

AUGUST 20, 2015 NEWSLETTER

THIS WEEK:

The next regular meeting of the Tri-Valley Executives' Association will be on **August 27th** here 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.

The TWO TRUTHS will be postponed until September 10th.

Dan Brown of Onstad's Insurance will be giving his CLASSIFICATION.

MEMBERSHIP PROPOSAL:

2nd Posting:

Proposing Member: Earl Woodson

Classification: Auto Dealer

Member: Dublin VW

Represented by: Ray Lasala

Address: 6085 Scarlett Court

Phone: 925-829-0800, 510-754-5870

E-mail: jayraylasala@yahoo.com

If you have any questions or comments about or objection to the proposed member, please contact the Chairperson of the Membership Committee: Chuck Eggers 847-3030 chuck.eggers@baronsjewelers.com.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle begins again this week with **\$50** and 10 white marbles (\$5), 2 blue marbles (\$10) and 1 red marble (the Pot).

UPCOMING:

September 3 – **NO MEETING**, Happy Labor Day!

September 10 – **GUEST BREAKFAST**

HOW MANY INVITATION LETTERS DID YOU SEND THIS WEEK?

TWO TRUTHS:

BY JAY WOITKE OF THE LAW OFFICE OF JAY A. WOITKE

1. In October, Jay will have been a member of the Executives' Association for 35 years.
2. Referrals are important in his business because the 60 deaths that he's had since the beginning of the year has caused a retention problem.
3. Jay and Robin are expecting their 6th daughter in December.

Although he looks young enough, Jay still only has 5 daughters, but is expecting a granddaughter in December.

To help with Jay's retention issue, please refer friends and family who need estate planning by calling 510-881-5026 jay@woitke.com.

BOOK SUGGESTION:

FROM JOEY MINAHAN

To help get the conversation going in your family about estate planning, Joey recommends the book "*Being Mortal*" by Atul Gawande.

CLASSIFICATION:

Bob Olsen is a California native who grew up in the Palo Alto/Menlo Park area. He was the son of native Hawaiian parents, a home-maker and an engineer who worked in the machine shop at HP for 25 years. During that time, he got to meet Mr. Packard and went to company barbecues at his ranch every year. He has an older brother with a high-tech machine shop in Placerville, a retired brother living in Santa Cruz and a younger brother who passed away a few years ago. Bob spent two of his elementary years in Catholic school, but returned to public school after being expelled. After graduating from Fremont High School in Sunnyvale in 1964, he took engineering classes at Foothill Junior College.

Finding school boring, he dropped out. This was during the Viet Nam war and to avoid being drafted, he joined the Army reserve. Unable to maintain an acceptable GPA, Bob was called into active duty and shipped off to Fort Ord. He was set to be deployed to Viet Nam, but when Martin Luther King was assassinated, his orders were changed. After basic training, he was sent back home where he joined his brother in Laguna Beach. He eventually realized that partying in Laguna Beach, although great fun, was not a sustainable pastime, so he moved back to the Bay Area.

He soon got a job as a line technician at Stewart Warner Micro Circuits, a semiconductor company, and from there he moved on as a line supervisor at Fairchild, then National Semiconductor. With that experience, he was able to get a job with Applied Technology, which at that time, was making radar warning systems for fighter planes. He started in the quality assurance department as QA inspector and when his supervisor left the company, he was promoted to acting supervisor. Applied Technologies is where he met Carol, and 37 years ago, after two years of dating, they were married.

Applied Technologies scaled back from 2,000 employees to a little more than 200 when they lost several government contracts. As one of the lucky ones to keep their jobs, Bob was transferred into the engineering department where he designed and fabricated computer chassis for fighter jets. He worked as the Mechanical Sustaining Engineering Department Manager until 1980, when he was not-so-lucky as the last time, and was laid off.

During that recession he had met up with a buddy of his who was in real estate. Having done some painting together back in their younger days, he asked Bob to do some painting for him while he was looking for a way to become independent and self-employed. It didn't take long for the Realtors to come running and he soon had plenty of business.

He was painting more and more, but Bob didn't want to paint, he just wanted to run the business. He contemplated leaving the industry, but on the advice of his wife, he committed to working in the field for 3-5 years and then would hire people they knew they could trust. 3-5 years turned into 15, because after less than 4

years working toward his goal, he and Carol decided to relocate to Pleasanton. It took another 10-11 years after that before he found himself stepping out of the field and realizing his goal of running his business.

During the recent recession, he cut his workforce and found himself going back into the field to help out. He recently has been able to step out of the field once again, but with a lack of tradespeople in the Tri-Valley area, he's not out full time. Bob is proud of his wife Carol who even helps out from time to time; Carol and her brother run a very successful wholesale party supply business that does \$2.5 million in sales every year. She helped Bob start the business over 30 years ago and has been a very big asset to him and Olsen Painting.

Along the way he learned that you have to be diversified to survive in this business. He's done a lot of HOA work, hotels, light industrial and tenant improvements, remodels and some new construction. His was one of the first businesses to use a high pressure hose reel, with which he called upon his engineering background and built his own. His was also one of the first companies to have all of their crews cellular, and people were always amazed that when they called him for a job, they were actually speaking with a live person.

He's been in the business for over 30 years now, always using state-of-the-art equipment. They do a lot of high-end painting, and as a testament to the quality of his work, Olsen Painting Company is the only painting contractor Joseph Cristiano, the retired CEO of Kelly Moore Paints, has used for the past 25 years.

The newest product is a primer that changes to clear when it is dry. Oil-based paint is being phased out by Federal regulations set in motion by the EPA and the State of California – these products can only be procured through 2 companies in all of California. A new product that is as good, if not better, than the oil-based paint is now on the market: Durepoxy, which is a latex-based epoxy, and can be found at Kelly Moore and Sherwin Williams. There is also a new "green" paint, zero VOC paints that can be used for those with severe latex allergies, however, they have not been developed enough and quality is sometimes fair. He has a "lead abatement" certification, but prefers not to specialize in that part of the industry due to the many regulations and

steep fines (the fine for being out of spec is \$37,000). All painters need to have a C33 license.

His company prides itself on very high production and proficiency. Their quality is excellent and his crew is very experienced, knowledgeable and efficient. Their business is generated by referral only; they do no advertising.

Bob has a son from a previous marriage who is 41, married and living in Colorado Springs as a computer software analyst. Bob has two granddaughters, ages 12 and 15, and he and Carol enjoy golfing and motor-homing, in addition to his long-time love, restoring hot rods.

If you have a paint project or know of someone who does, call Bob Olsen, Olsen Painting at 484-2228.

MEMBERSHIP:

The next official **GUEST BREAKFAST will be on September 10th**. An invitation for you to print or email to your contacts is attached.

Classifications Needed*:

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

*This is a partial list
