

JANUARY 29, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **February 5** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Jan Batcheller** of Gift Source and **Dave Cherry** of Big O Tires.

The LEAD CHALLENGE: Estate Planning Attorney, **Beverly Hoey** will be giving a lead or singing to **Mike Wallace** of Roman Holiday Salon.

The PROGRAM discussion will be led by **Jason Cooke** and **Dr. Rick Hume**.

PLEASE HELP:

Roman Holiday Salon has immediate openings of stations for licensed hair dressers to lease! All of his stylists were stolen by the franchisor.

Please tell all the stylists you know, so that Mike can get his beautiful shop full again. He is eager to negotiate terms.

Call Mike Wallace for details: 463-5650.

DID YOU GIVE A REFERRAL THIS WEEK?

CLASSIFICATION:

Mary Tuttle grew up on a farm in Northern Missouri being "tortured" by her seven older Eagle-Scout brothers. This might have been because she was always trying to teach them how to act properly. It was then that she figured out that she wanted to be a teacher.

Before long, she found herself substituting for teachers in the local community school. It was

very important to her father that his children went to college, and there was never a question that she would go to the University of Missouri, where she would study elementary education.

Her sister was at a party and met "Tutt", and instantly knew that he would hit it off with Mary. She set them up on a date and they became inseparable. Shortly after they married, Roy Tuttle joined the ROTC and they moved to Colorado. He was shipped off to Korea, but not before their daughter was born.

When her husband returned from overseas he secured a position with Chevron, which moved them around a lot. Having her teaching credentials she would get work teaching 1st and 2nd grade in the different states to which they relocated.

They eventually ended up in the Tri-Valley where she was able to teach in Pleasanton. Her husband was offered an early retirement package that was too good to pass up, but was too young to "retire".

In 1986 he decided, having been in marketing at Chevron, to go into direct marketing. In his second year of the new company that he started, Classic Values Coupon Books, he was able to convince Mary to come to work with him. She thought that he wanted her to do office work, but much to her dismay, he wanted her to sell advertising. She was so scared that she was only able to sell one ad. She mourned her teaching profession, and eventually Roy taught her to do sales using a script.

In the fall of 2001 a friend, who had a direct mail business and did his own printing, approached them to see if they would like to merge the two businesses. Timing was right as Roy's health was failing. The following March in 2002 after working with Mary for 16 of their 50 years together, Roy passed on.

Mary is grateful for the community in which she is fortunate enough to work and live. She now just does sales for her 6 books and their friend,

who has 19 other books, handles the rest. She is a member of each of the Chambers of Commerce of the towns she promotes. She enjoys the outlet and jokes that it “keeps her out the bars”.

As far as the Book goes (now known at the Best Of Coupons) she feels that they fill a niche in image marketing. She can have the entire ad created by her graphic artist; she says that she can do all of the work, just let her know that you are interested in an ad. You can choose from one ad to an ad in each book for the entire year. They do four mailings a year.

The best advice you can get about advertising: Keep your name out there; it makes people feel more comfortable to work with someone who is “familiar”.

If you are interested in talking to Mary Tuttle about placing an ad in the Best of Coupons book, please call her at 837-5634.

ELECTIONS:

We need volunteers! It’s time to choose a new Board. It’s an easy gig – get involved!

If you are interested in getting more involved or want to know more how the organization works, please contact Cristin.

Thank you to Dave Silva of Silmar for volunteering! We’d like 2 more new nominees for elections in March.

MEMBERSHIP:

We all know someone that could benefit from being a member of the Execs, now more than ever!

Here are some ideas of open Classifications:

Housekeeper Limo Service
Roofer Dermatologist

Photographer Pool Service
Pest Control Architect
Handyman Caterer
Candy Maker Graphic Artist

Baker Gutter Cleaning
Party Rentals Window Cleaning
Wine & Spirits Distributor

Remember: more members = more leads = more money for us all!
