
MARCH 5, 2015 NEWSLETTER

THIS WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on **March 12th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Wayne Yeaw** of Alpha Omega Print & Marketing and **Larry Brumm**, Real Estate Appraiser.

The TWO TRUTHS will be given by **Andy Anaya** of Anaya Electric.

Joey Minahan has scheduled a **GUEST SPEAKER**. Don't miss this one!

TWO TRUTHS:

BY ALLEN EDDY OF CAL COAST PLUMBING

1. Cal Coast has 119 people in its organization.
2. They are Diamond Certified.
3. Allen Eddy shot a 65 last week in golf.

I know that was a tough one, but its #3 that's the untruth.

For any plumbing issues or upgrades, call Cal Coast Plumbing: 462-1090.

UPCOMING:

March 19 – Dorn Driggs, Aflac

March 26 – Wayne Yeaw, Alpha Omega Printing

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at **\$110** with 3 white marbles (\$5) and 1 red marble (the Pot).

ELECTIONS:

Time to vote! Send in your nomination for the **Executive of the Year**. Your nomination should be for the member who you believe did a good job giving leads, bringing in

new members, had great attendance, a combination of those or who has some other outstanding quality that you think should be awarded "Executive of the Year".

CLASSIFICATION:

In 1977, Star Wars hit the theaters, the Raiders won the SuperBowl, Love Boat premiered on TV, Elvis Presley died and **Cory Pinter** was born.

Born in 1977, Cory Pinter was the middle child with two sisters, one older and one younger. His father was in the Air Force, so his family moved every three years. To keep up with friends and family, they made sure to always get out a family Christmas card, each one with its own wacky theme. The Pinter claim to fame is the Family Tree card that Cory sold the rights to, and is now being sold at Target and has been made into a board game.

His family lived all over the US, Holland, Germany and Turkey, giving Cory the cultural experience of a lifetime. He graduated high school in Turkey, a third-world country, and learned to really appreciate all that the US offers and provides.

After high school he returned to the US, and got his Mass Communications and Advertising degree from the University of South Florida. His focus was web graphics and design.

A friend of Cory's got a job in the Bay Area, so he followed him west to be near Silicon Valley. He drove out with his wife (girlfriend at the time) who got a job quickly. While waiting to land a job in his field, Cory worked temporarily at the Pleasanton Golf Center and as a host at Casa Orozco. He ultimately got a job in Emeryville mass producing websites. In 2007 Cory got married and in 2009 they had a son, Stone.

The company he was working for got bought by Motorola and moved to Alameda. He got a lot of corporate experience there, but found that the human element he enjoyed was missing. In 2010, Motorola cut his department and he was laid off. Near the end of that year, Cory found Accurate Impressions.

Logo Boss, formerly Accurate Impressions, was founded by Tim Smith in 1996 in Pleasanton. Their main focus was

trophies and awards, until in 1998, Tim met Lisa, his wife, and they expanded their business to do embroidery and screen-printing. In 2000, they moved the business to Dublin, giving them more visibility, and the Pleasanton office now serves as the screen-printing workshop. All of their employees are very experienced in their fields: embroidery, laser engraving, sandblasting, signage and screen-printing. Jason, the engraver, and Alicia, the embroiderer, have each been with the company for over 10 years.

Tim is very high-energy, but had no time for website design and social media, the essential element of business today. Cory was able to fix their website and now helps clients with graphics, enhancing a current logo or developing a new one. He loves designing and seeing his designs printed in mass quantities.

Logo Boss produces awards, apparel, promotional products and signage. They can also create custom gift packages for business or personal intentions. All pricing is quantity based; the more you buy, the better the price.

Seventy-five percent of their production is done on-site. Their tag line is "Sew it, Ink it, Etch it". Sew it: they can do complex custom embroidery using their 10-head embroidery machine or more simple projects on one of four single-head machines. Ink it: Logo Boss offers custom screen printing, which is done on a 6-head manual machine run by Minh who loves this work. Cory does a lot of design for the screen-printing aspect of the business, and there is a 10-item minimum order. Etch it: for awards and other personalized items they can do sandblasting and engraving on one of two flatbed engravers.

The hot promotional item right now is tech gadgets. Logo Boss has a cordless rechargeable phone charger that is great for people on the go. Have your logo or tag line printed on one and pass them out for a lasting impression.

For any type of promotional product, and there are thousands, call Cory who can help you find just the right item to reward employees or promote your company: 600-1234 or cory@logoboss.com.
