



## TRI-VALLEY EXECUTIVE'S ASSOCIATION

P.O. Box 985 ♦ PLEASANTON CA 94566

PHONE & FAX 485-1394 ♦

[www.trivalleyexecs.com](http://www.trivalleyexecs.com)

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### NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on Thursday, **April 27**, at Vic's All-Star Kitchen at 7:00am.

The GREETERS will be **Dave Cherry** of Big O Tires and **Allen Eddy** of Cal Coast Plumbing.

**Jim Pease** of W.H. Mayer Accountancy Corp. will give the VALUE.

The CLASSIFICATION will be given by **Joey Minahan** of the Door Doctor.

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### VALUE:

**Dr. Rick Hume** of the Pain Relief Studio has found that all of the changes (for the better) that he's been going through over the past year would not have happened if not for his involvement in the TVEA.

The Value of the TVEA is the longevity of the group with members that have formed lasting friendships.

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### CLASSIFICATION:

Gary Chang, a third-generation Chinese American, was born in Palo Alto and has been a resident of the Bay Area for his whole life. He graduated from Sonoma State where he majored in Physical Education as he wanted to be a basketball coach.

He started out coaching Jr. High School students, who proved to be quite challenging, so worked for a time doing youth sports camps.

Eventually, he started working with a company that sold used Levi's overseas. After 6 years in that business and finding that sales was a good fit for him, he started selling cell phones and eventually landed in the telecom industry doing B2B sales.

One day he ran across a man whose name he found familiar; it turned out that he had played basketball against him in high school. They hit it off and Gary started working with his company, Tri-Valley Internet, which had been formed in 1995.

Tri-Valley Internet hosts, designs and markets companies on the Internet. They currently host about 2,500 sites of which Tri-Valley Internet maintains about 1,000. They have several servers in a secure, fire-proof, earthquake safe location that has a 72-hour generator in case of power outages. One of their largest clients is ADT.

Gary suggests having a homepage that is simple – no scrolling or flash; it should also have the company phone number clearly listed on the homepage. He believes that all businesses should have a website as it is 24/7 live marketing.

He explains that search engines reach people, optimization guarantees that you'll be found. With Tri-Valley Internet you can be in the top 10 based on your keywords. They make sure that the keywords are coded correctly and the website has the correct content in order for the search engines to



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pick it up. He warns to look out for web design companies that advertise “instant results”, since it usually takes 6 months to reach optimization.

Gary is very involved in the community as an Ambassador of the Pleasanton Chamber of Commerce and is a member of the Downtown Pleasanton Rotary.

If your business doesn't have a website or is in need of “optimization” or hosting, please call Gary Chang at Tri-Valley Internet at 417-7600 x13.

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### OPEN CLASSIFICATION DATES:

The new meeting schedule is available. We have the following dates available:

**May 18, June 22, June 29, July 13**

If you are new or have not given a Classification talk in a while, we encourage you to sign up – we'd love to hear what is going on in your business!

*Because of my “situation” I'd love to get someone to sign up to do the Classification or a Road Show on May 18, please let me know so I don't have to worry about it. – Cristin Sanchez*

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### WINE TOUR:

On May 7, the TVEA will be doing a 5-hour tour of the Livermore Wine Valley. Tickets are \$50 per person including lunch at Garre' Winery Cafe. Please RSVP by April 27!

Flyers and sign-up sheets will be on the information table during the meeting. Call Marilyn Lewis at 417-0512 for more information.

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### ROTARY FUNDRAISER:

The annual Rotary Cabaret fundraiser will be held at the Pleasanton Hilton on May 6.

For more information, call Dave Cherry at 462-7650 or Darlene Crane-Peel at 461-2809.

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