



# TRI-VALLEY EXECUTIVE'S ASSOCIATION

P.O. Box 985 ♦ PLEASANTON CA 94566

PHONE & FAX 485-1394 ♦  
www.trivalleyexecs.com

**JUNE 8, 2006**

---

**NEXT WEEK:**

On Thursday, June 15, we will be attending the **ROADSHOW** at:

Amador Valley Optometry  
4450 Black Ave. Suite C  
&  
W. H. Mayer Accountancy Corp.  
4460 Black Ave. Suite A

in Pleasanton at 7:00am.

There is **NO REGULAR MEETING**.

---

**NEXT REGULAR MEETING:**

The next regular meeting of the Tri-Valley Executives' Association will be held on Thursday, **June 22**, at Vic's All-Star Kitchen at 7:00am.

The **GREETERS** will be **Beverly Hoey** of the Law Offices of Beverly Hoey & **Grace Foster** of The Closet Factory.

**JoDee Moore** of AireServ will give the **VALUE**.

The **CLASSIFICATION** will be given by **Phil Maser**, The Maser Co.

---

**VALUE:**

Phil Maser of the Maser Co., the "handyman" of the TVEA comes to us through Tom Fox of Hometown GMAC. He had considered joining, but needed the prodding of another of his acquaintances, Manny Martin of Amador Valley Property Management. He decided to join, never really thinking that he'd get any business

out of it. He was wrong. He has been overwhelmed with leads, one of which has turned out to be a very lucrative job. That is an obvious value, but he also values the TVEA as a great source for family, friends and clients who need referrals to other services.

---

**CLASSIFICATION:**

Big O Tires is a third generation business of the Cherry family that has been in Pleasanton for 25 years. Dave Cherry also has a Livermore shop that his partner runs, and a shop in Ceres that he purchased a few years ago. The Ceres shop has had a complete "overhaul" and is now thriving. They recently expanded their Pleasanton shop adding more space and some new equipment.

In addition to tires, Big O Tires does break jobs, suspension work, including lifts and drops, and ordinary vehicle maintenance. They are no longer able to do sidewall repairs due to liability. All products purchased will be serviced at no charge and all tires have a nationwide warranty.

In tire manufacturing, tire quality has gotten better, however the life expectancy is shorter: 5-6 years max. Dave strongly recommends having your tires rotated and checked every 3 months or 5,000 miles, or you may find that the warranty may be void. Periodic maintenance, such as rotating and alignment, should be done to ensure safety and improve **GAS MILEAGE!**

Appointments are easy to get and early-bird drop off is available. Drop in or call Dave to have your vehicle inspected for the safety of all who ride in your vehicle: 462-7650.

---