



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

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**JUNE 16, 2005**

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**NEXT WEEK:**

The next meeting will be held at Vic's on Thursday, **June 23**.

Greeters will be **John Oldemeyer** of Onstad's Insurance and **Milly Lwi** of Pleasanton Flower Shop.

The Value will be given by **Jim Pease** of W.H. Mayer Accountancy.

The Classification will be given by **Jo Dee Moore** of Air Serve.

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**VALUE:**

Although Dave Jones of Tiger Carpet Cleaning has been a member of the Tri-Valley Executives Association for less than a year, he sees that the value of being a member lies not in growing his business, which is everyone's intention at the outset; the real value is being able to refer friends, family and clients to reputable businesses that will take care of them like he would.

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**MEMBERSHIP APPLICATION:**

**2<sup>nd</sup> Posting -**

Mike Roberts

Roberts Management Group, Inc.

5820 Stoneridge Mall Road #100, Pleasanton

Tel: 925-847-4080

Proposed by: Joey Minahan, The Door Doctor

If there are any comments, objections or conflicts with the above proposal, please contact Membership Chairperson, David Sanchez at 447-9890.

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**CLASSIFICATION:**

**Mark Rogers** of Keystone Security Inc. was born in Memphis, Tennessee and shortly thereafter moved across the country to Central Oregon.

Wanting to see the world, Mark joined the Air Force in 1963. He was stationed and served his entire tour in Montana. Never having seen the "world", and tired of the cold, he moved to the Bay Area in 1968 to join his brother in the locksmith business, eventually starting his own business, Transbay, in San Leandro.

Mark has been a long-time member of the San Leandro Rotary and enjoys a number of hobbies including boating with his 31-foot sloop.

Keystone Security focuses on sales, installation and monitoring of security systems for both home and business. The alarm systems can be as simple as point-of-entry contacts and motion sensors, to smoke detection monitoring and video surveillance.

False alarms are now being fined by various cities. As many people have heard, the City of Fremont will not respond to alarms unless they are verified. Modern alarms have built-in software to make sure that they are not accidentally tripped. They also have speakers and microphones so that the alarm monitoring company can both listen and speak to whoever may be in the house.

A good deadbolt, installed properly, is important for security. Studies indicate that burglars like properties on corners or in cul-de-sacs. Typically, they will first knock on the front door, but then will go around the home looking for an open window or unlocked door. If neither is found, the sliding glass door is easily jimmied. Once in the house they go straight for the master bedroom, which is where most people keep their valuables.



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New alarm systems are called hybrids that can be hard-wired or wireless with 15-year lithium batteries; they don't even require phone lines anymore, using cell-phone-like technology.

There is also a new monitoring system on Alarm.com that allows you to remotely check employees' in/out times or to simply change your alarm code. You can even monitor motion and open/closed doors. This is especially popular for those with elderly relatives, being able to see that they are moving normally through their homes.

Other new products include garage door alarms that can be armed and disarmed using a remote, and key lock-boxes, similar to those used by Realtors, with a push-button code to access a key – great for vacation properties!

Mark encourages you to check with your insurance broker to find out what type of discount you could receive annually for having burglar/fire alarms installed in your home or business.

Typical monthly monitoring costs are \$25 for residences and \$30 for businesses. Alarm systems vary in price, but the typical cost per opening is \$100.

To make sure that your business, your home or that of a loved one is secure, call Mark and Carole Rogers at Keystone Security 800-733-3016.

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**CLASSIFICATION SCHEDULE:**

There are a few opening in the Classification Schedule: August 11, August 18, August 25.

If you'd like to educate the membership about your business, what you can offer and what makes a good lead for you, this is a great opportunity. Please let Cristin know if you'd

like to sign up for one of these dates or a date in September.

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**MEETING SCHEDULE:**

There is no meeting on July 7<sup>th</sup> in honor of Independence Day.

The Meeting Schedule is attached; please make note of the dates that you may be scheduled to greet, give the Value or the Classification, and let Cristin know if you have a scheduling conflict.

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