



## TRI-VALLEY EXECUTIVE'S ASSOCIATION

P.O. Box 985 ♦ PLEASANTON CA 94566

PHONE & FAX 485-1394 ♦

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

APRIL 19, 2007

---

### NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on **April 26** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Mary Tuttle** of The Best of Coupon Books and **Dr. Barry Winston** of Amador Valley Optometry.

The VALUE will be given by **John Hovland** of Onstad's Insurance.

The CLASSIFICATION is open; please call Cristin at 485-1394 if you'd like to give your talk.

---

### VALUE:

Bob Olsen of Olsen Painting values the TVEA as:

- a gathering place to participate in promoting high quality business leads to members of the Tri-Valley Executives' Association, an elite group of business people that represent nothing less than the best in quality, service and integrity.

- a gathering place to exchange new ideas among creative minds.

- a place where business people find a common bond with others, and for some, relationships that eventually will turn into life long friendships. That might very well be the biggest bonus of all.

---

### CLASSIFICATION:

David Sanchez was born in San Francisco and moved to Pleasanton when he was 8 years old. He started college in Santa Barbara and later graduated from Chico State. After college he moved back to San

Francisco and worked for American Express then was a recruiter for Robert Half Int'l. Disenchanted with "Corporate America" he started working for his family's business in 1998.

David married his wife Cristin (Executive Director for the TVEA) in 2004 and became the father of triplets, Ava, Sophia & David III (Tres), in 2006.

His father, Dave Sr., who had moved the business from San Francisco to Pleasanton in 1991, made David start at the bottom and work his way up. When David saw an opportunity to expand the business into Livermore, his father put him in charge of operations for the new shop.

Before long he realized that he could capitalize on their existing business by having their own auto glass company to replace glass in cars that were in their shops for repair. He hired a very experience installer, Mark Castle, away from the company that was serving the auto glass needs of B&S Hacienda Auto Body, and made him a partner in Hacienda Auto Glass. Soon the business grew and they were servicing most of the high-end car dealerships in the Tri-Valley. They now have two installers and are expanding, looking for another installer.

They install OEM (Original Equipment Manufacturer) glass as well as a high-end aftermarket glass from PPG, a very reputable company who is the manufacturer for auto factories such as BMW; so the quality is the same as OEM. Many glass companies will tell you that they can save you your deductible, but what they are actually doing is replacing your glass with a



## TRI-VALLEY EXECUTIVE'S ASSOCIATION

P.O. Box 985 ♦ PLEASANTON CA 94566

PHONE & FAX 485-1394 ♦

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

---

far more inferior product, which can have imperfections and distortions that may cause headaches and tiredness when driving.

Some rock chips can be repaired. Window glass is made of two sheets of glass that are sealed together making it much stronger. As long as the chip has not started to crack and is not in the driver's line of sight, it can usually be repaired by cleaning it out and shooting a resin into the chip.

David strongly encourages people to check their insurance policy or call their agent regarding glass repair, as some will only cover the cost of aftermarket products or may not cover the cost of repairs. It's good to know what is covered in the event that one needs glass replacement or repair; he warns that some windshields can cost upwards of \$1,700 these days.

Hacienda Auto Glass is a mobile service and can provide "on-time" appointments – important to busy people like ourselves.

If you or someone you know has auto glass needs, please call David Sanchez, Jr. at (925) 447-9890.

---

### ASSOCIATE LUNCHEON:

Grab an associate or two and meet us for lunch at Girasole on May 10 at 12:00pm.

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

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

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

---

### DID YOU GIVE A REFERRAL THIS WEEK?

---

### MEMBER NEWS:

Dave Jones of Tiger Carpet Cleaning is now selling commercial trash compactors and bailers; great for those businesses who deal with a lot of cardboard or other trash.

Call Dave at 443-1100 to see if one of these could benefit your business.

