



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

SEPTEMBER 22, 2005

NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on Thursday, **September 29** at Vic's All-Star Kitchen at 7:00am.

Greeters will be **Dave Silva** of Silmar Flooring and **David Sanchez, Sr.** of B & S Hacienda Auto Body.

Allen Eddy of Cal Coast Plumbing will give the Value.

The Classification will be given by **Jon Gresham** of Lee & Associates Commercial Real Estate.

SEPTEMBER ANNIVERSARIES:

Pam Meyer, Design Works LTD – *13 years*

Jim Pease, W. H. Mayer Accountancy – *10 years*

VALUE:

A member for nearly 10 years, Wayne Yeaw recognizes the value of networking. Besides building friendships, relationships and a personal network of businesses, he finds the true meaning and real value of being a TVEA member is the measurable increase in his business from networking referrals. Allegra Print & Imaging had 19% of its work last year come from networking, and will be at least 20% this year. Networking... isn't that why we're members of the Tri-Valley Execs?

CLASSIFICATION:

With the exception of a 4-year stint in the military, Dave Cherry has been in the tire business since 1971. He met his wife of 25 years, Debbie, during the service and has a son, Joshua, and two daughters, Adrienne and Kelsey.

For 25 years Dave Cherry has owned the Pleasanton location of Big "O" of which his son is the shop manager, and at one time was a three-generation business. He has partnerships in two other Big "O" Tire stores: Livermore and Ceres.

He talked about the reputation of Big "O". Anything purchased from them will be serviced by any Big "O"; he has found that most of the owners really care about customers and are happy to help. This was confirmed when two tire stores opened adjacent to their shop and their business volume shot up upon the opening of each.

Big "O" has one of the few free "road hazard" warranties in the market; most manufacturers have workmanship warranties, but don't cover road hazards. Due to liability, he won't (nor will most others) fix sidewall blowouts. They carry all major brands and are very competitive on pricing – even offering price matching.

Big "O" will rotate your tires at no charge, whether or not they are Big "O" Tires, exhibiting genuine concern for consumer safety on the road. They provide other services including oil changes, which people like to combine with having their tires rotated as routine maintenance. They also provide safety inspections and refer work when necessary. They have state-of-the-art



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equipment to diagnose all tire and balancing problems.

Big "O" receives daily tire deliveries to be able to accommodate nearly every car and every budget when new tires are necessary.

They are open Monday through Saturday with "early bird" drop off and shuttle service available to accommodate your schedule.

Service is their top priority and has enjoyed repeat business over the years. Many testimonials from the group are proof that you can be confident in referring your friends and family.

For all tire, alignment and vehicle safety needs, call Dave Cherry at Big "O" Tires (925) 462-7650.

LOCATION:

After a lively discussion at the last meeting, we are putting together a "survey" to determine the aspects of a location are most important to the membership as a whole.

In the mean time, we are trying a different set-up and an enhanced menu.

Check it out this Thursday!

RAFFLE:

Big THANKS to Dave Jones, our sole greeter last week, who single-handedly had the most weekly ticket-sales of \$132, adding \$66 to the pot, now at \$158!
