



## TRI-VALLEY EXECUTIVE'S ASSOCIATION

P.O. Box 985 ♦ PLEASANTON CA 94566

PHONE & FAX 485-1394 ♦ [www.trivalleyexecs.com](http://www.trivalleyexecs.com)

---

AUGUST 30, 2007

---

**NEXT WEEK:**

The next meeting of the Tri-Valley Executives' Association will be held on **September 6** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by Real Estate Appraiser, **Larry Brumm** and **Lawrence Ling** of QES Computers.

The VALUE will be given by **Jim Pease** of W.H. Mayer Accountancy Corp.

Marriage and Family Therapist, **Jim Moog**, will be giving the CLASSIFICATION.

---

**DID YOU GIVE A REFERRAL THIS WEEK?**

---

**MAY I HAVE YOUR ATTENTION, PLEASE:**

At the request of our members, this is a reminder to keep our conversations to a minimum and the noise level down during the Leads section of the Meeting. As a courtesy to the ones speaking, please give them your full attention. Thank you.

---

**VALUE:**

AireServ of the Tri-Valley, originally J.E. Moore Air Conditioning started out as a home-based business. **JoDee Moore** feels that joining the TVEA so many years ago helped them become part of the business community and gave their business a jump.

AireServ of the Tri-Valley was recently received Rookie of the Year by the franchisor for putting good business practices to work. Congratulations, Jim & JoDee!

---

**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 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.



**TRI-VALLEY EXECUTIVE'S ASSOCIATION**  
**P.O. Box 985 ♦ PLEASANTON CA 94566**  
**PHONE & FAX 485-1394 ♦ [www.trivalleyexecs.com](http://www.trivalleyexecs.com)**

---

Dr. Selmeczy now loves the business-aspect of dentistry and has started consulting to help train other dentists. He found that dentists are educated in dentistry, but like himself, are never taught how to run a business. He has a long list of problems in a dental office, from scheduling to billing, that ultimately affect patient care.

Unlike other management consulting companies, who are business people, he is very experienced at running a very successful dental office and he offers dental office management consulting on a month-to-month basis. His plan for the next 5 years is to cut back on dental work and build his teaching/consulting business.

A very serious challenge facing the medical industry today is gum disease. It doesn't matter how well you brush, bacteria is left on your teeth. Bacteria makes your gums swell, blocking oxygen to the tooth, which allows the bacteria to multiply. This is when gum disease begins, resulting in the eventual loss of the tooth and a multitude of other health problems. As recent research has proven, there is a link between gum disease and a person's overall health. Gum disease has been linked to heart/arterial problems, premature birth, cancer and death. Researchers believe that gum disease is more deadly than smoking.

The good news is that it can be prevented by having good oral hygiene and visiting the dentist for regular cleaning. He also recommends using an electric toothbrush, Oral-B or Sonicare, over manual brushing. Your oral health is 25% genetic, 25% your general health, 25% brushing and 25% seeing your dentist.

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.

---

**SOCIAL:**

Please join us for the  
**Annual TVEA Golf Tournament on  
September 20**  
at Callippe Golf Course in Pleasanton.  
Tee time is 11:30am.

The price will be \$100 per person and will include green fees, golf cart, raffle and dinner.  
Dinner only is \$25.

Spouses, associates and guests welcome!

Please call Ron Robinson to sign up:  
209-321-2787. Invoices are going out; please send in your checks ASAP.

**There will be no morning meeting on 9/20.**

---

**VOLUNTEER NEEDED:**

We need a place to have our annual holiday party, December 6. Can we come to your home? Please let Cristin know as soon as you can 485-1394 or [cristin@hometowngmac.com](mailto:cristin@hometowngmac.com).

---

**FUNDRAISER:**

Marilyn Lewis of Aweigh-to-Go Travel and the Caribbean Tourism Organization is hosting:

**Carnivale 2007**

Saturday, October 6<sup>th</sup> from 6pm-11pm  
Sheraton Hotel on Stoneridge Mall Road

The cost is \$40 per person (limited to the first 100) and includes dinner, silent auction, raffle items, live steel pan music and dancing.

Proceeds benefit Caribbean Children's Charities.  
Call Marilyn Lewis to sign up or for more details: 417-0512.

---