



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

MAY 26, 2005

NEXT WEEK:

The next meeting will be held at Vic's on Thursday, June 2.

Greeters will be **Michael Price** of Matchpoint Graphics and **Marilyn Lewis** of Aweigh-to-Go Travel.

The Value will be given by **Jim Bowen** of Pleasanton Auto Repair.

Being the first meeting of the month, we will not have a Classification, but will be sitting with our "Power Partners".

The Board will meet directly following the meeting.

VALUE:

Dave Sanchez, Sr. of B&S Hacienda Auto Body values this group because he never has to go to the yellow pages to find a service he needs; he can find anything he or his company needs from this group.

CLASSIFICATION

Mike Doeschot was born in San Diego. Having a father that was an officer in the Navy he was the quintessential Navy brat, moving from San Diego to Taiwan, Seattle, Hawaii and finally to Newark, California in 1974.

After graduating from high school, Mike followed in his father's footsteps and joined the Navy. He was stationed in Florida and enjoyed one Mediterranean tour before finishing his tour of duty in dry dock. When he got out of the Navy, he went to college, something he found he was good at, so stayed for 10 years. Having an artist for a

mother gave him a love of creativity, and started taking art classes. He soon found that computer graphics was what he felt born to do.

Eventually, he started working at Accurate Engraving with Tim Smith. In 1997, Tim bought the business from his partner, renaming it Accurate Impressions, Inc.; and a couple of years ago, they started Accurate Signs, which Mike manages.

Accurate Signs does all types of interior, exterior and vehicle signage. At Accurate Signs, they spend a lot of time educating people on the types of signs available and appropriate for their needs. They can fulfill nearly any type of sign request: 3-D lettering, cast signs, metal etching, magnetic signage for vehicles, among others. They belong to the nationwide sign association and are able to offer installation anywhere in the country.

Mike explained that up until about 15 years ago, all signs were hand-painted and very expensive. Now, vinyl, a much cheaper option, is commonplace and can be applied easily and accurately. The better vinyls can last up to 10 years.

Accurate Signs can print signage up to 50" wide with great graphics, which is nice for tradeshow displays, and cost about \$7 per square foot. Most of this type of application is done with water-based ink, but they are now working with "solvent jet", which is actually less expensive and will probably even make vinyl signs obsolete.

Some of their larger clients include Pepsi and H&R Block, for whom they create and install all of their signage in Northern California. However, their primary market is the Tri-Valley.

According to several members in this group, have found them to be experts at working with City officials and getting necessary permits. Accurate prides themselves on being a "one-stop shop", from design, to manufacture, to installation.

If it's time to update your signs or you know someone who needs to, call Mike at Accurate Signs at 600-1234.



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POWER PARTNERS:

See who your "Power Partner is – and make sure you're there on June 2, so that your "Power Partner" doesn't have to sit alone!

- Mary Tuttle, Michael Price, Wayne Yeaw
 - Jan Batcheller, Mike Doeschot, Milly Lwi
 - Jo Dee Moore, Allen Eddy
 - Robert Van Hulle, John Gresham
 - Beverly Hoey, Karen Johnson
 - Dave Sanchez, Sr., Jim Bowen, David Sanchez, Jr.
 - Ron Johnson, Ron Robinson, Paige Caron
 - Darlene Crane, Tom Fox, Larry Brumm
 - Dave Jones, Cesar Alvistur
 - Jason Cooke, Jim Pease, John Oldemeyer
 - Dr. Hume, Dr. Winston, Dr. Selmeczy
 - Mark Niemann, Gary Chang, Brian Richards
 - Ron Mize, Joey Minahan, Mark Rogers
 - Harvey Tulchinsky, Dave Cherry
 - Pam Meyer, Bob Olsen
 - Randy Blair, Larry Smario
 - Norma Vorhies, John Quintanal, Marilyn Lewis
 - Mike Peel, Manny Martin
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