



TRI-VALLEY EXECUTIVE'S ASSOCIATION
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JUNE 23, 2005

NEXT WEEK:

The next meeting will be held at Vic's on Thursday, **June 30**.

Greeters will be **Dr. Endre Selmeczy**, Dentist and **Paige Caron** of Abanco International.

The Value will be given by **Dr. Rick Hume**, Chiropractor.

There won't be a Classification this week; instead we will be doing "**Instant Spotlights**".

VALUE:

Jim Pease of W.H. Mayer Accountancy is a member of the TVEA for the same reasons that everyone else is, but there's one reason that sometimes gets overlooked. He comes to the meetings because they are fun. He enjoys the wit and banter of the members; he can't wait to get there so that he can "give Harvey the business" and hear another saga from "*A Day in the Life of Dr. Endre*". So not only is this a great group to refer friends and family to, but it's an entertaining group that keeps us all coming back for more.

NEW MEMBER:

Mike Roberts, a sales training consultant with Roberts Management Group, Inc. has officially joined the TVEA.

Please take a moment at the next meeting to personally welcome him.

CLASSIFICATION:

JoDee Moore and Jim Moore of J.E. Moore Air Conditioning Inc. started out in Nebraska as high school sweethearts who married in 1961. They moved to Inglewood, California and stayed just long enough to have their first child. They now have a son, a daughter and 2 grandchildren.

Jim was in the aerospace business when they moved to Santa Clarita. After being laid off a neighbor offered Jim work in his air conditioning business. He worked with him for some time and decided to get his contractors' license, but was then hired back into aerospace.

Meanwhile, a friend of theirs had started an insurance company and needed a reputable contractor to do their insurance work. After deliberating for nearly a year, the Moore's move up to the East Bay. They settled in Pleasanton, since it was about half way in between Concord and San Jose, the area that he would be covering.

In 1992, they decided to go out on their own and started their own construction company. Their business focused primarily on insurance work. In recent years their focus was more on custom homes and remodels. Servicing air conditioners became a by-product of their construction business, but really wasn't their goal.

Recently, Jim and JoDee re-evaluated their situation and found that their business had become stagnant. Again after much deliberation, they decided to purchase a franchise: Air Serve. Jim and their son, Jay, who works in the business, went to Texas to investigate the franchisor. They are able to offer the Moore's business national exposure and branding, and they have great systems in place that have proven to aid in growing a solid business. They were also impressed with how "environmentally conscious" the company is, doing constant research on the environmental effects of air conditioning systems.



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J.E. Moore Air Conditioning, Inc. dba Air Serve has been nominated as one of 15 companies nationally to take part in a new PG&E program called "Charge Right". This program enables them to electronically balance the charge of HVAC units to ensure that they are performing at maximum efficiency, which keeps energy consumption down.

Air Serve also offers a new central air purification system, which has been proven to help people who suffer from allergies and asthma.

To set up maintenance for your heating and air conditioning or for more information on the new systems, please call JoDee at (925) 462-3725.

MEETING SCHEDULE:

Please note: There is **NO MEETING** on July 7th in honor of Independence Day.

MESSAGE FROM TOM FOX IN PERU:

I arrived Thursday am in Lima, then took a 5-hour bus ride over 15,000 ft to LaOroya, which is at 12,000 ft. Most of us are on Diamox, which is for high altitudes. We are still very short of breath and have tinkling in our hands and feet.

The hospital is much cleaner than others I have been in, but is still backward compared to the us.

The people are very nice. Mostly dark-skinned Indians from the mountain regions.

We screened 150 patients yesterday and will operate on about 110 in the next 10 days.

It is very cold here and I wish I had brought my thermal underwear.

Must close for now or the computer will cut me off.

Love to all.
Tom
