



TRI-VALLEY EXECUTIVE'S ASSOCIATION

P.O. Box 985 ♦ PLEASANTON CA 94566

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

OCTOBER 18, 2007

NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on **October 25** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Jim Bowen** of Pleasanton Auto Repair and **Mark Rogers** of Keystone Security.

The VALUE will be given by **Dave Sanchez** of B&S Hacienda Auto Body.

The CLASSIFICATION will be given by **Jason Cooke** of Herrmann Financial Services.

DID YOU GIVE A REFERRAL THIS WEEK?

CHANGE TO VALUE SECTION:

You will now have 2 more topic options when you are called upon to give the Value of the Association:

- Talk about a business management or employee challenge that you recently had and how you resolved it.
 - Ask the Members for help with a business management or employee challenge that you are currently facing.
 - Tell what value you feel you get from being a member of the TVEA.
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VALUE:

Jan Batcheller of Gift Source has been a member of the TVEA since 1994 – many have been in longer. There's a reason for that. There have been many that have quit when times were good for their businesses, but forgot how they got

there and really feel the loss of support when their business turned downward. The value of membership in the TVEA is the support you get from the relationships that you've made with other members in the group.

MEMBERSHIP:

Thank you to Dr. Rick Hume and Mike Peel for bringing guests this week.

Who have you invited to next week's meeting?

CLASSIFICATION:

Harvey Tulchinsky began his journey in Chicago, IL. Unable to care for him, his mother sent him to a group home where Harvey lived with 33 other children. As a teen he encountered some trouble, which led him to join the military, using a fake ID, at the age of 14.

He served 1½ years in the Navy, but just before he was to be shipped to Korea, the government discovered that he was only 15 ½ years old. He was given an honorable discharge and they welcomed him to re-enlist when he became of age, which he did. After serving in the Marine Corps, he returned to Chicago where he worked for many years as a postal carrier.

After suffering an injury that put him on disability, he moved to California. He briefly sold shoes, and then secured a position with a leasing business, where he was a fleet manager, getting rid of lease contracts for government cars that were no longer used, and did very well.

Everything changes when you meet a girl... Her father was a drycleaner, who was caught skimming from the business and accused of tax evasion. He pleaded with Harvey to keep his business running while he served his time, and promised to compensate him when he got out (which he didn't). So, in 1967, Harvey opened



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Harvey's Cleaners in the little-known town of Dublin, CA.

Harvey became actively involved in the little community, where he helped the town to incorporate and he worked as the 1st mayor's campaign manager. For a time Harvey was known as the Honorary Mayor of Dublin. He started the Dublin Historic Society, was Rotary President, Chamber President, President of San Ramon Men's Golf Club, is a director of Rowell Ranch, director of Private Industry Council, and has spent time working with the Alameda County Cal-Trans Authority. He is an active Rotarian and was voted the 2003 Chamber Volunteer of the Year.

Dry cleaning is a heavily regulated business. Although the solvent Harvey uses is not hazardous, he is restricted by 14 government agencies. He believes in saving the earth and therefore, nothing he uses goes into the ground or sewers. They experience a lot of trouble with OSHA due to the carcinogenic qualities of some of the chemicals. However, the new machines are very safe and are now serviced by outside technicians. In 2020, the most effective chemical will be completely eliminated from the market, as it has been in Southern California.

With all the new fabrics on the market, many from other countries, each garment is required to have a care label, however these may not always be reliable. Many products that people wear, such as deodorant, cologne and perfume can affect the outcome of the cleaning.

At Harvey's Cleaners they "spot" every item, looking for areas that need special attention. The items are spot-treated, colors are separated, garments are tagged and then cleaned. Each load takes about an hour. So, don't complain about paying \$6 for a pair of slacks!

Over the years Harvey has become a "guru" when it comes to wedding gown cleaning and restoration. His talent is so widely known that

Nordstrom sends him work, including customers with very expensive, very delicate St. John fashions. He even has one customer that sends her cleaning from Austin, Texas because she can't find a cleaner that can care for her St. John clothes.

According to Harvey, the worst thing a person can do when dropping something, such as food on their garments is rub the fabric, which actually pushes the stain farther into the fabric and can chafe the fabric, which only becomes visible after dry cleaning. Best thing to do: call Harvey! For pickup and delivery call 828-7214.
