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AUGUST 14, 2008

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**THIS WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **August 21** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Mike Peel** of Hometown GMAC Real Estate and **Harvey Tulchinsky** of Harvey's Cleaners.

The LEAD CHALLENGE: Our next challengers will face-off: **Mary Tuttle** of Best of Coupons Books will give a lead or sing to **Jim Isaac** of Valley Community Bank.

**Marilyn Lewis** of Aweigh-to-Go Travel will be giving her CLASSIFICATION talk.

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**SOCIAL:**

Please join us for the  
**Annual TVEA Golf Tournament** on  
**September 11**  
at Callippe Golf Course in Pleasanton.  
Tee time is 11:30am.

The price will be \$120 per person and will include green fees, golf cart, raffle and dinner.  
Dinner only is \$30.

Spouses, associates and guests welcome!  
Please call Cristin to sign up:  
925/580-7719.

You can **drop off your raffle items** to Darlene Crane at Residential Pacific Mortgage on W.Neal in Pleasanton, or bring them to the next meeting.

**There will be no morning meeting on 9/11.**

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

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**SAVE THE DATE:**

TVEA Luncheon at the Big Horn Grill at 12:00 on October 2.

Watch for details and the sign-up sheet.

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**CLASSIFICATION:**

John Orozco is a local kid. Growing up in Union City, he was the student body president and star football player who dated the most popular cheerleader, whom he later married.

During the Viet Nam war, John joined the military reserves and attended Chabot College, where he was voted into their Football Hall of Fame as a linebacker.

His goal was to coach football, so John went on to get his masters degree from Stanford University. After graduating, he went back to teach and coach football at Logan High School in Fremont.

His dream was to coach college football, but seeing that the possibility was slim and becoming complacent in teaching, John decided to change careers.

He got a sales job with Xerox, but when he saw that computers were becoming the wave of the future, he started working with HP where he stayed for 14 years. John began getting bored and was tired of working for someone else, so he took a year off to evaluate where he wanted to be. He found a good fit at Transworld Systems as an independent contractor.

John's focus at Transworld Systems is profit recovery. In this economy it is important to make sure that your invoices get paid first. There are two phases for improving your A/R: 1. Optimize your in-house procedures and 2. Early profit recovery with the use of a

diplomatic third party at a controlled cost without alienating the clients.

Although Transworld Systems is the largest collection agency in the world, if you use their profit recovery system, you will get your accounts receivable collected sooner, keep relationships and avoid sending your clients to collections.

When money is late, after first sending a statement, you make one courtesy call, which is the last call you should have to make. As a third party, Transworld Systems gets the clients attention and motivates people to pay using their written demand service. As a client of Transworld Systems, you are in control. You open an account on line and add your clients as necessary. You have the ability to choose how aggressive or courteous you want to be and then the appropriate correspondence will be sent. All money comes directly to you for a fixed fee, not a percentage; the average cost per account is \$10.

The final phase would be to send them to collections and when it gets to that point, you are completely hands off. The debtor has rights that you may be unaware of, including the fact that once they go to collections, legally, you may no longer contact them.

Just remember, you aren't the bad guy here, they're the ones who aren't paying for something they received. To keep it from getting to that point, call John Orozco to set up your account today: 251-0456 ext. 51

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**BENEFIT:**

The Pleasanton North Rotary, Annual "A Starry Night" event will be held at the new Casa Real at Ruby Hill Winery in Pleasanton on Saturday, September 27, 2008 @ 5:30 p.m.

New to this year's annual dinner/auction: For a charitable contribution of only \$100 you could win a Brand New Lexus.

Their mission is to raise \$100,000.00 to help many organizations like the "Wheelchair Foundation" and "The School Of Imagination" that has made great strides in helping handicapped children with speech difficulties all over our Tri-Valley.

Please consider purchasing at least 1 ticket for a chance to WIN your choice of Lexus Automobiles. There are only 1,000 tickets available so your odds really are pretty good!!!

See Darlene Crane-Peel, Dave Cherry or Wayne Yeaw for your raffle tickets or to get information about the event.

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