
MAY 7, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **May 14** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Ron Mize** of Tri-Valley Electrical and **Alex Arsenault** of Tri-Valley Bekins.

LEAD CHALLENGE: **Jim Bowen** will give a lead to, sing to or visit the business of **Allen Eddy**. Any lead that is questionable or may come after a period of three weeks, will now be known as a "Jones Lead" or "Jonezie" for short. *(If you don't know what this means, you shouldn't have missed the last meeting ☺)*

Our **CLASSIFICATION** will be given by **Ron Mize** of Tri-Valley Electrical.

MEMBERSHIP POSTING:

2nd Posting:

Classification: Attorney – Estate Planning
Proposed Member: Law Office of Jay Woidtke
Represented by: Jay A. Woidtke
Address: 20320 Redwood Rd. Castro Valley
Phone: (510) 881-5026
E-Mail: jay@woidtke.com
Proposed by: Larry Smario, Larry Smario
Landscape & Tree Service

If you have any questions or comments about or objection to the proposed member, please contact the Chairman of the Membership Committee: Mike Peel 426-3849.

MEMBER NEWS:

Mike Peel of Hometown GMAC Real Estate reports that pending home sales for February were 22. That doubled in March to 44, and in

April there were 68 homes that went pending. We are inclined to believe that we have seen the bottom of the market and things are definitely looking up!

DID YOU GIVE A REFERRAL THIS WEEK?

START TIMES:

Since there has been some confusion about meeting times, we wanted to just remind you all of the following:

- Greeting starts: 6:50am
- Members arrive for breakfast: 7:00am
- Meeting called to order: 7:15am
- Meeting adjourned: 8:30am

See you bright and early, or at least on time, next week!

DISCUSSION RECAP:

BY MARK VAN SLAMBROOK, PROGRAM COMMITTEE CO-CHAIRMAN

Below a recap of the topics presented by the TVEA Program Committee:

- Book review – share book to review for 5+ minutes, pick topic / concept and get in groups to share. Announce month+ in advance, maybe do quarterly / semi annual
- Outside Speaker – non solicitation (John Q shared City Planner Pleasanton came in once & was really good), need to find probably government official, someone willing to do for no pay
- Current Events – business, timely , relative info
- How to make / grow leads – make it fun, challenge?
- FREE online business tools – Google+ (get projector, show on laptop)
- Networking online – LinkedIn+ (get projector, show on laptop)
- Open to ideas from the group

Additional topics and ideas shared by the group today:

- Roundtable – get into assigned groups 5-6 / people, discuss business / get to know each other better (suggested by Ron)
- How to get / drive business into store, or go out and find it / make it happen (suggested by Dave)
- Types of advertising – direct mail, coupons, radio, internet, printing, etc. (suggested by Joey) – this could be part of driving business
- Internet B2B sites (suggested by Mike Peel)
- Industry trends / expertise (suggested by John O) – not a classification, specific relative business information
- Present topics from pairs of related industry info – i.e.: Carpet (Dave's); Real Estate (Mike P + Darlene), etc.
- Happy Hour / Meeting in late afternoon @ Girasole vs. morning meeting; semi-annual? Could do one of the above topics there?

NEW MEMBER:

Classification: Security – Systems & Monitoring
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
