

JANUARY 8, 2015 NEWSLETTER

THIS WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on **January 15th** at Vic's All-Star Kitchen at 7:00am.

GREETERS are **Joey Minahan** of The Door Doctor and **Richard Gross** of BlueSky Wealth Advisors.

Lawrence Ling of QES Computers will give his **TWO TRUTHS** and One Lie.

Dave Silva of Silmar Flooring will give the **CLASSIFICATION**.

MEMBERSHIP DRIVE – GUEST BREAKFAST:

On **Thursday, February 12th**, we will be having a Guest Breakfast. A printable invitation is attached for you to forward or hand out to your prospects.

Any prospect that fills out an application for membership on that day will have their initiation fee waived.

All members who bring a guest (to any meeting) will have **finances waived** for that meeting and will get a free raffle ticket.

ELECTIONS:

It's time to choose a new Board. It's an easy gig – get involved!

Our President-elect is **Thomas Tong** of Thomas Watch Repair. If you are interested in getting more involved or want to know more how the organization works, please contact Cristin.

We'd like 2 or more new nominees for elections in March to replace outgoing members.

DUES:

...are due. Invoices for the first quarter were emailed a couple of weeks ago and are due **by January 20th**.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at \$62 with 7 white marbles (\$5), 2 blue marbles (\$10) and 1 red marble (the Pot).

UPCOMING:

January 22 – Mark Van Slambrook, The Swenson Group

January 29 – Thomas Tong, Thomas Watch Repair

February 5 – Chuck Eggers, Barons Jewelers

February 12 – GUEST BREAKFAST

DISCUSSION:

Andy Stanley's "**Keystone Habits**" via Podcast

45% of behavior, good or bad, is habit. The brain conserves energy by repeating a learned behavior rather than having to think about it. This is demonstrated by the rats in the maze experiment... queue, behavior, reward.

As in any business, TVEA members get excited about a membership drive or guest breakfast, but then the activity drops off. This is because it hasn't become a habit.

Membership numbers keep the Association running, and since there will always be attrition because of retirements or other circumstances, we need to work on the habit of inviting potential members.

BAY BRIDGE SERIES SOCIAL:

Interest list for 4/4/15 now forming.
