



TRI-VALLEY EXECUTIVE'S ASSOCIATION

P.O. Box 985 ♦ PLEASANTON CA 94566

PHONE & FAX 485-1394 ♦ www.trivalleyexecs.com

SEPTEMBER 20, 2007

NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on **September 29** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by General Contractor, **Phil Maser** and Marriage and Family Therapist, **Jim Moog**.

The VALUE will be given by **Ron Johnson** of ABI Business Sales.

Skip Hinsley of Girasole will be giving the CLASSIFICATION.

DID YOU GIVE A REFERRAL THIS WEEK?

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.

MEMBERSHIP:

Summer's over, time to get back to work! Let's boost our membership and get some new business. Look through your rolodexes and address books to see who you know that would fit an open category... then, INVITE them to a meeting!

VALUE:

Wayne Yeaw of Allegra Print & Imaging has been a member of the TVEA for over 11 years. We all talk about the value of personal

relationships, but Wayne reviewed his customer list and has found that the personal relationships formed in this group have been the foundation of his business. Over 1/3 of his business comes from networking – that is the true value of this Association.

CLASSIFICATION:

Jim Isaac of Valley Community Bank is an East Coast transplant. He grew up on Long Island and got a Biology degree from New Hampshire with a minor in Math.

After college he attended a banking program through Franklin National Bank, taking a job with them and in 1973 becoming their youngest ever Branch Manager. Then, though not his fault, in 1974 Franklin National became the biggest ever bank failure.

Soon after, Jim was asked to take over a branch in Queen, NY. He describes it as being a lamb sent to the slaughter; it was the most organized crime he had ever seen. To his relief, he was eventually transferred back to Long Island.

After a divorce, he felt he needed a change, and having a brother in Los Gatos, CA, he joined what would later become Union Bank and moved to the West Coast. He worked in Oakland and in 1991 was transferred to Guam.

He survived Typhoon Omar in 1992 and had to run the bank for 18 days with a generator; they were hit with 5 typhoons that year. There was no typhoon in 1993, but they experienced an 8.1 earthquake. Damage was extensive, but there was no loss of life.

While being on the island, Jim had the feeling of being on permanent vacation. He used to teach scuba diving and played golf every weekend.



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He had been having a long-distance relationship with Cheryl and in 1995 he moved back to California to get married.

Still with Union Bank, he transferred to an office in Saratoga. In 1999 he left Union Bank and took over the Pleasanton Branch of Bank of Walnut Creek. As a result of the recent buyout of BWC, he was offered a position with Valley Community Bank.

Valley Community Bank is a full-service bank, offering everything from personal checking accounts to business and SBA loans. Many businesses choose a bank with a wide range of services and special offers. And for each one there is a different banking representative, a different process, and a result that may not be well suited to your banking needs. What's worse is going through the experience all over again, each and every time you call.

At Valley Community Bank, they start by having one of their experienced, knowledgeable, full-service representatives do the listening. Then together you can put into action the right solutions that deliver tangible value to your organization. It's their way of partnering with you to achieve the ultimate goal – success!

Valley Community Bank is committed to the communities they serve and so is Jim. He is a member of the Pleasanton Rotary, is on the Mayor's Economic Vitality Committee and works with Valley Care Hospitals among others.

Jim's hobbies are golf and wine collecting.

To talk to Jim about wine or your banking needs, give him a call at 484-5400; he'd be happy to stop by your business and evaluate your current banking situation.
