

AUGUST 13, 2015 NEWSLETTER

THIS WEEK:

The next regular meeting of the Tri-Valley Executives' Association will be on **August 20th** here at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Jim Bowen** of Pleasanton Auto Repair and **Joey Minahan** of The Door Doctor.

The TWO TRUTHS will be given by **Jay Woitdke** of The Law Offices of Jay A. Woitdke.

Bob Olsen of Olsen Painting will give his CLASSIFICATION.

MEMBERSHIP PROPOSAL:

1st 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 is at **\$54** with 8 white marbles (\$5), 2 blue marbles (\$10) and 1 red marble (the Pot).

UPCOMING:

August 27 – **Dan Brown**, Onstad's Insurance

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

September 10 – **GUEST BREAKFAST**

HOW MANY INVITATION LETTERS DID YOU SEND THIS WEEK?

TWO TRUTHS:

BY **JIM PEASE** OF PEASE TAX AND ACCOUNTING SERVICE

1. Pease Tax and Accounting Service will celebrate its 5th anniversary this year.
2. The highest tax bracket in U.S. history was 90% in 1944.
3. The first tax return form was 4 pages, including instructions.

Although it seems like it couldn't be any higher, the highest tax bracket was 94% in 1944; alternative minimum tax doesn't seem that bad now.

For tax advice and services, call Jim Pease of Pease Tax and Accounting Service at 230-9380 jim@peasetax.com.

MOTIVATION:

BY **MARK VAN SLAMBROOK** OF THE SWENSON GROUP

"Hustle beats talent when talent doesn't hustle." – Ross Simmonds

FAREWELL:

After 24 years in the Tri-Valley Executives' Association, **Allen Eddy** will be retiring.

Thank you, Allen for being a great member and an excellent resource to give to referrals and everyone in the group.

You will be missed!

BOOK TALK:

As an investigative journalist in Iraq, Charles Duhigg learned that breaking the habit of nightly riots was changed by simply removing the reason for the congregating – keeping food vendors out of the plaza where the riots erupted.

Unfortunately, changing a habit is not always that easy.

Habits are formed in the basal ganglia, the most primitive part of the brain, which recalls and activates habits. Habits emerge because the brain is always looking for ways to streamline, so that you don't have to think about how to walk, talk, etc.

A habit is broken down into three parts:

1. Cue (there are my shoes)
2. Routine (tie my shoes)
3. Reward/Getting what was expected (walk away)

The brain craves habits so that it can power down. Have you ever noticed how exhausted you become when you're learning something new?

It's important to know that habits never disappear, and the unfortunate thing is that that part of the brain can't distinguish a good habit from a bad one.

To change a habit, you have to know the cue and clearly define the reward. You also need to identify whether the habit is physical, emotional or mental. Realize that you can never get rid of the habit; you must deliver the same reward but change the routine.

To learn more about the habits of individuals, organizations and societies, check out the book "***The Power of Habit: Why We Do What We Do in Life and Business***" by Charles Duhigg.

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
