

**MARCH 26, 2015 NEWSLETTER**

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**THIS WEEK:**

The next meeting of the Tri-Valley Executives' Association will be held on **April 2<sup>nd</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dan Brown** of Onstad's Insurance and **Bob Olsen** of Olsen Painting.

The TWO TRUTHS will be given by **Terry Johnston** of R&S Landscape.

**Dave Jones** of Tiger Carpet Cleaning will give his CLASSIFICATION.

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**BAY BRIDGE SERIES GAME:**

We have 8 tickets that were canceled after they had been ordered. If you or someone you know would like them, please let Cristin know. TVEA cannot afford to absorb the cost, so please try to find people.

For those who have not, please pay the \$25/ticket ASAP, so that Cristin's credit card can be reimbursed.

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**TWO TRUTHS:**

**BY BOB OLSEN OF OLSEN PAINTING**

1. Bob's business was called Olsen Maintenance before it was Olsen Painting.
2. Olsen Painting has never been a partnership.
3. Their biggest job was over \$300,000.

It would be a whole lot of paint for a job over \$300,000; that's the untruth, but a dream nevertheless.

If you have a \$300,000 job or even something that might be slightly less, give Bob a call: 484-2228.

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**UPCOMING:**

April 9 – Exec of the Year Award and Board Induction

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**TWO TRUTHS:**

**BY CHRIS RUGAARD, LAW OFFICE OF CHRISTOPHER P. RUGAARD**

1. If a client refuses to pay, an attorney cannot immediately discontinue representation.
2. Justice Anthony Kennedy was Chris' Constitutional Law Professor.
3. Two years of Family Court Law is required to become a Family Court judge.

It's unfortunate, but there is no experience required for a judge to sit in Family Court.

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**MEMBER NEWS:**

**Custom Exteriors** has moved; here is the address to their new office and showroom:

2142 Rheem Drive, Suite E, Pleasanton CA 94588  
(925) 249-2280

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**THE WEEKLY "POT" REPORT:**

Congratulations, Chris Rugaard on winning the pot last week: \$196!! TVEA's 50/50 raffle starts over next week at \$50 with 10 white marbles (\$5), 2 blue marbles (\$10) and 1 red marble (the Pot).

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**CLASSIFICATION:**

The Yeaw family came to New England from England back in the 1630's. His parents who lived in Nova Scotia passed away last year, both at the age of 93, after 72 years of marriage. Wayne has a lot of fond memories of growing up in Rhode Island as the oldest of 8 brothers and sisters, which was a new family dynamic for his parents who were both only-children. As **Wayne Yeaw** neared his high school graduation, he saw many acquaintances get drafted for the Viet Nam War. He decided that rather than be drafted, he'd enlist. After boot camp, he went to Puerto Rico and then was stationed in Germany, where he was able to serve his entire tour of duty.

After serving in the military for 3 years, Wayne began working for Sears in the finance department, where he met Pam, his wife of 30 years. As fraternization was not allowed, they secretly married and kept their relationship hidden for six months. When Management found out, Pam was transferred. They have 3 sons, all of whom have worked in the business at one time or another, and now have 4 grandchildren. Their middle son, who was disabled when he broke his neck at age 21, is a talented graphic designer at Allegra. Their oldest son is in the Army and is getting ready for another tour in Afghanistan. Their youngest son works as a sergeant for the Alameda County Sheriff's department.

Sears offered Wayne an early retirement package, which he accepted, and in 1985, purchased a printing franchise. Thus he started his career as a printer 30 years ago.

There have been many changes in the industry since then, and more than 30% of printers have gone out of business. Last year they decided to de-franchise from Allegra Print & Imaging (formerly American Speedy Print) and are now known as Alpha Omega Printing. They are a commercial printer and have four presses. They do everything from simple copying, to digital printing, traditional printing, folding, binding, continuous forms, checks (including Quicken) and a lot more. The majority of their printing is now done digitally. Whereas 90% of all print jobs were simply black and white when he started the business, the exact opposite is true now. Since digital is constantly evolving, Allegra leases their machines to keep up with the ever-changing technology.

With the advances in print quality, Alpha Omega can now offer more affordable solutions, such as 250 full-color 2-sided business cards for \$39 or get 1,000 for just \$69. Although the variety of colors in cover stock has diminished, the quality has improved. There are metallics and even magnetic stock.

The direct mail service has proven very successful for many clients – it gets the phone ringing. Alpha Omega can print and mail full-sheet postcards for \$0.28.

Contrary to popular belief, printing doesn't "kill trees". For every one tree that is cut to produce paper, three are planted in its place; it is a renewable resource. As the only "green business" printer in this part of Alameda

County, their largest client is Chevron/Texaco. Alpha Omega Print has over 700 clients of which small businesses are their mainstay. A good lead for them is restaurants or, like their current client, East Bay BMW, auto dealerships.

They are active in Rotary, Pleasanton Partners in Education, Tulancingo Sister City, the Pleasanton Downtown Association and three Chambers of Commerce. Pam Yeaw is also a volunteer policewoman for the City of Pleasanton.

For all of your printing and copying needs, call Darren, Pam or Wayne Yeaw (or even Dave Jones) at Alpha Omega Printing at 426-2511.

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#### DUES:

Invoices for the second quarter went out 2 weeks ago.

Remember to pay within 30 days to avoid a late fee, as **the \$25 late fee will be strictly enforced going forward** to avoid cash flow issues for the Association.

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#### COURTESY REMINDERS:

**Leaving Early:** As a courtesy to our speaker, whether a guest or a classification that you've heard 10 times, please make every effort to stay through the end of the meeting. Our meeting time is 7:00 (Networking and breakfast until 7:15) and ends at 8:30am.

**Cell Phones:** Technology has made it very convenient to stay connected and do business anywhere... that doesn't mean you should. Would you be checking email and texting during a meeting with a potential client?

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