
APRIL 16, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **April 23** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Allen Eddy** of Cal Coast Plumbing and Residential Real Estate Appraiser, **Larry Brumm**.

LEAD CHALLENGE: in two weeks... **Dave Sanchez, Sr.** will be giving a lead to, singing to or visiting the business of **Mona Fox**.

We have a very special GUEST SPEAKER, **Amy Sluss**, RN, author of: "*Health Care Your Way: How to get the best patient care*".

DID YOU GIVE A REFERRAL THIS WEEK?

MEMBER COUPON:

AireServ will be offering \$100 off of an Aspen Air Electronic Air Cleaner installation to TVEA members who schedule and install before May 15, 2009. Call AireServ to schedule: 462-3725.

BUSINESS SCAM

BROUGHT TO OUR ATTENTION BY RON JOHNSON OF ABI
BUSINESS SALES:

PBS Global, Inc. was a company that sent faxes to companies soliciting business owners who were interested in selling their company. For a large fee, PBS Global would guarantee a buyer for \$850,000 if the company would buy a third-party valuation costing \$8,200. A business analyst pleaded guilty to wire fraud for his role in the "junk" fax scheme that defrauded business owners across the nation of millions of dollars.

To get the full story go to www.ripoffreport.com; if you are a victim of PBS Global, please call the Federal prosecutor's hotline: (316) 269-6594.

MARKETING OPPORTUNITY:

Big O Tires has reserved 2 booths at the 1st Wednesday Street Parties (1st Wednesday of each month from May through September in Downtown Pleasanton); if you would like to share space, contact Dave Cherry at 462-7650.

CLASSIFICATION:

Born in Ross, California, Rich Notzon has lived in the Bay Area his entire life. His father was an entrepreneur who owned various small businesses: a dry cleaners, a liquor store, then a bar.

Having his father's entrepreneurial spirit, Rich got his first job at 14, mowing lawns. At 16 he became the janitor at his father's bar. Working at the bar, he noticed that each time a bartender left, the locks had to be re-keyed. He figured out that the locksmith was making a great income, charging what seemed to be a huge fee for only 10 minutes of work.

Rich got married right out of high school and took a job with San Leandro Key and Lock. When the owner wanted to retire, Rich had the opportunity to buy the business, which he did, for the sum of \$7,500. The previous owner agreed to stay on for a time to help with the transition of Rich as a new business owner. One of the first things he did was clean; the previous owner was a pack-rat and organization was not his strong-suit. Rich became a VERY meticulous individual, which is and always has been exemplified in his work.

During his locksmithing days, he met Mark Rogers (former member of TVEA) who was a tow-truck driver. He and Mark really hit it off and they became partners. They did a lot of networking and one of their biggest contracts was AAA.

About 7 years outside of high school, Rich got divorced and, as most young divorcees, went a little "wild". He sold his portion of the business to Mark and another partner and the company became Transbay Lock.

In 1978 Rich started his own company "from scratch", and got married for a second time. He decided that he would run this business a little differently with a more laid-back approach. He wore a cowboy hat and focused on customer service rather than the "minutes are dollars" philosophy.

As crime evolved from being able to secure your home with a deadbolt to having your front door simply kicked down, Rich began to see the emergence of hard-wired security systems. He began with his own house and has been wiring alarms ever since.

He divorced again after another 7 years; but he was finally tamed by Linda about 10 years ago (they made it past the 7-year mark and are doing really well).

2009 is shaping up to be his best year ever, having secured a number of large contracts. RN Security is a national service provider for Vector and does monitoring and testing of security and fire systems for companies like Toys R Us, Lowes and Tiffany & Co., as well as residential installation and monitoring. They do most of the work for the County of Alameda.

One key to their success is their employees. They have 5 full-time employees: installers who have been with the company for 10 years, 5 years, 4 years and 1 year, and his office manager that has been with him for 10 years.

They have worked their way out of lock work and focus mainly on security systems. They specialize in the custom design, installation, maintenance and monitoring of all electronic security and emergency systems including video surveillance, access control, fire and burglary detection as well as life safety and public address systems.

One of their specialties is hiding wires in completed buildings/homes. Their ability to meticulously hide wires is a special skill that Rich has proudly taught his installers.

Most of their jobs are bids, but they do provide service calls at \$90/hour. They are one of the few companies that will work with another company's system (most make you buy *their* system); it's not a real money-maker, but it is great customer service that people will hopefully remember.

Their monitoring is like very few companies out there: they have a live person answering the phone 24-hours a day and all calls go directly to him or one of his technicians. Again, customer service has been one of the keys to their success.

RN Security works throughout California, mainly in the greater Bay Area.

To switch your monitoring or to have your security system evaluated, call Rich Notzon at (510)786-2767.

NEW MEMBER:

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
