



TRI-VALLEY EXECUTIVE'S ASSOCIATION

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JANUARY 19, 2005

NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on Thursday, **January 26**, at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Mary Tuttle** of Classic Values Coupon Book and **Mike Doeschot** of Accurate Impressions.

Pam Meyer of DesignWorks LTD will give the VALUE.

The CLASSIFICATION will be given by **Marilyn Lewis** of Aweigh-to-Go Travel.

VALUE:

Cesar Alvistur of Five Star Building Maintenance feels that the value of membership in the Tri-Valley Executives' Association lies in the brochure. He is able and ready to give referrals to anyone who asks, which is quite often during appointments and ends up enhancing the service that he can provide clients.

CLASSIFICATION:

Michael Price grew up in Southern California, has a wife of 19 years named Terri, a 15-year-old daughter and a 9-year-old son. He enjoys playing golf with his son and learning to play guitar with his daughter.

He was born and raised in the Newport Beach area where he worked part-time for

his father's marketing company in Orange County. After graduating from Long Beach with an advertising and design degree, he began working for his father full-time. In 1993 he moved to the Bay Area, still working in the marketing and design industry, and in 2001 he started Matchpoint Graphics.

Matchpoint Graphics has a wide network available to fill most any advertising need a client may have. They have a philosophy of creating cost effective design services to meet the client's objectives. They encourage client interaction with the creative process. One of their big goals is to stay positive.

Direct mail is the most cost-effective way to market your business. A big focus in companies right now is cross-selling and up selling its current clients through direct mail and e-mail.

The core business of Matchpoint Graphics is graphic design: logo, branding, brochure and identity design.

If your company or the company of someone you know needs simple graphic design work or a complete "marketing materials makeover", please call Michael Price at Matchpoint Graphics, 361-5551.

CLASSIFICATION REFERRAL REWARD:

Keep MatchPoint Graphics in mind this week and receive a *free* raffle ticket for every referral you give to Michael Price this coming Thursday!
