
JANUARY 1, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **January 8** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Mary Tuttle** of Best of Coupon Books and **Dr. Barry Winston** of Amador Valley Optometry.

The LEAD CHALLENGE: we will be choosing new challengers; one to give the lead and the other to whom the lead will be given.

The PROGRAM will be lead by **Jason Cooke** of Herrmann Financial Services.

DID YOU GIVE A REFERRAL THIS WEEK?

MEMBERSHIP DUES:

Invoices went out mid-December, so make sure you get your payment in by January 20 to save \$25.

REVIEW:

It's a New Year and time for a fresh start. Let's review our responsibilities as members of the TVEA and to each other as business associates. This is good info. that some of you have probably not read in a very long while, so please review.

UNDERSTANDING THE TVEA

The TVEA is a network of business owners and key executives that meet weekly for the sole purpose of promoting each members' business and exchanging business information and leads.

A Lead is information about an event or anticipated happening obtained and disseminated before it becomes public knowledge. Types of leads are:

- Direct: Specific information of interest and/or concern to a particular member
- General: General information which may be of value and/or interest to more than one member.
- Referred: A third party referral where the prospect is referred to another member or the association member is given a name of a prospect to contact.

A Classification presentation will...

- Let the membership know:
 - Who you are – your personal background
 - What you do – background of your business
 - Products and services – what you offer
 - Marketing area – whom you serve
 - Purchasing power – what you buy
 - Requests – what you want
- Tell a story about your business
- Enable membership to be fully informed about your business as a “dependable source of supply”
- Keep members up to date about your business to assure proper representation.

... Remember, each Association member is one of your **salespersons!**

MEETING POLICY REVIEW:

- Meetings begin promptly at 7:15am.
- \$1.00 fine for being late (coming in after the gavel starts the meeting).
- \$1.00 fine for leaving a meeting early.
- \$1.00 for having no “good” lead.
- \$2.00 for a missed meeting; discounted to \$1.00 if the Executive Director is notified.
- \$10.00 for no-show as a greeter.

▪ **Greeter Responsibilities:**

- Be at the meeting by 6:45am.
- Give members their name tags and greet them.
- Be aware of any guests, make them feel welcome and give them a “guest” name tag.
- Sell raffle tickets.
- Greeters’ responsibilities are over promptly at 7:15am.

▪ **50-50 Raffle Procedure:**

- Raffle tickets are \$1.00 each or 6 for \$5.00.
- Each game begins with 40 regular marbles and 4 winning (clear glass) marbles in the jar.
- If you hold the winning ticket, you get to choose a marble.
- If you do not choose one of the winning marbles, you receive 5 FREE raffle tickets at next week’s meeting.
- 50% of the cash from the sale of raffle tickets gets added to the cash prize (each game starts with \$50) until a winning marble is chosen.
- The other 50% collected goes into the TVEA savings account.

ATTENDANCE

For some of us, the value of attending meetings is implicit; others may need reminding that they are a valuable part of the organization and that they are missed.

Section 6.12 of By-Laws of the TVEA state: “Attendance: It is the duty of every Member to be represented at all regular meetings of the Association. The failure of any Member to be represented by its Active or Associate Representative at any three (3) consecutive

meetings or at a minimum of seventy-five percent (75%) of the weekly meetings during a calendar quarter, may be cause for expulsion.”

The energy of the Members is what makes each of us get up early every Thursday morning and it wouldn’t be the same if you weren’t there.

NEW MEMBER INFO:

Please welcome our new Members:

Classification: Real Estate - Commercial
Firm: Hunter Commercial Real Estate
Represented by: **Richard Hunter**
Address: Castro Valley
Phone: 510-357-0700, Fax: 510-357-7905
E-mail: rhunter@hcre.biz

Classification: Litigation Attorney – Civil & Commercial, Advice & Counsel
Firm: De La Housaye & Associates
Represented by: **Karyne T. Ghantous, Esq.**
Address: 1655 N. Main St., Walnut Creek
Phone: 944-3300, Fax: 944-3343
E-mail: karyne@delahousayelaw.com

Classification: Business Machines – Sales & Service
Firm: The Swenson Group, Bus. Technologies
Represented by: **Mark Van Slambrook**
Address: 207 Boeing Ct. Livermore CA 94551
Phone: 960-8910 x123, Fax: 960-8919
E-mail: mvanslambrook@tsgbt.com

NEW MEETING SCHEDULE:

...is attached.
