



## 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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MAY 24, 2007

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### NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on **May 31** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Joey Minahan** of the Door Doctor and **Dr. Rick Hume** of the Pain Relief Studio.

The VALUE will be given by **Norma Vorhies** of Millennium Salon and Day Spa.

**Ron Robinson** of VIP Employer Services will be giving his CLASSIFICATION.

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### OPEN CLASSIFICATIONS:

Electrician  
Roofer  
Pool Maintenance  
Bank  
Florist  
Jeweler

If you know of someone who could fill one of these categories, please invite them to a meeting!

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### MEMBER NEWS:

**Jan Batcheller** of Gift Source welcomed her newest grandson, Jake Andrew – *9 lbs. 13 oz.!* Mother and baby are both doing well.

Finally! **Mary Tuttle** of the Best of Coupon Books will be going in for her knee surgery Wednesday, May 30. She will be taking a leave for a month to recover. Best wishes for a speedy recovery!

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### DID YOU GIVE A REFERRAL THIS WEEK?

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#### VALUE:

Dave Silva of Silmar Flooring has been a member since 1985, back when there were only 6 or 7 members. He thinks back about all of the business that he would not have received, and all of the friendships that he would not have made if he had not joined the TVEA. Over the years he has seen networking groups come and go, but the longevity of the TVEA speaks volumes about its unmatched value.

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#### ON THE COUCH WITH JIM MOOG, MFT:

Encourage: to pour courage into ones heart. Did you know that for every negative comment you make to someone, it takes 7 positive remarks to undo the 1 negative?

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#### GUEST:

Identity Theft and Fraud – There are 27,000 victims every day. By the year 2010, 1 out of every 2 people will be victimized. It is the fastest growing white-collar crime.

How does this pertain to you as a business owner? ALL businesses that handle non-public information (credit card information, social security numbers, medical forms, etc.) can be held liable for protection of data for not only customers, but for vendors and employees.

Federal legislation hasn't been able to stop these crimes, so the FTC has put the burden on businesses. Losing information under the wrong set of circumstances can result in Federal and State fines as well as criminal and civil penalties.



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Five common types of identity theft: Financial, Character, Medical, Social Security and Drivers' License. To protect yourself and your business you are required to take reasonable steps to comply with the laws:

- appoint an Information Security Officer
- have a written policy to protect NPI (non-public information)
- conduct mandatory training for employees who have access to NPI

It can take up to 600 hours to clear up an individual identity theft issue. When a business experiences a security breach, it takes on average 1,600 work hours per incident at a cost of \$40,000-\$92,000 per victim.

Our guest speaker today, Renee Brown, a Certified Identity Theft Risk Management Specialist with Pre-Paid Legal Services, Inc., will do a free assessment for your business. As a client they would put a plan in place to protect your business and also offer daily credit monitoring benefits to you and your employees.

To schedule your free assessment, please call Renee at (510) 657-8753

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