
SEPTEMBER 25, 2008

THIS WEEK:

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

The cost for members is \$10 and associates are \$22. If possible, please bring payment to the luncheon.

There will be **NO MORNING MEETING** on Thursday, **October 2**.

MEMBERSHIP PROPOSAL:

2nd Posting:

Classification: Business Machines – Sales & Service

Proposed firm: The Swenson Group, Business Technologies

Represented by: Mark Van Slambrook

Address: 207 Boeing Ct. Livermore CA 94551

Phone: 960-8910 x123, Fax: 960-8919

E-mail: mvanlambrook@tsgbt.com

Proposed by: John Orozco

If you have any comments, questions or objections, please call Mike Peel or Manny Martin on the Membership Committee.

DID YOU GIVE A REFERRAL THIS WEEK?

DUES:

Invoices have been mailed out. Please get your payment in soon to save \$50!

OPEN CLASSIFICATION:

Crime Alert has decided to resign: “Because of a shift in our business paradigm, our company’s priorities have shifted. Furthermore, our

representative who has attended your organization’s meetings, David Ramsey, has an extremely full plate heading into Q4 and beyond.

As a result, we must regrettably tender our membership cancellation with the Tri-Valley Executives’ Association effective immediately. We certainly wish all of your members much success in their future business endeavors.”

So, if you know of a **security company**, please invite them to a meeting!

CLASSIFICATION:

JoDee Moore, mother of 2 kids, and grandmother of 2, has owned J. E. Moore Heating and Air with her husband, Jim, for over 20 years.

Growing up in Nebraska, since before she could read, JoDee dreamed of being a teacher. Her first-grade teacher was instrumental in giving her the confidence and drive to get there.

She met her husband, Jim, in high school and got engaged shortly after their graduation in 1958. However, she wanted to teach, so she started attending a local junior college; she only needed one year to become a teacher.

During that year both her parents and Jim moved away: her parents to California and her fiancé the military. She was determined and finished the year, but decided to move west to be with her parents. She soon found out that one year wasn’t nearly enough to become a teacher in California. So, she immediately enrolled in the local junior college to get her accreditation to become a teacher.

Jim finally joined her in California. They were soon married and she quit school thinking she would now be a homemaker. Jim broke the news to her that she had to get a job, which she

did. She got a great job with Pac Bell and worked there until Jay was born in 1963.

Jay was a complicated child, but she returned to work when he was 6 months old. She made the difficult decision to stay home to care for her son, who had what doctors now refer to as ADHD. Their second child, Jamie, was born in 1965. Once the children were in school, JoDee was able to do some of what she always wanted to do: teach. She was a teacher's aide for 6 years.

Jim was in the Aerospace industry and had a job opportunity in the Bay Area. Although their children were in high school at the time, they made the difficult decision to leave southern California. They settled in Pleasanton because it was midway between his client base in Concord and San Jose.

Once her children had graduated, she decided to go back to school herself, and in due course became a reading teacher in Pleasanton. Eventually, the program was changed and the new one didn't work for her, so she went back to school. At 44 years old, JoDee got her BA. She became a reading specialist and did tutoring for many years. JoDee now takes pride in working with her grandchildren, particularly her granddaughter that is dyslexic.

Back in 1982 Jim asked her to work with him as they started their new heating and air conditioning business. In July of 2005, they purchased a franchise, AireServ. Their new focus is on service rather than construction and insurance work, which was their focus for 20 years.

Their son Jay, who has a 16 year-old son and a 13 year-old daughter, has been working with them since 1985. His wife has now taken JoDee's place in the office.

The greatest energy use in California is HVAC. The new units are larger and have more coils, making them more efficient and quieter, but are more expensive. Ducting is a very important

part of HVAC systems, but it's very difficult for most people to spend money on something they don't see.

AireServ is a certified contractor with PG&E to test and repair duct systems as well as heating and air units. There is a flat fee for duct testing and repairs are bid on a case-by-case basis.

They have special equipment to make systems more efficient and to save people money. They are very involved in energy efficiency and the environment. They recycle everything and have been "green" for a long time.

To set up duct testing for your heating and air conditioning or for more information on the new systems, please call Jim Moore at (925) 462-3725.

"DON'T FORGET TO CHANGE YOUR FILTERS!"
