



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

NOVEMBER 10, 2005

NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on Thursday, **November 17** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Jim Bowen** of Pleasanton Auto Repair and **JoDee Moore** of AirServ.

Brian Richards of Complete Business Systems will give the **VALUE**.

The **CLASSIFICATION** will be given by **Beverly Hoey** of the Law Offices of Beverly Hoey.

PERFECT ATTENDANCE:

At the next meeting on November 17, there will be a special raffle for those members who had perfect attendance in the third quarter (must be present to win):

Manny Martin
Pam Meyer
John Quintanal
Dave Sanchez, Sr.
Harvey Tulchinsky

Thank you for your commitment to the Association!

VALUE:

Dr. Barry Winston of Amador Valley Optometry shared a few reasons why the

Tri-Valley Executives (TVEA) is a special group:

T – Trust. We trust our fellow members to get the job done and get it done right.

V – Value. It's not always the lowest price, but it's fair for the quality of work.

E – Expectations always fulfilled.

A – Attitude. Our members are positive and take pride in what they do.

NEW ADMINISTRATION:

Our Board of Directors consists of 7 members, including the President. 6 of those 7 have reached their two-year term limit, also including the President.

We will be accepting nominations for 6 new members of the Board of Directors in the month of January. Elections will be held in February and the term of the new administration starts in April.

If you would like to have a "voice" and join the Board, please let Cristin know.

MEMBERSHIP DRIVE:

Mark Rogers of Keystone Security is leading the membership drive with one new member: Lawrence Ling of QES Computers – WELCOME Lawrence!

Because of the holidays, the Board has decided to extend the contest through the month of January.

Remember: you could have your dues paid for you!

CLASSIFICATION:



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Mike Roberts move to Pleasanton 7 years ago from the UK. He has been married for 21 years and has a 17-year-old and 15-year-old who go to Amador Valley High.

He started out in a Welsh village of only 300 people and 1 pub, then his family moved up in the world to a town of 9,000 people and 39 pubs. He attended college and then went to work for Cadbury (the chocolate company). Wanting to spread his wings, he quit his job, moved to London where he got a job selling yellow pages advertising.

Still not satisfied, after a year and a half, he started working for a recruiting company. Mike had been recruiting for 10 years when his largest customer, Sun Microsystems, offered him a position. He had been working with Sun for 10 years when he was promoted and transferred here from the UK.

Travel became excessive and he was missing the family that he rarely got to see. He lived in Pleasanton for 5 years and didn't know anyone. So he decided to go out on his own.

Studying the area, he found that there was a void in management consulting. He researched training methods and decided to become a Sandler licensee and started Roberts Management Group, Inc., Executive Coaching, Consulting, Assessment & Training.

Mike's goal is to train salespeople to not "sound" like salespeople. His development programs focus on three things: attitude, behavior and technique, not just technique.

Although Roberts Management holds seminars periodically, they have found that

the forum is not as effective. Therefore, they offer ongoing professional development programs that consist of strategic sales management, sales training, and business/client development, and include behavior style assessment, weekly classroom training, one-on-one coaching and workbooks/CDs for home study. Most training programs are 3 – 12 or more months. They can also customize a program for your individual situation or behavior style.

Mike Roberts' next public seminar "What's Holding Back Your Business?" will be held on November 18 from 8:00-10:00am at the Bishop Ranch Conference Center.

To reserve your space at the seminar or to talk to Mike about your company's needs, call him at 847-4080.
