

APRIL 2, 2015 NEWSLETTER

THIS WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on **April 9th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be Estate Planning Attorney, **Jay Woidtke** and **Thomas Tong** of Thomas Watch Repair.

This will be a special meeting to present the **Executive of the Year award** and welcome the new **Board of Directors**.

UPCOMING:

- April 9 – Exec of the Year Award and Board Induction
 - April 16 – DISCUSSION
 - April 23 – Manny Martin, Amador Valley Property Mgmt.
 - April 30 – Dr. Barry Winston, Amador Valley Optometric
 - May 7 – Chuck Eggers, Barons Jewelers
 - May 14 – GUEST SPEAKER
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THE WEEKLY "POT" REPORT:

Congratulations, **Dr. Endre** on winning the pot last week: \$56!! 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).

DUES:

Remember to pay by next week, April 15th to avoid a late fee, as **the \$25 late fee will be strictly enforced going forward** to avoid cash flow issues for the Association.

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?

CLASSIFICATION:

Dave Jones was born and raised in California in the Hayward/Castro Valley area. He went to private junior high and high schools, graduating from St. Mary's High School in Berkeley.

He met his future wife Lori immediately after graduating in 1980, but he stayed in the area and went to Chabot College, while she went out of state to the University of Washington. They continued a long-distance relationship, but after about a year and a half, she came back to California to finish her degree from UC Berkeley. They have two daughters, Taylor 19, and Megan 17.

He found that college was just "not for him". He got a job as a high school janitor, but then gave college another try. He really enjoyed the business classes, but general ed. did not hold his interest; so in 1983 he started building a commercial maintenance business, Jones Janitorial. He continued to work as a high school janitor at night until his business got off the ground.

He noticed that he was subcontracting out a lot of carpet cleaning jobs, so he began learning about carpet cleaning, and he added the Host system to his business in 1987. However, he only did dry/chem. cleaning and only commercially, so he still referred business out to an associate who did steam cleaning.

About 16 years ago, that associate, Paul of Tiger Carpet Cleaning, was looking to get out of the business and began talks to sell. Dave Jones bought the business from him in 1999 and expanded his service with truck-mount steam cleaning carpets, upholstery and area rugs.

Tiger has many good customers including developers that keep them busy in seasons that are typically not busy for carpet cleaning. The busy season is October through the end of the year.

Dave admits that they are not the cheapest carpet cleaner in the area, but they work mostly on a referral basis and really take their time to do the job right. Dry/chem. cleaning is more expensive because it is a two-step process, whereas steam cleaning takes less time so costs less per foot. There is a minimum charge for any cleaning. Their business is mainly in the Tri-Valley and the 680 Corridor, but go out as far as Brentwood and Fremont for an extra charge.

Steam cleaning is better for heavily soiled carpets and dry cleaning is better for the longevity of the carpet. To keep up most warranties on carpeting, many manufacturers require hot water extraction cleaning every 18 months (refer to the carpet manufacturers' warranty). 70% of their clients prefer steam cleaning.

If you should have a spill (after hours) the best thing to do is use cool water (no cleaner) and blot (don't rub) as much of it as you can (standing on the towel can pull a lot out). Repeat, then call Tiger.

If you or someone you know needs their carpets cleaned, please call Dave Jones of Tiger Carpet Cleaning for a free estimate, personally by Dave, at 443-1100.
