

JULY 9, 2015 NEWSLETTER

THIS WEEK:

The next regular meeting of the Tri-Valley Executives' Association will be on **July 16th** here at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Earl Woodson** of Transbay Locksmith and **Larry Brumm**, Real Estate Appraiser.

The TWO TRUTHS will be given by **Dave Silva** of Silmar Flooring.

Mark Caufield will lead a group DISCUSSION.

There will also be a BOARD MEETING following adjournment.

THIS WEEK REPORTING ON GUEST INVITATIONS:

DURING THE LEAD SECTION, PLEASE REPORT ON THE NUMBER AND/OR WHO YOU SENT THE INVITATION LETTER TO.

CLASSIFICATIONS NEEDED:

- Business Broker
- Bookkeeper
- Chiropractor
- Electrician
- Handyman
- Commercial Property Manager
- Commercial Realtor
- Shredding Company
- Web Designer & SEO (search engine optimization)
- Bakery

Please let me know if I can help in any way. I'm happy to type and mail letters for any contacts you'd like to invite.

MEMBERSHIP:

Thank you to the following members who reported an invited guest last week:

- Chris Rugaard
- Cory Pinter
- Joey MInahan
- Thomas Tong

Keep up the good work!

CLASSIFICATION:

Dave Cherry started Big O in 1973 with his dad and his uncle. Shortly thereafter, Dave moved to Colorado and worked for a Big O store there. Then, he went into the Air Force where he met his wife. After his son was born and his wife was out of the military, they moved back to the area and back to work with his family at Big O. Now, with his son, Josh, working in the business, Big O Tires is a third generation business.

Big O Tires in Pleasanton has 11 hoists and with 15 employees working at any given time, they are able to maintain and repair 45-65 cars per day. They are a Diamond Certified shop and focus on service and education, rather than sales, which naturally follows when customer trust and loyalty is created. It is a team effort to take care of your car and keep you safe.

In addition to tires, Big O Tires does break jobs, suspension work, including lifts and drops, and basic vehicle maintenance. Before having any work done at the car dealership, unless it's a warranty repair, have it checked out at Big O to attest to the validity of the repair.

Big O tires are manufactured by Goodyear, Cooper and Yokohama, but their technicians are experienced with all brands. Tire warranties are limited to 3 years for free, then offered at a prorated rate for a maximum of 6 years. They also offer extended warranties.

Warranty includes rotation, balance and fixing flats on all Big O tires. They are not allowed to do sidewall or

shoulder repairs due to liability. All products purchased will be serviced at no charge and all tires have a nationwide warranty. Keep in mind that the road hazard warranty does not allow sidewall or shoulder repairs; however the damaged tires will be replaced during the first year.

They really focus on educating people about how they should maintain their tires, and strongly recommend having your tires rotated and checked every 3 months or 5,000 miles, or you may find that the warranty may be void. Periodic maintenance, such as rotating and alignment, should be done to ensure safety and improve gas mileage. It is also important to routinely check your tire pressure to avoid unequal wear.

Big O Tires in Pleasanton gets two deliveries a day from two different warehouses, so they are able to get just about any tire same day. There is also a company that comes and picks up tires that are recycled; of the \$3 recycle fee charged, \$1.75 goes to the State, who does not actually do any of the recycling.

All new vehicles under 10,000 lbs. must be equipped with a TPMS safety system. The Tire Pressure Monitoring System is installed to monitor tire pressure and alert the driver when the pressure is 25% below the manufacturer's recommended pressure rating. Along with your tires, the monitors of the TPMS system, which last about 5 years, should be regularly inspected, as time and elements cause failure and the tiny batteries that run the monitors inside each tire wear out and fail. The replacement costs only \$8 during a regular tire service or \$35 without service.

The reputation in the community and giving back is important to Dave and Josh and they provide a lot of services free of charge to local non-profits. Because of the high level of integrity at this Big O, they receive job referrals from the corporate offices. That and the customer loyalty they have says a lot about their business.

They are open Monday through Friday 7:30-5:30 and Saturday 8:00-4:00. Early-bird drop off is available. Drop in or call Dave to have your vehicle inspected for the safety of all who ride in your vehicle: 462-7650.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at **\$99** with 3 white marbles (\$5), 1 blue marbles (\$10) and 1 red marble (the Pot).

HOW MANY INVITATION LETTERS DID YOU SEND THIS WEEK?

UPCOMING:

July 23 – **Joe Goulette**, J.G. Construction

July 30 – **Mike Peel**, Sotheby's International Realty

August 6 – **Chris Rugaard**, Family Law Attorney
