



## TRI-VALLEY EXECUTIVE'S ASSOCIATION

P.O. Box 985 ♦ PLEASANTON CA 94566

PHONE & FAX 485-1394 ♦

[www.trivalleyexecs.com](http://www.trivalleyexecs.com)

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MARCH 15, 2007

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### NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on Thursday, **March 22, 2007**, at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Nam Ho Chung** of Executive Base Network and **Jim Moog**, Marriage & Family Therapist.

The VALUE will be given by **Jason Cooke** of Herrmann Financial Services.

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

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### ASSOCIATE LUNCHEON:

Grab an associate or two and meet us for lunch at Girasole on May 10.

Tickets will be \$7 for members and \$13 for associates.

Marriage & Family Therapist, Jim Moog will be our motivational keynote speaker.

Call Cristin at 485-1394 for more information and to sign-up.

*(Please note: there will be no morning meeting on May 10)*

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### VALUE:

**Mark Rogers** of Keystone Security has been a member of the TVEA since 1987. One value is the ease of giving referrals; it is easy to give referrals to those with whom you do business and know personally. Another value is for those

who are in sales positions and may not be so comfortable at public speaking; getting up every week and talking about your business gives those good practice. So two real values are sales and friendships.

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### DID YOU GIVE A REFERRAL THIS WEEK?

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### TVEA WEBSITE:

The Tri-Valley Executives' Association can now be found on the web at:

[www.trivalleyexecs.org](http://www.trivalleyexecs.org)

and

[www.trivalleyexecs.net](http://www.trivalleyexecs.net)

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### CLASSIFICATION:

Dr. Endre Selmeczy (pronounced "shell"- "messy") was born in 1960 +/- in Hungary.

Dr. Endre has always loved a challenge and does not give up easily. When he was 4 years old, his neighbor brought a radio over to have his father repair. Little Endre dutifully told the neighbor that his father was out of town. When the woman began to fret that she would be without her beloved radio for two weeks, Endre told her that he could fix it. Needless to say, upon his father's return, he purchased a new radio for the neighbor, as hers was in hundreds of pieces.

Endre excelled in school, so the communist Hungary placed him in dental school, and then to work in a small village, where the patients treated him like a hero. He took up marshal arts, got married and had a son.

With the corruption in Hungary, Edre started to make plans to leave. He was able to secure a passport to Austria, where he crossed over into



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Germany, but his real goal destination was the U.S. So he applied for asylum to the U.S.; meanwhile his second son was born.

When he was accepted into the U.S. he moved to California and began the testing to get his dental license. While waiting for his license, he did everything from being a security guard to owning a Chinese Food delivery restaurant (although he had never cooked Chinese Food).

After his third child was born, he got his dental license and started working with HMO & PPO patients. He then decided to buy his own practice. He admits that he made a lot of mistakes and it took a couple of years to get the business-end of the practice straightened out. He affirmed that the TVEA has been a valuable resource, learning from the successes of the other members.

Through the challenge of a former member of the TVEA, who had extreme pain and anxiety, he began doing sedation. If there is ever a problem, Dr. Endre will look for a solution. He now specializes in sedation dentistry.

Teeth bleaching was another challenge for patients that Dr. Endre has found a solution for. Over-the-counter products are mainly for people who want to maintain the color of their teeth; it rarely will whiten. The tray systems run a few hundred dollars, and although they will whiten, many people experience sensitivity and the white doesn't last long. Laser bleaching is about \$600 and has the same issues as the tray systems without the predictability. Dr. Endre believes that the new tray system, for about \$1,500, is the best product out there. It is predictable, the results last longer, less sensitivity is experienced, easy to maintain, and is more comfortable. Although the process is more expensive, Dr. Endre offers incentives to those who purchase it. If you send in 3 referrals who also do the system, he will give you your money back!

He now loves the business-aspect of dentistry and has started consulting to help train other dentists. His plan for the next 5 years is to cut back on dental work and build his teaching/consulting business.

If you know of someone who needs pain-free dentistry, whiter teeth or a better dental practice, please call Dr. Endre Selmeczy at 447-8344.

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### OPEN CLASSIFICATIONS:

Electrician/Electrical Contractor

In-Home Care Services

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### WELCOME:

Please welcome Richard Wilkinson of Tri-Valley Internet!

Richard will replace Gary Chang who was promoted to another division of their company and will now be working in Menlo Park. Richard can be reached at 417-7600 ext. 10 and at [rwilkinson@trivalley.com](mailto:rwilkinson@trivalley.com).

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