---

### REPORT FROM OUR TRI-ATHLETE: JASON COOKE, HERRMANN FINANCIAL SERVICES

Several have asked about the race so I put together the following for those I thought might be interested:

Oh, where to begin.....8 days before Ironman Arizona Race, on my last outdoor training ride I crashed on my bike and wrapped my neck around a barbed wire fence post. My neck was killing me and I had a fair bit of road rash on my arms, legs and back. I went to my chiropractor, Dr. Rick Hume, who said nothing was broken but the muscle and soft tissue in my neck and shoulder was bruised with some possible tearing. Treatment is anywhere from 2-6 weeks rest. I did nothing for the next 4 days and I was still in pain. I told my wife Kim I didn't think I could do this but she really forced me to go. I continued to do nothing but ride my bike on my trainer until the day before the race when I swam a bit and ran for 30 seconds. The pain had subsided with lots of ice but I hadn't really tested it so I figured I'd just try my best and if I DNF then so be it.

Swim – 2.4 miles



## TRI-VALLEY EXECUTIVE'S ASSOCIATION

P.O. Box 985 ♦ PLEASANTON CA 94566

PHONE & FAX 485-1394 ♦

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

---

I wasn't able to have full rotation in my left shoulder so my stroke was a bit messed up. I tried to stay away from the other 2000+ as I was concerned a good smack to my head would have finished me. Final time was 1:07 which was only a few minutes slower than anticipated and in 462<sup>nd</sup> position.

### Bike – 112 miles

The wind was really bad with 20-30mph gusts but this was exactly what I was hoping for. Coming out of T1 was the first ride outside I'd had since the crash 8 days earlier. Being in the aero position for too long bothered my neck so with a strong wind I was able to just sit up with the wind at my back and save my neck for the ride into the wind where I had to be aero. I was having a good ride and this was confirmed at mile 96 when I started passing female pro's who had a 15 minute head start. At mile 99 I passed Steven Chavez from San Ramon who I knew had qualified for Kona 6 times so I figured things were going well. Final time was 5:20 and now 108<sup>th</sup> position. I got off the bike feeling well rested but my neck was really bothering me.

### Run – 26.2 miles

I had the longest transition time of anyone in the top 120. I took almost 6 minutes to stretch, get myself together and slowly start running. I didn't know if I'd be able to run more than a mile so I took a big health risk by taking an Advil before I ran one step. I decided I was just going to run like I had planned and see how it goes. I started at a 7:45-8:00 mile pace and at mile 2 my neck and back went completely numb which I was quite thankful for. I ran the first 13.1 miles in 1:47 and my wife yelled I was now in 90 something place. Shortly thereafter I turned a corner and ran straight into a 20 mph head wind. My pace dropped to 9:00-9:15 and I held it in that ballpark until mile

21 when I had a complete meltdown. I had extreme cramping which I've never had and in hindsight I think was caused by the Advil which I've read inhibits your liver's ability to properly break down toxic substances. I did a run walk for the next 5 miles while watching my competition run by. Final run time was 3:54.

### Finish

Total time was 10:32 in 114<sup>th</sup> place which I am pleased with. Even without the accident I probably could have only dropped another 10 minutes and with Kona qualifying times at 10 hours, I would have come up short anyway. Overall it was a fun day and I owe a huge debt of gratitude to my wife, kids, mom and friend Kelli who all came out to support me. Their presence really meant a lot.

### Post race

I was the only one competing who wore arm coolers by Desoto Sports. I wore them mostly to protect my forearms as I had road rash that was healing and I didn't want to burn the still scabbed and very pink skin. I also had on the new Desoto Forza racing jersey. Several people who knew me said I was easy to spot throughout the day. I was quite surprised to log in to my computer and receive a message from the president of Desoto Sports, Emilio Desoto asking me if his company can use me on their website. I, of course, told him I'd be honored and after some additional correspondence I'm now proud to represent Desoto Sports and even more happy to have received meager compensation thanks to Emilio. Don't worry, I won't be quitting my day job.

A big thank you to those who cheered me, trained with me, advised me, pushed me and cared about what I was doing (especially my wife). – Jason

---