



TRI-VALLEY EXECUTIVE'S ASSOCIATION

P.O. Box 985 ♦ PLEASANTON CA 94566

PHONE & FAX 485-1394 ♦ www.trivalleyexecs.com

OCTOBER 6, 2005

NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on Thursday, **October 13** at Vic's All-Star Kitchen at 7:00am.

Greeters will be **Bob Olsen** of Olsen Painting and **Brian Richards** of Complete Business Systems.

Mike Peel of Hometown GMAC Real Estate will give the Value.

The Classification will be given by **Ron Robinson** of VIP Employer Services.

VALUE:

Other than meeting to share leads, **Mark Rogers** of Keystone Security values the classifications that help the sales skills of the one giving the classification talk as most people don't have much opportunity to speak to groups. The classifications also help educate members on services offered by those businesses.

MEMBERSHIP APPLICATION:

1st Posting -

Lawrence Ling
QES Computers, Inc.
5321 Hopyard Road, Suite J, Pleasanton
Tel: 925-463-8100
Proposed by: Mark Rogers, Keystone Security

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

SPOTLIGHT:

Beverly Hoey was born and raised in Cleveland, Ohio by Czechoslovakian immigrants. She moved to Oregon to attend the University of Oregon, where she met her (now ex-) husband from the Bay Area. She graduated with a Masters in European History. She also has an MBA with a focus on taxation. She then received her J.D. from Golden Gate University and started practicing law in 1984.

Beverly was a tax attorney for a couple of years, then focused on commercial real estate for the next five years, working for Grubb & Ellis. Back then, she found that the industry was a "good ol' boys" group, making it difficult for any woman to succeed.

In 1989, on a wing and a prayer, she started her own practice with only \$10,000. She became a tax expert in estate planning and real property law, all the while continuing her professional education. Past Pleasanton City Attorney, Peter MacDonald sent her contract work and other referrals, and has now become an established, although still struggling, attorney.

She has sat on the Eastern Alameda County Board of Associates for 12 years, was past president of the Eastern Alameda County Bar Association, was past president of the Tri-Valley Estate Planning Counsel, has served as a Rotarian for 14 years, has been on the Board of Directors for Keystone (benefiting severely disabled adults) for 16 years, and is now on the Board of the Pleasanton Center for the Arts Foundation.

She has one daughter named Shannon that works for her, and she enjoys painting, bicycling, gardening and traveling.

To contact Beverly Hoey about Estate Planning or any of her other endeavors, a date perhaps, call her at 847-0880.



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BUSINESS SEMINAR:

Thank you Mike Roberts, for an awesome mini-seminar this week!

If you feel that you or someone you know, could benefit from more of Mike's unique training, you won't want to miss this:

Mike Roberts will be giving a public seminar entitled "No Guts, No Gain" on October 21.

He is happy to offer the seminar to TVEA members (or people you may refer) at \$499, which is \$200 less than usual price. It includes \$150 worth of workbooks and CDs for study at the time and after the event, as well as the free personality style assessment worth \$100.

To take advantage of this great opportunity to improve your business, call Mike at 847-4080.

OPEN CLASSIFICATIONS:

Robert Van Hulle of Van Hulle Associates Architects has given his resignation.

If you know of an **architect** that would fit our group, please invite him or her for a Thursday visit.

ANNIVERSARIES:

John Oldemeyer, Onstad's Insurance – 20 years!

Ron Johnson, Allen Business Investments – 12 years

Harvey Tulchinsky, Harvey's Cleaners – 8 years

Mike Doeschot, Accurate Impressions – 2 years
