

**JANUARY 22, 2015 NEWSLETTER**

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**THIS WEEK:**

The next meeting of the Tri-Valley Executives' Association will be held on **January 29<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

**GREETERS** are **Joe Goulette** of J.G. Construction and **Dorn Driggs** of Aflac.

**Richard Gross** of BlueSky Wealth Advisors and **Mike Peel** of Sotheby's International Realty will each give **TWO TRUTHS** and **One Lie**.

**Thomas Tong** of Thomas Watch Repair will give the **CLASSIFICATION**.

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**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 2-3 new nominees for elections in March to replace outgoing members.

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**UPCOMING:**

February 5 – Chuck Eggers, Barons Jewelers

**February 12 – GUEST BREAKFAST**

February 19 – Terry Johnston, R&S Landscape

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**THE WEEKLY "POT" REPORT:**

TVEA's 50/50 raffle is at \$70 with 6 white marbles (\$5), 2 blue marbles (\$10) and 1 red marble (the Pot).

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**BAY BRIDGE SERIES SOCIAL:**

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

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**MEMBERSHIP DRIVE – GUEST BREAKFAST:**

On **Thursday, February 12<sup>th</sup>**, 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 **finer waived** for that meeting and will get a free raffle ticket.

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**CLASSIFICATION:**

**Mark Van Slambrook** was born and raised in Walnut Creek by his Irish mother and German father. He is the middle of three brothers. He went to De La Salle High School, where he has been on the Alumni Board, and then graduated from Cal Berkley in 1993.

Mark and his wife Krista have been together for over 18 years, and together they have a 5 year-old daughter, Michaela, and a 3 year-old son, Connor, and a stepson who is 24.

After graduating college, Mark got a sales job with the Swenson Group, which was a Xerox rep. After two years, he left Swenson and went to work directly with Xerox where he had big accounts such as Computerland and Bechtel. He was with Xerox for 5 years before deciding to go back to Swenson.

Mark has been with The Swenson Group Business Technologies for 16 years now. He was managing 17 reps. but is now part owner of the otherwise family owned business. TSG provides quality office solutions including digital copiers, network printers, faxes,

scanning solutions and toner for its customers. Customer service is their focus, which has definitely been the key to their business having 20% annual growth. The primary reason for their growth is their willingness to support small products in large offices and their ability to provide cost savings for their clients.

Swenson eventually dropped the Xerox brand because they were becoming more and more difficult and wouldn't service their smaller customers. Swenson is now primarily a dealer for Konica Minolta, which unlike other manufacturers, only make imaging equipment. Functions of some of the machines now include Air Print, Doc Audit (tracks who entered the document) and Biz Hub Security.

The Swenson Group has partnered with "All Covered" Support to provide IT services to maintain and monitor their clients' networks, as well as work on special projects as needed. They have 3,000 clients in 30 cities and monitor 55,000 PCs, employing 500 IT experts.

With the scanning capabilities and secure email that offices now use, fax technology seems to be going away, making offices nearly paperless. This makes it imperative that businesses have quality equipment and structured scanning, of which both are specialties for The Swenson Group. It may seem like an overwhelming task to convert to paperless files, but Mark recommends a go-forward strategy and going back to scan older files as needed and during slow times.

Document management and IT support are of the utmost importance in today's business environment. The Swenson Group's mission is to increase efficiency and drive down costs so that you can focus on business.

Most of the companies can all do the same thing, but post-sale service and support are most important. The benefit for their clients is that parts and service are readily available. Their average response time for a service call is 2 hours. They can also save their clients money by providing equipment that is very efficient: 1 cent on their machines versus 4.5 cents on the typical HP.

Mark's best referrals are offices of 5-200 professional staff, but he is also happy to provide equipment and supplies for a one-man operation. Good opportunities for him are someone whose current equipment lease is

expiring, who's opening a new office or branch location, expanding or downsizing a current office, or moving.

Good referrals for Mark are a company name and number, even better with a contact person and email. To give Mark a referral (qualified or not) or to have him do a free assessment of your production and show you how you can configure your systems to save you money, call him at 960-8910 x123.

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