



TRI-VALLEY EXECUTIVE'S ASSOCIATION
P.O. Box 985 ♦ PLEASANTON CA 94566
PHONE & FAX 485-1394 ♦ www.trivalleyexecs.com

NOVEMBER 8, 2007

NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on **November 15** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Larry Smario** of Larry Smario Landscape & Tree Service and **Bob Olsen** of Olsen Painting.

The VALUE will be given by **Allen Eddy** of Cal Coast Plumbing.

The CLASSIFICATION will be given by General Contractor, **Phil Maser**.

SOCIAL:

TVEA HOLIDAY BANQUET

This should be a great evening! We are looking forward to seeing everyone there.

When: Thursday, December 6, 2007 at 6:30pm

Where: Girasole Grill: 3180 Santa Rita Rd. at Las Positas, Pleasanton, 484-1001

Cost: \$25 per person; no-host bar

RSVP: ASAP to Cristin Sanchez 485-1394

**There will be no meeting the morning of 12/6.*

MEMBERSHIP PROPOSALS:

2nd Posting:

Classification: Limousine Service
Proposed Firm: Black Sky Limousines
582 Shelley St. Livermore CA
Represented by: Phil Petagara & Bruce Lewis
Phone: 549-1599
Proposed by: Dr. Rick Hume

2nd Posting:

Classification: Telecommunications
Proposed Firm: CNR Connect, Inc.
5424 Sunol Blvd. Ste. 10-264 Pleasanton CA
Represented by: Nelson Martinez
Phone: 846-3931
Proposed by: JoDee Moore

If you have any questions, comments or objections, please call the membership committee: Manny Martin 551-8700 or Mike Peel 426-3849.

DID YOU GIVE A REFERRAL THIS WEEK?

VALUE:

Dave Jones of Tiger Carpet Cleaning felt that he was welcomed with open arms when he joined the group and feels that the real value of his membership is having a network that he feels confident in referring to his friends, family and clients.

MEMBER NEWS:

Larry Smario Landscape & Tree Service offers **rain gutter cleaning**. Call today before the rains really start! 510-582-3008.

CLASSIFICATION:

Dave Silva was born in Oakland and raised in San Lorenzo. He's been living in Pleasanton for 31 years. He has been married for 38 years and has a son, 31, who works with him in the flooring business, and has a daughter, 28, that is an elementary school teacher in Pleasanton.

After high school, he attended Cal State Hayward where he played baseball. Due to a lack of credits, he was drafted into the military



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and joined the Air Force. When he got out of the military he dreamt of becoming a baseball coach. Needing money to finish college and marry his sweetheart, he got a job working as an apprentice for his father who was a carpet installer. Their company handled mostly contracts from Montgomery Wards, who was the third largest carpet dealer at the time.

While renting an apartment, the property manager noticed his occupation and asked him if he could do some of their work. He said he could, and then found that it was a 5,000-unit complex and the work would keep him busy full-time. He asked his father to join him in starting their own business and became very successful for a while. After getting a couple of bad jobs, they were forced to close down.

He and his father went to work for Neil's in Hayward and Dave became very good at sales; better, in fact than the owner's children, who had become a drain on the business.

Dave and the office manager, Marge, were offered positions at Glenmoore Properties. Neil didn't want them to go, so he offered to back Dave and Marge in their own business. SILMAR Flooring started in Hayward where Dave was a member of the Executives' Association of Southern Alameda County. After starting the Tri-Valley Executives' Association in 1985, he opened their store in Pleasanton in 1986.

In 1989 Dave had the opportunity to buy the building, which he did. That same year, his partner, Marge, retired and the recession hit. It was a tough year and a half.

But with their quality and expertise in their industry, business is thriving. Eileen started working with the company 17 years ago, when Marge left; and his son started with them 4 years ago when he graduated from college. Dad finally fully retired about a year and a half ago.

They have enough work to keep 25 installers busy every day.

SILMAR Flooring sells and installs carpet, hardwood, laminate, tile, outdoor carpet (putting greens) – anything you walk on except concrete. Only 20% of their business is residential. Commercial jobs account for the majority of their business with senior centers and hotels as their niche market.

They specialize in product selection and installation to insure your satisfaction. Although warranties cover wear, wear is subjective. So it is very important to choose the correct product for the installation and to know how long a product will look good, not how long it will last.

To update the one thing you use most in your home, call Dave or Eileen at 846-7600.

9 WEEKS TO KICK OFF!

Come to the meeting to get more information.
