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APRIL 17, 2008

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**NEXT WEEK:**

The next meeting of the Tri-Valley Executives' Association will be held on **April 24** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Jan Batcheller** of Gift Source and **Sherri Wallace** of Roman Holiday Salon.

The LEAD CHALLENGE: Our next challengers will face-off this week: **Ron Johnson** of ABI Business Sales to **Jim Pease** of W.H. Mayer Accountancy.

The CLASSIFICATION will be given by **Harvey Tulchinsky** of Harvey's Cleaners.

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

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**PRESIDENTS' MESSAGE:**

I just love the enthusiasm TVEA radiates. You are better than my first Cup of Coffee. It was great to hear how **Bob Olsen** got started as you'll read in **Cristin's** write-up.

I missed last week's Presidents Message so I'm doing a slight make up here.

I want to thank our **New Board Members** for your time and making TVEA a Great Networking Organization. **Phil Maser** General contractor, **Manny Martin** Amador Valley Property Management Co., **Mike Peel** Hometown GMAC Real Estate, **Jason Cooke** Hermann Financial Services., Inc., **Dr. Rick Hume** Chiropractic at Bodylines Day Spa, **Jim Pease**, WH Mayer Accountancy Corp and **Dr Barry Winston** Amador Valley Optometry.

The board welcomes each of you to contact us for any questions or input you have. Make sure

to read your News Letter for up in coming dates and events. I'll see all your Networking faces this Thursday at Vic's!

**"Tell a Friend or Bring one",**  
**Darlene**  
*Residential Pacific Mortgage*

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**MEMBERSHIP POSTING:**

**1<sup>st</sup> Posting:**  
*Classification:* Electrician  
*Proposed Member:* Tri-Valley Electrical Service  
*Represented by:* Ron Mize  
*Address:* P.O. Box 2171 Livermore, 94551  
*Phone:* (800) 449-6244  
*E-Mail:* [ronm@trivalleyelectrical.com](mailto:ronm@trivalleyelectrical.com)  
*Proposed by:* Bob Olsen, Olsen Painting

If you have any questions or comments about or objection to the proposed member, please contact a member of the Membership Committee: Mike Peel 426-3849 or Manny Martin 551-8700.

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**CLASSIFICATION:**

**Bob Olsen** is a California native growing up in Palo Alto. After graduating from Sunnyvale High School in 1964, he took engineering classes in Junior College, which he found to be very boring.

This was during the Viet Nam war and to avoid being drafted, he joined the Army reserve. Unable to maintain an acceptable GPA, Bob was called into active duty and shipped off to Fort Ord. After basic training, he realized that partying in Laguna Beach, although great fun, was not a sustainable pastime, so he moved back to the Bay Area.

He soon got a job as a line technician at one semi-conductor company and then another, where he was promoted from line technician to line supervisor. With that experience, he was able to get a job with Applied Technologies,

who at the time was making radar warning systems for fighter planes. He started in the quality assurance department as an inspector and when his supervisor left the company, he was promoted to acting supervisor. Applied Technologies scaled back from 2,000 employees to a little more than 200 when they lost their government contract.

As one of the lucky ones to keep their jobs, Bob was transferred into the engineering department where he designed and fabricated computer chassis for fighter jets. He worked as the Mechanical Sustaining Engineering Department Manager until 1980, when he was not-so-lucky as the last time and was laid off.

During that recession he had met up with a buddy of his who was in real estate. Knowing that Bob liked painting and had done some back in their younger days, he asked Bob to do some painting for him while he was looking for work. It didn't take long for the Realtors to come running and he soon had plenty of business.

But Bob didn't want to paint; being in the field and running a business is not what he wanted to do. On the advice of his wife, he committed to working in the field for 3-5 years and then would hire people they knew they could trust. 3-5 years turned into 10, but he finally got out of the field about 18 years ago.

Along the way he learned that you have to be diversified to survive in this business. He's done a lot of HOA work, hotels, light industrial and tenant improvements, remodels and some new construction. He's been in the business for almost 30 years now. They do a lot of high-end painting and as a testament to the quality of his work, Olsen Painting Company is the only painting contractor for the retired CEO of Kelly Moore Paints.

Bob has a son from a previous marriage who is 34. He met his wife Carol in 1975 at Applied Technologies where she was a department manager; they married in 1977. Bob enjoys boating, RVing, and golf.

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If you have a paint project or know of someone who does, call Bob Olsen at 484-2228.

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