



TRI-VALLEY EXECUTIVE'S ASSOCIATION

P.O. Box 985 ♦ PLEASANTON CA 94566

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

OCTOBER 19, 2006

NEXT WEEK:

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

The GREETERS will be **Allen Eddy** of Cal Coast Plumbing and **Dr. Barry Winston** of Amador Valley Optometry.

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

The CLASSIFICATION will be given by marriage and family therapist, **Jim Moog**.

FIVE LEVELS OF COMMUNICATION #4:

By Jim Moog, Marriage & Family Therapist

1. cliché level
 2. fact level
 3. thoughts level
 4. **FEELINGS** level – glad, sad, mad, afraid
-

CLASSIFICATION:

Mike Doeschot was born in San Diego. Having a father that was an officer in the Navy he was the quintessential Navy brat, moving from San Diego to Taiwan, Seattle, Hawaii and finally to Newark, California in 1974.

After graduating from high school, Mike followed in his father's footsteps and joined the Navy. He was stationed in Florida and enjoyed one Mediterranean tour before finishing his tour of duty in dry dock. When he got out of the Navy, he went to college, something he found he

was good at, so stayed for 10 years. Having an artist for a mother gave him a love of creativity, and started taking art classes. He soon found that computer graphics was what he felt born to do.

Eventually, he started working at Accurate Engraving with Tim Smith. In 1997, Tim bought the business from his partner, renaming it Accurate Impressions, Inc.; and a couple of years ago with a new focus on horizontal marketing, they started Accurate Signs, which Mike manages.

It is the 100th year of using signs. Accurate Signs does all types of interior, exterior and vehicle signage; they can put a sign on anything except pets and children.

A sign carries a message in both the words and quality; going cheap can actually cost you money in the long run. Proper signage is essential. At Accurate Signs, they spend a lot of time educating people on the types of signs available and appropriate for their needs. They can fulfill nearly any type of sign request: 3-D lettering, cast signs, metal etching, magnetic signage for vehicles, among others. They belong to the nationwide sign association and are able to offer installation anywhere in the country.

Up until about 15 years ago, all signs were hand-painted and very expensive. Now, vinyl, a much cheaper option, is commonplace and can be applied easily and accurately. The better vinyls can last up to 10 years.

Accurate Signs can print signage up to 50" wide with great graphics, which is nice for tradeshow displays, and cost about \$7 per square foot. Most of this type of application is done with water-based ink, but they are now working with "solvent jet", which is actually less expensive and will probably even make vinyl signs obsolete.



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Some of their larger clients include Pepsi and H&R Block, for whom they create and install all of their signage in Northern California. However, their primary market is the Tri-Valley.

According to several members in this group, have found them to be experts at working with City officials and getting necessary permits. Accurate prides themselves on being a "one-stop shop", from design, to manufacture, to installation.

If it's time to update your signs or you know someone who needs to, call Mike at Accurate Signs at 600-1234.

RSVP by November 2 to rsvp@csueastbay.edu
or (510)885-2464.

Ciao,
Joan Sieber Tombari"

MEMORIAL SERVICE FOR FORMER MEMBER:

"Dear Friends,

Ric Tombari left the only world we know the way he lived his life while in it – with a bang.

Though we will miss him terribly, it would be his wish that we celebrate his life, rather than lament his passing. To do that, I propose that we reminisce in *his* style – that we laugh, and continue to learn from Ric's life. Ric was always there for all of us, yet there is much that we, individually, do not know about who he was and what he did. Working collectively, we can put together at least part of his story.

You are invited to participate in a celebration of Ric's life, which will be held on Thursday, November 9, 2006, in the California State University, East Bay's University Union Building, Room 311, from 2-6pm."

"We are creating a CD containing photos and other memorabilia of Ric's life to hand out at the Celebration. If you have any photos you think we should include, please let me know as soon as possible so that we can include them for the celebration. My e-mail address is joan.sieber@csueastbay.edu.

I very much look forward to seeing you. I need not tell you that Ric would, too. Please