
JANUARY 8, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **January 15** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Karyne Ghantous** of De La Housaye & Associates and **Allen Eddy** of Cal Coast Plumbing.

The LEAD CHALLENGE: **Dr. Endre Selmeczy** will be giving a lead or singing to **Dave Silva** of Silmar Flooring.

The CLASSIFICATION will be given by new member, **Karyne Ghantous** of De La Housaye & Associates.

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.

IT'S A NEW YEAR:

And a new time in which we are living. Here are some tips from the group discussion on how to better run your business in the new economy:

- Look to City's and local governments for low interest loans to help your business; they don't want another empty storefront as much as you don't want to close your business.

- Consult your tax advisor [Jim Pease] to see if you can get back taxes you have paid in prior years if you have a net loss this year.

- Increase marketing and promotions – don't cut it back. Sit down and make a plan to increase your revenue to get ahead of the game.

- Review expenses to cut costs. Now is a good time to renegotiate with those whom you pay for services.

- Streamline processes to get work out the door.

- Ask your clients to post a review of your business on Google or Yelp.com.

- First-time homebuyers are people who have not owned a home in the past 3 years; great programs are available to them with a minimum amount down and they could be eligible for a \$7,500 tax credit through the Federal Gov't.

ELECTIONS:

It's time to choose a new Board. If you are interested in getting more involved or want to know more how the organization works, please contact Cristin. We'd like 3 or more new nominees for elections in March.

NEW MEMBER INFO:

Please welcome our new Members:

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 & Svc
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: mvanlambrook@tsGBT.com
