

OCTOBER 29, 2015 NEWSLETTER

THIS WEEK:

The next meeting of the Tri-Valley Executives' Association will be on **November 5th** here at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Jim Pease** of Pease Tax and Accounting and **Dan Brown** of Onstad's Insurance.

The TWO TRUTHS will be given by **Mark Caufield** of Cook, Disharoon and Greathouse Insurance.

The CLASSIFICATION will be given by **Jim Pease** of Pease Tax and Accounting.

TWO TRUTHS:

BY **MANNY MARTIN OF AMADOR VALLEY PROPERTY MANAGEMENT**

1. Manny started his business in 1987.
2. He has two dogs.
3. Manny has two children.

Were you listening during his classification talk last week? Number 1 is the untruth; Manny started his business in 1985.

To refer or talk to him about making ownership of an investment property hassle-free, call Manny Martin at 551-8700.

UPCOMING:

November 5 – **Jim Pease**, Pease Tax and Accounting

November 12 – **GUEST SPEAKER: Jack Zwissig**

November 19 – **James Sievers**, Pleasanton Family Chiropractic

November 26 – NO MEETING

December 3 – **Andy Tate**, Building Pros

December 10 – **Holiday Party** at Pasta's, NO A.M. MEETING (Sign-up will be going around)

December 17 – Annual "Dirty Santa" **Gift Exchange**

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at **\$97** with 6 white marbles (\$5), 1 blue marbles (\$10) and 1 red marble (the Pot).

CLASSIFICATION:

The Yeaw family came to New England from England back in the 1630's. His parents who lived in Nova Scotia passed away, both at the age of 93, after 72 years of marriage (not to mention 40 grandchildren, 55 great-grandchildren and 4 or 5 great-great-grandchildren). Wayne has a lot of fond memories of growing up in Rhode Island as the oldest of 10 brothers and sisters, which was a new family dynamic for his parents who were both only-children. He has two brothers on the west coast, but the other 7 are still in New England. As **Wayne Yeaw** neared his high school graduation, he saw many acquaintances get drafted for the Viet Nam War. He decided that rather than be drafted, he'd enlist. After boot camp, he went to Puerto Rico and then was stationed in Germany, where he was able to serve his entire tour of duty.

After serving in the military for 3 years, Wayne began working for Sears in the finance department, where he met Pam, his wife of 30 years. As fraternization was not allowed, they secretly married and kept their relationship hidden for six months. When Management found out, Pam was transferred.

Sears offered Wayne an early retirement package, which he accepted, and in 1985, purchased a printing franchise. Thus he started his career as a printer 35 years ago.

They have 3 sons, all of whom have worked in the business at one time or another, and now have 4 grandchildren. Their middle son, who was disabled when he broke his neck at age 21, is a talented graphic designer at Alpha Omega Print & Imaging. Their oldest son is now out of the Army and working for the State of Alaska with Child Protective Services. Their youngest son works as a sergeant for the Alameda County Sheriff's department; after his divorce he moved back in with Wayne and Pam,

and now they get to have their 2 granddaughters (ages 11 and 15) every other week.

Wayne Yeaw is the longest surviving printer in Pleasanton and has been in the same location on Serpentine for 17 years. There have been many changes in the industry since then, and more than 30% of printers have gone out of business. A couple of years ago, they decided to de-franchise from Allegra Print & Imaging (formerly American Speedy Print) and are now known as Alpha Omega Print & Imaging.

They are a commercial printer and have traditional presses as well as three high-speed digital machines. Their shop of six employees do everything from simple copying, to digital printing, traditional printing, folding, binding, continuous forms, checks (including Quicken) and a lot more. The majority of their printing is now done digitally. Whereas 90% of all print jobs were simply black and white when he started the business, the exact opposite is true now. Since digital is constantly evolving, Allegra leases their machines to keep up with the ever-changing technology.

With the advances in print quality, Alpha Omega can now offer more affordable solutions, so if you haven't looked at their pricing lately, call them for a bid. Although the variety of colors in cover stock has diminished, the quality has improved. There is metallic and even magnetic stock.

The direct mail service has proven very successful for many clients – it gets the phone ringing. Alpha Omega can print and mail full-sheet postcards for a low flat-rate that is less than first class postage.

Contrary to popular belief, printing doesn't "kill trees". For every one tree that is cut to produce paper, three are planted in its place; it is a renewable resource. As the only "green business" printer in this part of Alameda County, their largest client is Chevron/Texaco. Alpha Omega Print has over 700 clients of which small businesses are their mainstay. A good lead for them is restaurants or, like their current client, East Bay BMW, auto dealerships.

They are active in Rotary, Pleasanton Partners in Education, Tulancingo Sister City, the Pleasanton Downtown Association and three Chambers of

Commerce. Pam Yeaw has also a volunteer policewoman for the City of Pleasanton for 10 years.

For all of your printing and copying needs, call Darren, Pam or Wayne Yeaw (or even Dave Jones) at Alpha Omega Printing at 426-2511 wayne@alphaomegaprint.com.

NEW MEMBERS:

Classification: Chiropractor

Member: Pleasanton Family Chiropractic

Represented by: **James Sievers, D.C.**

Address: 5776 Stoneridge Mall Rd. Ste. 220, Pleas. 94588

Phone: 925-462-2633, 925-825-1453

E-mail: adiochiro3@gmail.com

Classification: Handyman

Member: Building Pros

Represented by: **Andy Tate**

Phone: (925) 216-5505

E-mail: andy.bldgpros@gmail.com

Classification: Plumber

Member: Westphal Plumbing

Represented by: **Keith Westphal**

Phone: (510) 825-3746

E-mail: westphalplumbing@gmail.com

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
