

**JANUARY 20, 2005**

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**NEXT WEEK:**

The next meeting of the Tri-Valley Executives will be held at **Vic's All-Star Kitchen** in Downtown Pleasanton on January 27.

Greeters will be **Allen Eddy** of Cal Coast Plumbing and **Bob Olsen** of Olsen Painting.

The Classification on January 27 will be given by **Michael Price** of Matchpoint Graphics.

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**WELL-WISHES:**

We wish Aaron Cooper well as he goes in this week for surgery. Aaron, get well soon; we'll see you back in a few weeks.

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**CLASSIFICATION:**

Gary Chang was born in Palo Alto and has been a resident of the Bay Area for his whole life. He graduated from Sonoma State where he majored in Physical Education as he wanted to be a basketball coach.

He started out coaching Jr. High School students, who proved to be quite challenging, so worked for a time doing youth sports camps.

Eventually, he started working with a company that sold used Levi's overseas. After 6 years in that business and finding that sales was a good fit for him, he started selling cell phones and eventually landed in the telecom industry doing B2B sales.

One day he ran across a man whose name he found familiar; it turned out that he had played basketball against him in high school. They hit it off and Gary started working with his company, Tri-Valley Internet, which had been formed in 1995.

Tri-Valley Internet hosts, designs and markets companies on the Internet. They currently host about 2,500 sites of which Tri-Valley Internet maintains about 1,000. They have several servers in a secure, fire-proof, earthquake safe location that has a 72-hour generator in case of power outages. Two of their largest clients are Boeing and AAA.

Gary suggests having a homepage that is simple – no scrolling or flash; it should also have the company phone number clearly listed on the homepage. He believes that all businesses should have a website as it is 24/7 live marketing.

He explains that search engines reach people, optimization guarantees that you'll be found. With Tri-Valley Internet you are guaranteed to be in the top 10 based on your keywords. They make sure that the keywords are coded correctly and the website has the correct content in order for the search engines to pick it up. He warns to look out for web design companies that advertise "instant results", since it usually takes 6 months to reach optimization.

The cost of setting up a website starts at \$2,500 and hosting starts at about \$25 per month.

Gary is very involved in the community as an Ambassador of the Pleasanton Chamber of Commerce and is a member of the Downtown Pleasanton Rotary.

If your business doesn't have a website or is in need of "optimization" or hosting, please call Gary Chang at Tri-Valley Internet at 417-7600 x13.

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**ROAD SHOW:**

We're still looking for a volunteer to host an Open House on February 17.

This is a great way to show off your business and for members to learn more about where you are and what you do.

You provide the refreshments (reimbursable up to \$450), and a give us a "tour" of your business.

Call Cristin at 580-7719 ASAP to schedule your business today.

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**SHOPPING OPPORTUNITY:**

Pam Meyer will be going to the Winter Design Show this week. If there is something that you've been looking for, please contact her at 462-7010.

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