

APRIL 16, 2015 NEWSLETTER

THIS WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on **April 23rd** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dave Sanchez** of B&S Hacienda Auto Body and **Kevin Gundry** of Custom Exteriors.

Chuck Eggers of Barons Jewelers will give his TWO TRUTHS and a lie.

Manny Martin, Amador Valley Property Management will give the CLASSIFICATION.

TWO TRUTHS:

BY LAWRENCE LING OF QES COMPUTERS

1. The first computer, built in 1945, took up 1,000 square feet of space.
2. The first Apple computer was made in 1976.
3. IBM was the first PC to include CD/DVD drive technology.

The first computer to include a magneto-optical disk drive was Next, which was a computer company started by Steve Jobs when he walked away from Apple after a power-struggle with the CEO.

For all things "computer", call Lawrence Ling at QES Computers 463-8100 lawrence@qescorp.com

DISCUSSION: TVEA S.W.A.T

LED BY MARK CAUFIELD, CDG INSURANCE

The primary purpose of the Tri-Valley Executives' Association is to develop viable business relationships and exchange qualified sales referrals.

The Board will be discussing the feedback from the enlightening meeting this morning, and will put together an action plan for the items that should be the focus of the new Board.

What do you like and what do you think are some of the challenges of our Association? What are the **Strengths**, **Weaknesses**, and **Threats**? Here's your feedback:

Strengths:

- Good Networking
- Members promote members, with the strength being the quality of the person giving the referral as much as the person being referred
- Humor and camaraderie
- Support from like-minded people
- TVEA is its own community, like a small town in days of old, where there is one proprietor for each community need
- Educational
- Relaxed
- Attending meetings is key to forming relationships and referrals

Weaknesses:

- Routine can be mundane
- People habitually leaving early (impolite to the speaker)
- Classification whose business cannot take any new business, limits those referring and forced to go out of network
- Recruiting new members
- Revenue support
- No reward for bringing new members
- One-on-one time with new members
- Location/time
- Attendance

Opportunities:

- Random seating
 - Make time to visit with new members outside of the regular meeting
 - Events, i.e. guest breakfast
 - Member competition to increase membership
 - Use Chamber mixers, as well as a possible booth at the street fair, to scout for new members
 - Conduct interview type classification talk using a moderator
 - Assign mentors to new members
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UPCOMING:

April 30 – **Dr. Barry Winston**, Amador Valley Optometric



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May 7 – **Chuck Eggers**, Barons Jewelers

May 14 – **GUEST SPEAKER**

May 21 – **Dave Cherry**, Big O Tires

THE WEEKLY “POT” REPORT:

TVEA’s 50/50 raffle is at \$50 with 9 white marbles (\$5), 2 blue marbles (\$10) and 1 red marble (the Pot).
