
MARCH 12, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **March 19** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Alan Alvistur** of FSM Building Maintenance and **Dave Sanchez, Sr.** of B&S Hacienda Auto Body.

Mike Wallace of Roman Holiday Salon will be giving a lead to, singing to or visiting the office of **Jan Batchellor** of Gift Source.

Dr. Endre Selmeczy, Dental Office will be giving his CLASSIFICATION.

DID YOU GIVE A REFERRAL THIS WEEK?

ELECTIONS:

The **Ballot** for the Executive of the Year and the 2009 Board of Directors is attached. Please get it to Cristin or fax it to 736-4522 by March 20.

The Executive of the Year should be someone who you believe did a good job giving leads, bringing in new members, had great attendance, a combination of those or who has some other outstanding quality, that you think should be awarded TVEA "Executive of the Year".

Past Executives of the Year:

- **Darlene Crane-Peel**, RPM Mortgage
 - **Larry Smario**, Landscape & Tree Service
 - **Pam Meyer**, Design Works LTD
 - **Manny Martin**, Amador Property Mgmt.
 - **Dave Cherry**, Big O Tires
 - **Marilyn Lewis**, Aweigh-to-Go Travel
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MEMBER NEWS:

Sherri Wallace of Roman Holiday Salon is back from her big job in the City and will be re-joining Mike in the Salon. Welcome back, Sherri!

DUES:

Invoices for the second quarter have gone out; please remember to pay by April 13 to save \$25.

CLASSIFICATION:

Mark Van Slambrook is a newlywed; he and Krista married on October 11th. They have been together for 11 years and he has a stepson who is a senior at De La Salle.

Mark was born and raised in Walnut Creek by his Irish mother and German father. He is the middle of three brothers. He went to De La Salle High School, where he currently sits on the Alumni Board, and then graduated from Cal Berkley in 1993.

After graduating college, Mark got a sales job with the Swenson Group, which was a Xerox rep. After two years, he left Swenson and went to work directly with Xerox where had big accounts such as Computerland and Bechtel. He was with Xerox for 5 years before deciding to go back to Swenson.

Mark has been with The Swenson Group Business Technologies for 8 years now. He was managing 17 reps. but is now part owner of the otherwise family owned business. TSG provides quality office solutions including digital copiers, network printers, faxes, scanning solutions and toner for its customers. Customer service is their focus, which has definitely been the key to their business growing to over \$30 million.

Swenson eventually dropped the Xerox brand because they were becoming more and more difficult and wouldn't service their smaller customers. Swenson is now a dealer for Konica and Minolta. 10 years ago there were a lot of players in their industry, but manufacturers began buying up their competitors and there are only a handful left, producing all of the various brands.

Most of the companies can all do the same thing, but post-sale service and support are most important. The Swenson Group is the only dealership that exclusively sells Konica. The benefit for their clients is that parts and service are readily available. Their average response time for a service call is 2 hours. They can also save their clients money by providing equipment that is very efficient: 1 cent on their machines versus 4.5 cents on the typical HP.

This is the second year in a row that The Swenson Group has been on the *Business Times* list as one of the 50 fastest growing companies. The primary reason for their growth is their willingness to support small products in large offices and their ability to provide cost savings for their clients.

To have Mark do a free assessment of your production and show you how you can configure your systems to save you money, call him at 960-8910 x123.

NEW MEMBERS:

Classification: Security – Systems & Monitoring
Proposed firm: R N Security Company
Represented by: Rich & Linda Notzon
Address: 1520 W. Winton Ave. Hayward 94545
Phone: 510-786-2767, Fax: 510-786-2761

Classification: Communications – Phones & Cabling
Firm: Westward Communications
Represented by: Gary Ward
Address: 2382 Bluebell Dr. Livermore
Phone: 606-8227, Fax: 606-7285
E-mail: jonayward@earthlink.net
