
NOVEMBER 12, 2015 NEWSLETTER

THIS WEEK:

The next meeting of the Tri-Valley Executives' Association will be on **November 19th** here at Vic's All-Star Kitchen at 7:00am.

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

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

New member, **James Sievers** of Pleasanton Family Chiropractic will give the CLASSIFICATION.

IN THE NEWS:

There are two big changes coming to Social Security in 2016 that could likely change your retirement strategy. While a new type of retirement account will emerge, several Social Security claiming options will soon disappear. So talk to your Financial Advisor to make sure that the changes are in line with your goals. Call **Richard Gross** of BlueSky Wealth Advisors: 925.876.0492, rgross@pleasantonfinancial.com.

HOLIDAY BANQUET

When: Thursday, December 10, 2015 at 6:30pm

Where: Pasta's Trattoria on Main Street in Pleasanton

Cost: \$45 per person; no-host bar (corkage fee avail.)

Invoices will be going out to those who have signed up; please pay prior to the event.

**There will be no meeting the morning of 12/10*

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at **\$137** with 4 white marbles (\$5), 1 blue marbles (\$10) and 1 red marble (the Pot).

UPCOMING:

November 26 – NO MEETING

December 3 – **Keith Westphal**, Westphal Plumbing

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

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

December 24 & 31 – NO MEETING

CLASSIFICATION:

Jack Zwissig of Zwissig & Associates offers a unique leadership and Executive Coaching program designed to utilize the minimum amount of time by the participant while maximizing value.

[Those of you who were not able to attend the meeting this week really missed out, and I'm not sure that I can properly summarize his presentation on Goal Setting. But here it goes...]

The way that we set our goals pretty much insures our failure to reach those goals. Common thinking is that if you do what you need to, you will have what you want and you will then be happy. Another way is that if you have what you need to do what you want, you will be happy:

Do + Have = Be

Have + Do = Be

The more constructive way to think would be:

Be + Do = Have

Albert Einstein said this: "If you always do what you always did, you will always get what you always got."

We need to change our thinking in order to obtain our goals. Perturbation causes entropy; in laymen's terms, anxiety or mental uneasiness causes a gradual decline into disorder. Remember: Hope is not a strategy.

Most people will use their current condition as the basis for your goal, which leads to failure. Think about losing weight, say you weigh 175 and you want to be 150 pounds. If you work really hard and lose 2 pounds,

thinking that now you weigh 173 lbs. doesn't seem like much progress. However, if your goal is to lose 25 lbs. and you lose 2, you are 2 lbs. closer to your goal.

Use your vision as your basis and analyze the gap from your current condition to develop a plan (see attached worksheet). Ask yourself these three questions:

1. What do we need to keep?
2. What do we need to delete?
3. What do we need to create/grow/improve?

The best way to eliminate perturbation while trying to achieve your goal is to demand excellence rather than perfection.

Perfection Thinking	vs.	Excellence Thinking
1. Has to be right/flawless		1. Willing to be wrong
2. Fear/stress/anxiety		2. Risk
3. Anger/frustration		3. Powerful
4. Control-mode		4. Spontaneous
5. Judgement		5. Open/Accepting
6. Expend energy		6. Giving
7. Destination		7. Journey/destination

Your answer should always be: "I'll do my best."

Lastly, collaboration can be the key to meeting a goal. Make sure you ask yourself, "who are the people we need to succeed?".

To learn more from this dynamic guest speaker, contact Jack Zwissig at (925) 425-3646 jackzwissig@aol.com.
