



TRI-VALLEY EXECUTIVE'S ASSOCIATION
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APRIL 14, 2005

NEXT WEEK:

The next meeting of the Tri-Valley Executives will be held at Vic's on April 21.

Greeters will be **Jim Pease** of W.H. Mayer Accountancy and **Ron Johnson** of Allen Business Investments..

The Value will be given by **Jan Batcheller**.

The Classification will be given by **Karen Johnson** of the Law Offices of Karen S. Johnson.

NEW MEMBER: CREDIT CARD PROCESSING

Welcome **Paige Caron** of Abanco International! Please take a moment to introduce yourselves and personally welcome her at the next meeting.

To contact Paige, please call her at (925) 212-4673.

VALUE:

The experience **JoDee Moore** of J.E. Moore Air Conditioning, Inc. gets from the Tri-Valley Executives' Association is one based not on networking, but of friendships and camaraderie. Businesses are expanded through friendships, which make the group valuable to her.

PRESIDENT'S MESSAGE:

John Quintanal of USANA Health Sciences is this year's President of the TVEA. He'd like to remind

everyone of some meeting etiquette: please silence both cell phones and conversations during the meeting as a courtesy to the speaker. He is happy to have had great attendance at this meeting: 40 out of 48 members.

John's goal for this year is to get the group to focus more on getting referrals from outside of the group as well as doing direct business with the members. He feels that this would have a "domino" effect, that will keep attendance up and increase the membership.

CLASSIFICATION:

With the exception of a 4-year stint in the military, Dave Cherry has been in the tire business since 1971. He met his wife of 25 years, Debbie, during the service and has a son, Joshua, and two daughters, Adrienne and Kelsey.

Dave Cherry owns the Pleasanton location of Big "O" of which his son is the shop manager, and at one time was a three-generation business. He has partnerships in two other Big "O" Tire stores: Livermore and Ceres.

He talked about the reputation of Big "O". Anything purchased from them will be serviced by any Big "O"; he has found that most of the owners really care about customers and are happy to help.

Big "O" has one of the few free "road hazard" warranties in the market; most manufacturers have workmanship warranties, but don't cover road hazards. Due to liability, he won't (nor will most others) fix sidewall blowouts.

Big "O" will rotate your tires at no charge, whether or not they are Big "O" Tires, exhibiting genuine

concern for consumer safety on the road. They provide other services including oil changes, which people like to combine with having their tires rotated as routine maintenance. They also provide safety inspections and refer work when necessary. They have state-of-the-art equipment to diagnose all tire and balancing problems.

Big “O” receives daily tire deliveries to be able to accommodate nearly every car and every budget when new tires are necessary.

They are open Monday through Saturday with “early bird” drop off and shuttle service available to accommodate your schedule.

Service is their top priority and has enjoyed repeat business over the years. Many testimonials from the group are proof that you can be confident in referring your friends and family.

For all tire, alignment and vehicle safety needs, call Dave Cherry at Big “O” Tires (925) 462-7650.
