

JANUARY 27, 2005

NEXT WEEK:

The next meeting of the Tri-Valley Executives will be held at **Vic's All-Star Kitchen** in Downtown Pleasanton on February 3.

Greeters will be **Barry Winston** of Amador Valley Optometry and **John Quintanal** of USANA Health Sciences.

The Value on February 3 will be given by **Beverly Hoey**, of the Law Office of Beverly Hoey.

The Spotlight will be on **Jim Bowen** of Pleasanton Auto Repair by **Marilyn Lewis** of Aweigh-to-Go Travel.

We will be sitting in our new teams, so please look for your assigned table.

The Board of Directors will meet directly following the meeting.

CLASSIFICATION:

Michael Price grew up in Southern California, has a wife named Terri, a 14-year-old daughter and an 8-year-old son.

He graduated from Long Beach with an advertising and design degree, and began working with his father's marketing and design company in Orange County. In 1993 he moved to the Bay Area, still working in the marketing and design industry, and in 2001 he started Matchpoint Graphics.

Matchpoint Graphics has a wide network available to fill most any advertising need a client may have.

They have a philosophy of creating cost effective design services to meet the client's objectives. They encourage client interaction with the creative process. One of their big goals is to stay positive.

Some marketing tips:

- Make sure all of your marketing materials work together for effective branding.
- Let the message influence the design to reinforce the image.
- Direct mail works 90% better when using a promotional offer.

The core business of Matchpoint Graphics is graphic design: logo, branding and brochure design.

Michael showed the group many different examples of their work, including the work he did for Randy Blair of K&B Landscaping when Blair and Kobolds merged. Randy testified that Matchpoint Graphics was great to work with and produced a great, cost-effective new look for the new company.

If your company or the company of someone you know needs simple graphic design work or a complete "marketing materials makeover", please call Michael Price at Matchpoint Graphics, 361-5551.

FEBRUARY ANNIVERSARIES:

Jim Bowen, Pleasanton Auto Repair – *19 years*

Jason Cooke, Herrmann Financial – *19 years*

Allen Eddy, Cal Coast Plumbing – *14 years*

Jan Batcheller, Gift Source – *11 years*

Ron Robinson, VIP Employee Leasing – *2 years*

Michael Price, Matchpoint Graphics – *2 years*
