



TRI-VALLEY EXECUTIVE'S ASSOCIATION

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AUGUST 3, 2006

NEXT WEEK:

On Thursday, August 10, we will be attending the **ROADSHOW** at:

Millennium Salon & Day Spa

6902 Village Parkway

in Dublin 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, **August 17**, at Vic's All-Star Kitchen at 7:00am.

The GREETERS will be **Dave Jones** of Tiger Carpet Cleaning and **Nam Ho Chung** of Executive Base Network.

Mark Rogers of Keystone Security will give the VALUE.

The CLASSIFICATION will be given by **Mike Peel** and **Tom Fox** of Hometown GMAC Real Estate.

AUGUST ANNIVERSARIES:

Dave Silva, Silmar Floors – 21 years

Mark Rogers, Keystone Security – 19 years

Jon Gresham, Lee & Associates – 11 years

SPOTLIGHT BY JOHN OLDEMEYER:

Mark Rogers has been in the security business since 1969 (that's 37 years!) He originally purchased San Leandro Key & Lock on East 14th Street, and transformed it in to Keystone Security, which now is a locksmith, burglar and fire alarm company.

Mark has attended Cal State Hayward in the School of Business. His partner and wife, Carole, has worked in the business with Mark for over 20 years. Carole is a registered nurse, now working at San Leandro Hospital (which is why you don't see too much of her!)

Mark and Carole recently merged their burglar alarm company with their Central Station monitoring center (Crime Alert Monitoring Center in San Jose). All this means is that there are more technicians available to service their accounts. The Keystone employees you know, now work for Crime Alert, with the same level of customer service you are used to.

Their Central Station is UL approved with redundant security in the event of a disaster.

Keystone Security is a GE Security Pro authorized dealer and sells, installs and services GE security products. They include: commercial fire alarms, commercial and residential burglar alarms, medical panic alarms, commercial closed-circuit television systems, card access control systems, high-security master key systems, designer/decorator locks and safes.

Features of Keystone's alarm systems include capability for two-way voice communication. Keystone installs a very sensitive speaker in a central place in the home or business, which enables live communication with the operators at the central station in the event of an alarm.

Also, Keystone installs Alarm.com components into burglar alarm systems. This allows the owner to be paged via their cell phone when a burglar or fire alarm is set, and a voice mail can be sent to notify of the event. Alarmnet also allows the burglar or fire alarm signal be sent over cellular phone satellites rather than normal phone lines for high-security applications.

Mark is available for consultation at any time for security problems at no charge. He can give you a free security assessment of your home or business. To set up your evaluation, call Mark at Keystone Security 800-733-3016.