



TRI-VALLEY EXECUTIVE'S ASSOCIATION

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NEXT WEEK:

The next regular meeting of the Tri-Valley Executives' Association will be held on Thursday, **November 16**, at Vic's All-Star Kitchen at 7:00am.

The GREETERS will be **Ron Johnson** of Allen Business Investments and **David Sanchez** of Hacienda Auto Glass.

Dave Cherry of Big O Tires will give the VALUE.

The CLASSIFICATION will be presented by **Jim Pease** of W.H. Mayer Accountancy Corp.

VALUE:

By Marilyn Lewis of Aweigh-to-Go Travel

The Value to me is plain to see

It must fun because I'm here even with Dave and all his cheer

I know if I need you, you will be there if only I need to cut my hair

Where else can I get an award for doing what I love: getting up, coming here and looking at your mugs

In closing, it is easy to see, I don't come here for the bad coffee!

GUEST:

Thanks to **Manny Martin** of Amador Valley Property Management for bringing his guest, Steve Manzouris of Fremont Bank.

CLASSIFICATION:

Marco Lindsey was born and raised in the East Bay, mainly Oakland. As an adolescent he moved to Venture where he ended up going to community college.

Marco is married with three children: 5 years, 2 years and 9 months.

He started out working in the biotech industry, but didn't find it was a good fit. Meanwhile, his brother-in-law had his own printing business, but ended up going out of business because of accounts receivable problems. He went out of business, doing good business. When the opportunity with Transworld came up, Marco jumped at the chance to help people like his brother-in-law.

Transworld Systems has over 65,000 clients. A good referral for him is someone who is owed money or someone who wouldn't send their client to collections. Transworld can collect without hurting the relationship.

Transworld is not percentage based; they can collect for about \$12 per account. A percentage-based company will naturally go after the larger accounts because they mean more income.

Why use Transworld? As business owners, we tend to except excuses, but we shouldn't be expected to be their judge. If you do a job, you should get paid – you have bills too.

Their first phase is a series of carefully written legal letters that go out, all of which instruct the client to call and deal directly with you. The second phase (after the letter phase – a few months – is over), the account will go to collections.

Theirs is a very cost-effective system, saving you man-hours and headaches. To have Marco work on getting money owed to you, call him at 251-0456 x53.
