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**JULY 10, 2008**

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**THIS WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **July 17** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Jan Batcheller** of Gift Source and **Jason Cooke** of Herrmann Financial Services.

The **LEAD CHALLENGE:** Our next challengers will face-off this week: **Allen Eddy** of Cal Coast Plumbing will be giving a lead or singing to **Larry Brumm**, Real Estate Appraiser.

**Ron Mize** of Tri-Valley Electrical will be giving his **CLASSIFICATION** talk.

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**CHANGE TO MEMBERSHIP DUES:**

A \$10 monthly charge will now be assessed for all balances that are not paid within 60 days. For example:

Days 1-30	\$225.00
Days 31-60	\$275.00
Days 61-90	\$285.00
Days 91-120	\$295.00 ... and so on.

This is just a way to help get the TVEA invoice on the top of the pile. We appreciate your prompt payments.

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**TVEA BUSINESS BEFORE HOURS:**

On August 7<sup>th</sup> at 7:00am we will have our first tradeshow. Each member who signs up will have a table on which to display their

marketing materials, samples, and whatever you'd like to promote your business.

Exhibit space is free, but is limited, so let Cristin know ASAP if you'd like to participate.

This is a great morning to bring your associates so that they can learn how to best promote the TVEA members.

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

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**CLASSIFICATION:**

Twenty-five years ago, Sherry Wallace's mother suggested that she take an ROP class while in high school. She signed up for Cosmetology and the rest is history.

She grew up with an older sister who was handicapped, so a lot of responsibility was thrust on her. The responsibility at home partially led her to marry her high-school sweetheart. They quickly had two sons, now 18 and 20 years old, but then divorced.

As a single parent Sherry had to work hard to perfect her skill to make a living for herself and her boys. She is now a teacher for hair product company, Graham Webb.

Mike Wallace was born in Germany, but at age 3 he was moved to Benicia, where he was raised. Mike was a hyper boy with terrible allergies who grew up in the shadow of his sister. He didn't do well in school, was unable to keep a job for long and eventually developed a drug problem.

After rehab, while getting his long hair trimmed, his hairdresser suggested that this could be a job he'd be great at, since most clients that walked into the salon while he was having his hair done, Mike would pick apart and talk about what

could be done to make that person look his/her best. He took his hairdressers suggestion to heart and went to beauty school. The school had 105 students of which 19 were men and only 10 were straight men; Mike really liked the occupation that he had chosen.

Among many applicants Mike was hired with 4 other stylists, one of which was Sherry, to work at Good Looks (now Plush Beauty Bar), a salon in Pleasanton. Mike and Sherry barely spoke for 3 years, and then they were friends for a long time. Finally, one year after Sherry's divorce, they went on their first date. After much negotiating, they married and now have a 12-year-old daughter together.

Ten years ago, former TVEA member, Norma Vorhies was selling Roman Holiday Salon. Mike and Sherry thought about it, but didn't think they could buy or run a business. They went in to meet with Norma with the attitude that they weren't going to buy it, but after talking about it and driving by many nights after it had closed, they decided to go for it. When they first bought the business it was employee-based, now everyone is an independent contractor. The toughest part of their business for them is the business itself.

Roman Holiday Salon does everything involving hair: cut, color, perm, style, and special-occasion hair and make-up. Both Mike and Sherry are artists and are very skilled in their craft. As educators and as part of their service, they will teach you how to get the look they create in the salon at home.

23 years ago, Mike got into the business because of makeovers. Knowing how he felt when he made himself over, he wanted other people that lack confidence in their appearance to feel that same way. He feels he has a gift to be able to see through a person's current look to see what they could really be. Recently, Mike did a makeover for a writer at the Pleasanton Weekly. As a result, they got some good press and are now having a contest: write in with who you think is most deserving of a makeover and

why that person should be chosen; they could win a free makeover that will be revealed in the Pleasanton Weekly.

If you know of a deserving person or if you want to get a makeover or just a trim, call Mike or Sherry at Roman Holiday Salon: 463-5650.

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#### **WINE STROLL:**

Downtown Pleasanton will host the 8<sup>th</sup> Annual Wine Stroll on July 17, from 6-9pm. 30 Livermore wineries will showcase their wines throughout the Downtown in a variety of locations including **RPM Mortgage** who will be hosting Ruby Hill Winery along with an art exhibit.

Tickets purchased in advance will be \$25 per person. **THIS EVENT SELLS OUT EVERY YEAR!** Don't wait until the last minute to purchase tickets.

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#### **NEW MEMBERS:**

##### **Debt Recovery:**

John Orozco, Sr. Account Executive for Transworld Systems

Phone: 251-0456, E-mail:

[john.orozco@transworldsystems.com](mailto:john.orozco@transworldsystems.com)

##### **Movers:**

Alex Arsenault, Sales Manager for Tri-Valley Bekins, Phone: 373-0512, E-mail:

[alex@trivalleybekins.com](mailto:alex@trivalleybekins.com)

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#### **MEETING CHANGE:**

At the call to order of each meeting, we will celebrate our freedom of commerce, by reciting the Pledge of Allegiance.

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