

MAY 14, 2015 NEWSLETTER

THIS WEEK:

The next regular meeting of the Tri-Valley Executives' Association will be on **May 21st** here at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Darlene Crane-Peel** of RPM Mortgage and **Richard Gross** of BlueSky Wealth Advisors.

Dave Parker of Edward Jones will give his CLASSIFICATION.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at \$54 with 8 white marbles (\$5), 2 blue marbles (\$10) and 1 red marble (the Pot).

TWO TRUTHS:

BY DARLENE CRANE OF RPM MORTGAGE

1. In 1981, the prime rate for a mortgage was 18%
2. The largest loan she ever made was in 1983.
3. Fannie Mae and Freddie Mac are real people.

The largest loan Darlene ever made was for \$14M in 1983, but Fannie and Freddie are not real people.

If you want to work with a very experienced mortgage advisor (and who wouldn't?), call Darlene Crane-Peel at RPM Mortgage 474-2951 dcrane@rpm-mtg.com.

UPCOMING:

May 28 – **Mark Caufield**, CDG Insurance

June 4 – **Allen Eddy**, Cal Coast Plumbing

June 11 – DISCUSSION

June 18 – **Kevin Gundry**, Custom Exteriors

June 25 – **Dave Cherry**, Big O Tires

QUOTE:

COURTESY OF **MARK VAN SLAMBROOK**, TSG BUSINESS TECHNOLOGIES

"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time." – *Thomas A. Edison*

GUEST SPEAKER: SCOTT MCFARLAND

Scott has a computer engineering background and ran large engineering organizations before being called into ministry in 2002. He continues inspirational speaking on topics of business, and is a business mentor.

What is the secret that separates a leader from all other people? **MOTIVATION.**

On his first mission trip to Honduras, their host went through the rules of their stay. One rule that seemed frivolous and probably written by a mom, was to make you bed every day. He begrudgingly made the bed, not to his mom's standards. He was surprised when a local asked him whether or not he had made his bed. He said yes, but then asked why. The local told him that if he didn't make his bed, the insects and reptiles would seek refuge in it. Now that he knew the "why", he became very **motivated** to make his bed to military standards.

Most people focus on two ways to motivate: The Stick or The Carrot. The Stick, punishment can be effective, but is not a good motivator. The Carrot, reward or something to gain can lose its effect or not work at all. In between those two is the Gap.

The Gap is the least used. It has to do with a person's character and fulfillment of lifestyle. The Gap is the "why". Find out the "why" for an employee, which is often as simple as summarizing a job in one sentence. What is the value-add to the company in this position? If you start with the "Why", the "What" and the "How" will define "Who".

In hiring, the more difficult task is identifying whether a candidate has his/her "heart" in it. A good way of discovering what a person values and who they believe

they are, is to take him/her out to a meal; it can be very revealing. It will come down to the four C's: Character, Competency, Capacity and Calling.

Look for the book "Start with Why" by Simon Sinek; "It doesn't matter what you do, it matters **Why** you do it. With a little discipline, anyone can learn to inspire."
