

JANUARY 15, 2015 NEWSLETTER

THIS WEEK:

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

GREETERS are **Dave Silva** of Silmar Flooring and **Mark Caufield** of Cook, Disharoon and Greathouse Insurance.

Mike Peel of Sotheby's International Realty will give his **TWO TRUTHS and One Lie**.

Mark Van Slambrook of The Swenson Group 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.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at \$67 with 6 white marbles (\$5), 2 blue marbles (\$10) and 1 red marble (the Pot).

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.

BAY BRIDGE SERIES SOCIAL:

A sign-up sheet for the April 4th game is going around. Tickets will be about \$30/person.

UPCOMING:

January 29 – Thomas Tong, Thomas Watch Repair

February 5 – Chuck Eggers, Barons Jewelers

February 12 – GUEST BREAKFAST

CLASSIFICATION:

Dave Silva was born in Oakland and raised in San Lorenzo. He's been living in Pleasanton for 36 years. He met his wife in high school in 1965. They have been married for 44 years and have a son, Chris, 37, who works with him in the flooring business, and also have a daughter, 35, who is 6th grade school teacher in Pleasanton with 2-year-old boy/girl twins, Dave & Eileen's first grandchildren.

After high school, he attended Cal State Hayward where he played baseball. Due to a lack of credits, he was drafted into the military and joined the Air Force. When he got out of the military he dreamt of becoming a baseball coach. Needing money to finish college and marry his sweetheart, he got a job working as an apprentice for his father who was a carpet installer. Their company handled mostly contracts from Montgomery Wards, who was the third largest carpet dealer at the time.

While renting an apartment, the property manager noticed his occupation and asked him if he could do some of their work. He said he could, and then found that they managed complexes with a combined total of 5,000 units and the work would keep him busy full-time. He asked his father to join him in starting their own

business and became very successful for a while. After getting a couple of bad jobs, they were forced to close down.

He and his father went to work for Neil's in Hayward and Dave became very good at sales; better, in fact than the owner's children, who had become a drain on the business.

Dave and the office manager, Marge, were offered positions at Glenmoore Properties. Neil didn't want them to go, so he offered to back Dave and Marge in their own business. SILMAR Flooring started in Hayward where Dave was a member of the Executives' Association of Southern Alameda County. After starting the Tri-Valley Executives' Association in 1985, he opened their store in Pleasanton in 1988.

In 1989 Dave had the opportunity to buy the building, which he did. That same year, his partner, Marge, retired and the recession hit. It was a tough year and a half. But with their quality and expertise in their industry, business thrived.

Eileen started working with the company when Marge left; and his son started with them 11 years ago when he graduated from college. They also have two other sales consultants and 22 installers in the field.

SILMAR Flooring sells and installs carpet, hardwood, laminate, "engineered" hardwood (which looks and wears better than real wood), tile, luxury vinyl tile, outdoor carpet (putting greens) – anything you walk on except concrete. Only 10-15% of their business is residential. Commercial jobs account for the majority of their business with apartment complexes and hospitality such as hotels, casinos and senior centers, as their niche market.

They are experts in "fancy" commercial installations and are referred by the manufactures of those carpets. They are often called in to consult or to fix the installations of less experienced companies.

They started the company only selling and installing carpet, linoleum, vinyl and vinyl asbestos tile; there wasn't really a market for tile or hardwood. Today, everyone wants "green" products; so they offer a large

variety of bamboo, strand-woven bamboo, rubber, cork and wool and no-dye natural product carpet.

They specialize in product selection and installation to insure your satisfaction. Although warranties cover wear, wear is subjective. So it is very important to choose the correct product for the installation and to know how long a product will look good, not how long it will last. There are new products coming on the market all the time; a new favorite is "loose-lay" luxury vinyl tile that has simple installation and repairs and is ideal for condominium living where a hard surface is desired, but because of noise, it is prohibited by most condo associations. The backing of the loose-lay tile makes a very quiet surface and has become a very popular solution.

All Silmar installations are guaranteed and can be done in some offices without moving partitions or even unplugging a computer.

Their commitment to excellent customer service allows them to work and live in the same community. To update the one thing you use most in your business or home, call Dave, Eileen or Chris at 846-7600.
