



TRI-VALLEY EXECUTIVE'S ASSOCIATION

P.O. Box 985 ♦ PLEASANTON CA 94566

PHONE & FAX 485-1394 ♦

www.trivalleyexecs.com

JULY 12, 2007

NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on **July 19** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Tom Fox** of Hometown GMAC Real Estate and **Harvey Tulchinsky** of Harvey's Cleaners.

Ron Johnson of ABI Business Sales will be giving the CLASSIFICATION.

NEW MEMBERS:

Please welcome our newest members:

James T. Isaac

Valley Community Bank
465 Main Street, Pleasanton CA
Tel: 484-5400, Fax: 484-1804
Classification: Banking

Skip Hinsley

Girasole/Pampered Palate Catering
3180 Santa Rita Road, Pleasanton CA
Tel: 831-4888, Fax: 862-0344
Classification: Restaurant/Catering

MEMBER NEWS:

Message from Mary Tuttle of The Best of Coupons Books, who recently had knee surgery: "Hi! I am getting along well and hope to be driving again in a couple of weeks."

VALUE:

Dave Jones of Tiger Carpet Cleaning comes to the 7AM meetings to have a good time and to

get some business. But the Value of being a member of the TVEA is knowing that there is someone there when you need them, and hearing the stories and thank you's by those that were helped by one of the members.

DID YOU GIVE A REFERRAL THIS WEEK?

CLASSIFICATION:

JoDee Moore, mother of 2 kids and 2 dogs, and grandmother of 2, has owned J. E. Moore Heating and Air with her husband, Jim, for over 20 years. In July of 2005, they purchased a franchise, AireServ. Their new focus is on service rather than construction and insurance work, which was their focus for 20 years.

Their son Jay, who has a 15 year-old son and a 12 year-old daughter, has been working with them since 1985. His wife has now taken JoDee's place in the office.

JoDee explained some of the recent changes in the industry:

- As of October 1, 2005, all new HVAC systems must have their ducts tested for efficiency.
- Energy efficient insulation for ducting has been made more efficient increasing from R4.2 to R6; it is expected that R8 will soon be required.
- Duct sealing is required except for homes that are on the coast, places where there is less than 40 feet of ducting and in garage-type spaces.
- New A/C systems must have a minimum of 13 SEER (seasonal efficiency ratio).

The greatest energy use in California is HVAC. The new units are larger and have more coils, making them more efficient and quieter, but are



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more expensive. Ducting is a very important part of HVAC systems, but it's very difficult for most people to spend money on something they don't see.

AireServ is a certified contractor with PG&E to test and repair duct systems as well as heating and air units. There is a flat fee for duct testing and repairs are bid on a case-by-case basis.

They have special equipment to make systems more efficient and to save people money. They are very involved in energy efficiency and the environment. They recycle everything and have been "green" for a long time.

To set up duct testing for your heating and air conditioning or for more information on the new systems, please call Jim Moore at (925) 462-3725.

SOCIAL:

Join us for a Thursday Night **TVEA Mixer** at 6:00pm on August 2 at the home of Mike & Darlene Peel.

This is a great opportunity to bring guests and prospective members to meet in a more social setting.

Bring a beverage and an hors d'oeuvre to share. **The cost for *NOT* attending is \$10.** There will be no morning meeting on Aug. 2.

Save the Dates:

September 5 or 6 – Golf Tournament

December 6 – Holiday Party
