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MAY 15, 2008

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**NEXT WEEK:**

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

You will be GREETED by **David Ramsey** of Crime Alert and **Mary Tuttle** of Best of Coupon Books.

The LEAD CHALLENGE: Our next challengers will face-off this week: **Joey Minahan** of The Door Doctor to **Phil Petagara** of Black Sky Limousine.

**Manny Martin** of Amador Valley Property Management will be giving his CLASSIFICATION.

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

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**MEMBER NEWS:**

Congratulations, **Jan Batcheller** of Gift Source and **Ron Mize** of Tri-Valley Electrical who are each (separately) expecting new grandchildren!

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**TVEA FINANCIAL REPORT:**

BY JIM PEASE, TVEA TREASURER

Since this is a member organization, we feel that it is appropriate that we present a financial report to the representatives on a regular basis.

Our 2008 Budget has been set conservatively. However, with the current level of membership (40 members), we would end the year in the red. It is important that we aggressively seek out new members; we need 5 solid members to balance out budget.

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That being said, our current P&L shows us to be ahead of budget, due primarily to those not taking advantage of the \$50 30-day-pay discount and a lower than expected breakfast expense.

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**OPEN CLASSIFICATIONS:**

We have a great core group of members. We are looking to grow the membership with the following classifications:

|                         |                                       |
|-------------------------|---------------------------------------|
| <i>Architect</i>        | <i>Engraver</i>                       |
| <i>Bakery</i>           | <i>Graphic Artist</i>                 |
| <i>Counselor</i>        | <i>Gutter Cleaning</i>                |
| <i>Debt Collector</i>   | <i>Handyman</i>                       |
| <i>Dermatologist</i>    | <i>Photographer</i>                   |
| <i>Health Insurance</i> | <i>Pool Maintenance</i>               |
| <i>Manicurist</i>       | <i>Real Estate - Commercial</i>       |
| <i>Masseuse</i>         | <i>Roofer</i>                         |
| <i>Party Rentals</i>    | <i>Signs</i>                          |
| <i>Pet Groomer</i>      | <i>Window Cleaning</i>                |
| <i>Pest Control</i>     | <i>Wine &amp; Spirits Distributor</i> |

If you know a business in any of these classifications, please invite them to a meeting or ask Cristin Sanchez to mail them information about the TVEA.

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**CLASSIFICATION:**

He has Canadian parents and grew up in Rhode Island with 8 brothers and sisters. As **Wayne Yeaw** neared his high school graduation, he saw many acquaintances get drafted for the Viet Nam War. He decided that rather than be drafted, he'd enlisted. After boot camp, he was stationed in Germany, where he was able to serve his entire tour of duty.

After serving in the military for 3 years, Wayne began working for Sears in the finance department, where he met Pam, his wife of over 25 years. They now have 3 sons and 2 granddaughters.

Sears offered Wayne an early retirement package, which he accepted and purchased a printing franchise. Thus started his career as a printer and has recently celebrated their 20-year anniversary in the business.

There have been many changes in the industry since 1985 and 25-30% of printers have gone out of business. Allegra Print & Imaging has four presses and does copying, digital printing, traditional printing, folding, binding, forms, checks (including Quicken) and a lot more. The majority of their printing is now done digitally. Since digital is constantly evolving, Allegra leases their machines to keep up with the ever-changing technology.

They have over 700 clients of which small businesses are their mainstay. Some of their larger clients are the City of Pleasanton, Davey Tree, Hacienda Owners Association, Pleasanton Garbage, mortgage companies and restaurants, among others. They also print for brokers like Copy Team and Kinko's.

As the only "green business" printer in this part of Alameda County, Allegra was able to acquire the printing contract for the City of Pleasanton, the City of Dublin and are starting to do some printing for the City of San Leandro.

Allegra Print & Imaging is also the largest non-profit printer in the Tri-Valley. As some may know, Wayne & Pam's son was in a car accident 10 years ago and is a quadriplegic. The community generously helped them get a very special van for their son, and so they give back to the community as much as they can. They are active in Rotary, Pleasanton Partners in Education, Tulancingo Sister City, and the Pleasanton Downtown Association. Pam Yeaw is also a volunteer policewoman for the City of Pleasanton.

For all of your printing and copying needs, call Wayne & Pam Yeaw at Allegra Print & Imaging at 426-2510.

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**NEW BROCHURES:**

If you have any changes to the brochure, please let Cristin know by May 29.

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**ADVERTISING OPPORTUNITY:**

North Pleasanton Rotary's Starry Night (formerly known as Cabaret) will be bigger and better than ever this year. It will be held at the new Casa Real and they are getting some big corporate donations (perhaps even auctioning a car!). Many of these will be put together as package deals. If you'd like something from your company to be included, please contact Darlene Crane-Peel as soon as you can: 461-2809.

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