



TRI-VALLEY EXECUTIVE'S ASSOCIATION
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AUGUST 18, 2005

NEXT WEEK:

The meeting of the Tri-Valley Executives' Association will be held on **August 25**, at **Vic's All-Star Kitchen** in Downtown Pleasanton.

Greeters will be **Mike Roberts** of Roberts Management Group and **Dr. Barry Winston** of Amador Valley Optometry.

The Value will be given by **Tom Fox of Hometown GMAC Real Estate**.

The Classification will be given by **Wayne Yeaw** of Allegra Print & Imaging.

Value:

Larry Brumm, Real Estate Appraiser, has known many of the TVEA members for years before joining the group. The value he most thinks fits the TVEA is trust. He grew up a Boy Scout, achieving Eagle Scout status. He feels that the members of the TVEA have the Eagle Scout values. He shared his memory of long ago, when Tom Fox and Mike Peel were partners in Hometown Brokers and Better Homes & Gardens Realty and their slogan was "Two names you can trust!" Well, the TVEA should have the slogan: "50 names you can trust!"

CLASSIFICATION:

Mary Tuttle grew up on a farm in Northern Missouri being "tortured" by her seven older Eagle-Scout brothers. This might have been

because she was always trying to teach them how to act properly. It was then that she figured out that she wanted to be a teacher.

Before long, she found herself substituting for teachers in the local community school. It was very important to her father that his children went to college, and there was never a question that she would go to the University of Missouri, where she would study elementary education.

Her sister was at a party and met "Tutt", and instantly knew that he would hit it off with Mary. She set them up on a date and they became inseparable. Shortly after they married, Roy Tuttle joined the ROTC and they moved to Colorado. He was shipped off to Korea, but not before their daughter was born.

When her husband returned from overseas he secured a position with Chevron, which moved them around a lot. Having her state credentials she would get work teaching 1st and 2nd grade in the different states to which they relocated.

They eventually ended up in the Tri-Valley where she was able to teach in Pleasanton. He husband was offered an early retirement package that was too good to pass up, but was too young to "retire".

In 1986 he decided, having been in marketing at Chevron, to go into direct marketing. In his second year of his new company, Classic Values Coupon Book, he was able to convince Mary to come to work with him. She thought that he wanted her to do office work, but much to her dismay, he wanted her to sell advertising. She was so scared that she was only able to sell one ad. She mourned her teaching profession, and eventually Roy taught her to do sales using a script.

In the fall of 2001 a friend, who had a direct mail business and did his own printing, approached them to see if they would like to merge the two businesses. Timing was right as Roy's health was failing. The following March



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in 2002 after working with Mary for 16 of their 50 years together, Roy passed on.

Mary is grateful for the community in which she is fortunate enough to work and live. She now just does sales for her 5 books and their friend, who has 25 other books, handles the rest. She is a member of each of the Chambers of Commerce of the towns she promotes. She enjoys the outlet and jokes that it "keeps her out the bars".

As far as the Book goes, she feels that they fill a niche in image marketing. She can have the entire ad created by her graphic artist; she says that she can do all of the work, just let her know that you are interested in an ad. You can choose from one ad to an ad in each book for the entire year. They do four mailings a year.

Dr. Endre Selmeczy testified that he has tracked his marketing efforts and the direct mail with the Classic Value Coupon Book has given his dental office the best results.

If you are interested in talking to Mary Tuttle about placing an ad in the Classic Value Coupon Book, please call her at 837-5634.

GUEST SPEAKER:

On November 3, Nelson Fiahlo, Pleasanton's City Manager, will be attending our meeting to give us a "State of the City". There are many exciting developments in our community; this will be an excellent time to learn about some of them and ask questions about what is to come.

PATTY UPDATE:

It was great to have Patty visiting this week.

She is now completely retired in New Mexico, but was really torn when she left Dublin. As she drove she soon felt her heart being pulled to Albuquerque, and bought her new home the day after she arrived.

The granddaughter that she moved to help, has had a couple of health setbacks, but is done with chemotherapy. She is two years old now and very active.

She misses her family and friends here, but loves her new life and plans to visit us more often.

She promised to send us her contact info. so that we can keep in touch.

SOCIAL EVENTS:

The **WINE TOUR** to the Napa Valley has been scheduled for Sunday, **October 16**. It should be a fun day! There are only 35 seats so book now and avoid the chance of not being able to go. A deposit at time of sign ups will be required. Marilyn Lewis will have a sign-up sheet along with cost info at the next meeting.

Ron Robinson is planning the annual TVEA **GOLF OUTING** for **September 15**. He will have more information on location and price at the next meeting.

Social Committee Chairwoman, Marilyn Lewis is also looking for volunteers to host the Christmas Party at their house on Thursday, December 1 or 8. Please let Marilyn know as soon as possible if you'd be willing to host.
