



TRI-VALLEY EXECUTIVE'S ASSOCIATION
P.O. Box 985 ♦ PLEASANTON CA 94566
PHONE & FAX 485-1394 ♦ www.trivalleyexecs.com

JANUARY 5, 2005

NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on Thursday, **January 12, 2006**, at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Lawrence Ling** of QES Computers, Inc. and **Marilyn Lewis** of Aweigh-to-Go Travel.

Manny Martin of Amador Valley Property Mangement will give the VALUE.

The CLASSIFICATION will be given by **JoDee Moore** of AireServ.

VALUE:

Larry Smario of Larry Smario Landscape & Tree Service values the TVEA as a group of professionals that you can refer without jeopardizing your own reputation, knowing that your clients, family and friends are in the hands of trust-worthy business people.

WEBSITE:

The new TVEA website is now up and running! Check it out at:

<http://www.trivalleyexecs.com>

If you have changes to your information, please let Cristin know.

SPOTLIGHT:

Beverly Hoey of the Law Offices of Beverly Hoey had an opportunity to learn more about

Ron Johnson of Allen Business Investments and shines this SPOTLIGHT on him:

Ron Johnson began working for Pacific Bell after graduating high school, but was soon drafted into the Army, allowing him to go to college and get his degree from Long Beach State. He went back to work for PacBell where he stayed for 27 years. In 1990 he was offered and took early retirement.

For six months he searched for a business to purchase using a business broker. Finally, the broker he was working with suggested that he become a business broker himself. He did, and eventually bought out his partner.

Ron Johnson's companies, Allen Business Investments and Onyx Associates, focus on business purchases and sales, and mergers and acquisitions. Ron specializes in business appraisals and selling preferred businesses.

Ron is a certified business intermediary (CBI) and a mergers and acquisitions master intermediary (M&AMI) as well as a fellow of the IBBA. He is also the new Chairman of the International Board of Business Brokers.

If you know of someone thinking of buying or selling a business, or to find out more about the market for your business, call Ron at 838-8150.

PROGRAM:

In 2006 we will be incorporating your suggestions into our monthly program:

1. Spotlighting individual businesses---- focus on person (and their business) doing the classification that week since the information will be fresh in our minds Incentive: anyone doing business or giving lead to "spotlighted business" will receive 1 free raffle ticket at the following weeks meeting.



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2. Several times a year we'll have a panel discussion with five or six "experts" in similar areas i.e.: Ron Johnson, Darlene Crane-Peel, Mike & Tom, John Gresham, Larry Brumm or Bob Olson, Pam Meyer, Joey Minahan, Dave Silva--you get the idea---experts to give an overview of a particular arena---what's good, what's new, what the future holds etc.

3. Round table talks:

- Groups drawn at random that day
- Topics suggested, but not mandatory
- Reports only if some important points come up---each group will have a spokesperson to share if necessary. This allows us to get to know each other better and learn more about each others businesses
- Possible topics:
 - “How to hire effectively”
 - “How to fire”
 - “How to handle difficult customers”
 - “How to up sell or turn a negative attitude to a positive”
 - “What was the best advertising tool for your business?”

Other Classifications available:

Florist
House Cleaner/Maid Service
General Contractor/Handyman
Architect

SOCIAL:

Marilyn Lewis will be working on putting together a Wine Tour of the Livermore Valley this spring... more info. to come!

RETENTION:

In recognition of their perfect attendance during the 4th quarter, the following members will participate in a special raffle for a \$25 TVEA gift certificate:

Manny Martin
Brian Richards
David Sanchez
Larry Smario

The raffle will be held next week, 1/12, and you must be present to participate.

MEMBERSHIP:

Thanks to Tom Fox for bringing his guest, Phil Maser, general contractor. Please continue to think about your contacts who may benefit from membership in the TVEA. *Keep the Membership Drive alive!*

Mike Roberts has tendered his resignation, so the classification of “Sales Training and Consulting” is now available.