in 2012 (Miami is next in Feb, and it's a big one, so I'll be dealing with NMMA on that one too). We probably need to look at the currently published calendar and decide if we're going to drop any boat shows. I think now would be the appropriate time to do that. I really don't see the need for multiple Texas boat shows.
- Retail Sales – I just e-mailed Janeen, asking her for a report for monthly sales totals in 2010 so we can see if there's any kind of Holiday sales spike. This may be a factor in the plan for restructuring the office space, installing new equipment, etc. I'm planning on this being a first of the year thing at worst. If Holiday sales, St. Petersburg/Cancun, access to funds allows it, and it makes sense, I would prefer to hit the ground running in 2012 and already have some of this stuff installed. It will take a few days to get the new system installed, and I volunteer my IT background experience to help with whatever Kim & Joe need. I'd rather be crawling under desks installing stuff, moving desks, painting offices, etc. while Kim is writing code, if that makes sense to those guys. I'm also planning on a surge of sales after Bob announces the good news in St. Pete's. Now the "surge" may be fifteen orders a day instead of ten, so if Janeen and downstairs Cheryl need help, I can do that too.
- Redondo – I currently do not see a need for me to be down there, doing what I'm currently doing (doing an inventory on back issues), and racking up additional expenses. That could change with a moment's notice, considering the way things have gone this week. As soon as the situation changes, I am willing to run down to Redondo as needed, but I want to make sure it makes sense. I plan on being

there for any kind of office relocation, painting, hardware installation, and of course the much-needed physical inventory (which should be a bit easier after the "fire sale") to load the numbers into the new software.

- Vendors – I am plugging away at adding the new products, and am ready to pull a dozen triggers as soon as we have funds. I will also be evaluating existing vendors for sales histories, brick & mortar requirements, etc. as soon as I have access to that kind of information. I think that would be unfair to Janeen to add that kind of load to her right now, when I'll be able to handle it myself after the required transition has occurred.
- Transition – I think we need to work together to create a plan for the transition because our departments are so interconnected. Retail sales processing will be affected by the new hardware, software, office restructuring, etc. We need some operating capital, either access to Bob's existing funds or our own to move forward on most of this. I think the next meeting we have when you guys get home should be a flow chart or something to determine the critical path so we handle this as efficiently as possible.
- Revenue streams – I'd like to look at whatever revenue streams we can implement short-term to help with operations. Dave Ladage (Living Like a Pirate) has offered to print shirts for us, so even if we utilize him short-term, that might help. I'm contacting him about that today, but that will have an up-front cost of about \$800 if we decide to do anything with him. Kim's got the ball rolling on some new technology for the magazine. Hopefully that will generate some sales, but I'm sure there's some up-front costs associated with the development.

That's all that's pinging through my melon at the moment...

Chris

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Version: 2012.0.1834 / Virus Database: 2092/4590 - Release Date: 11/01/11