



TRI-VALLEY EXECUTIVE'S ASSOCIATION
P.O. Box 985 ♦ PLEASANTON CA 94566
PHONE 485-1394 ♦ FAX 485-4513
www.trivalleyexecs.com

MAY 5, 2005

NEXT WEEK:

The next meeting will be held at Vic's on Thursday, May 12.

Greeters will be **Beverly Hoey** of the Law Offices of Beverly Hoey and **Robert Van Hulle** of Van Hulle Associates.

The Classification will be given by **Ron Johnson** of Allen Business Investments.

SPOTLIGHT:

Here's what Jim Bowen of Pleasanton Auto Repair learned about Tom Fox of Hometown GMAC this week...

He was born and raised in Michigan, and went to Miami University in Ohio where he got a B.A. in Bio-Chemistry and met his wife, Sue.

Due to his lousy grades, he was unable to get into Med school or Grad school, so he got a job selling lab and medical supplies, which is when he discovered his gift of B.S.

He's been married for 38 years, has 3 children and 4 grandchildren. He's been selling real estate in the Tri-Valley for 28 years, 25 of which he has been with Hometown GMAC, first as a partner with Mike Peel and Steve Fast, but sold his interest to the other partners in order to spend 100% of his time with buyers and sellers (and he doesn't have to baby-sit 80 agents!).

To offer a referral or to discuss your real estate options, you can call Tom Fox at 426-3826.

VALUE:

Beverly Hoey of the Law Offices of Beverly Hoey finds value in being a member of the Tri-Valley Executives' Association because of the business support she receives. Being a sole proprietor, she appreciates the advice that she is able to solicit from the other members on how to run or enhance her business.

IMPROVEMENTS

During discussion groups at the last meeting of the TVEA, the members came up with the following ideas on improving referrals and the membership as a whole:

- New location
 - More open houses
 - More outside/social functions
 - More inclusive seating arrangements
 - Membership drive
 - Be more welcoming to new members
 - Utilize the brochures as handouts to clients or for display at place of business
 - Fines for interrupting the speaker
 - More guest speakers
 - Send brochures to new businesses not represented in the membership
 - Get your business on the Classification schedule
 - Be in attendance!
 - Inform membership of different aspects of your business during the leads section
 - Create Power Partners
 - Do "instant" spotlights
 - Follow up on referrals
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MEETING POLICIES:

How much do I pay for what? What do I do as a greeter? How do I introduce a prospective member? Here's the answer to those questions and more... (Plus, there's one new discount!)

- Meetings begin promptly at 7:15am.
 - \$1.00 fine for being late (coming in after the gavel starts the meeting).
 - \$1.00 fine for leaving a meeting early.
 - \$1.00 for having no "good" lead.
 - \$2.00 for a missed meeting (discounted to \$1.00 if you call or e-mail Cristin by Wednesday at 5pm).
 - \$10.00 for no-show as a greeter.
 - Greeter Responsibilities:
 - Be at the meeting by 6:45am.
 - Give members their name tags and greet them.
 - Be aware of any guests, make them feel welcome and give them a "guest" name tag.
 - Sell raffle tickets.
 - Greeters' responsibilities are over promptly at 7:15am.
 - 50-50 Raffle Procedure:
 - Raffle tickets are \$1.00 each or 6 for \$5.00.
 - Each game begins with 40 regular marbles and 4 winning (clear glass) marbles in the jar.
 - If you hold the winning ticket, you get to choose a marble.
 - If you do not choose one of the winning marbles, you receive 5 FREE raffle tickets at next week's meeting.
 - 50% of the cash from the sale of raffle tickets gets added to the cash prize (each game starts with \$50) until a winning marble is chosen.
 - The other 50% collected goes into the TVEA savings account.
 - Procedure for Bringing a New Guest:
 - Call the office to let Cristin know that you will have a guest and the classification of the business.
 - Be there to greet your guest and make them feel welcome.
 - You will be asked to introduce your guest; guests are asked to say a few words about their business.
 - Potential members are invited to attend two meetings as guests of the TVEA.
 - Fill out a proposed membership form and give it to Cristin.
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