
MAY 28, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **June 4** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Jay Woidtke**, Law Office of Jay Woidtke and **Joey Minahan** of The Door Doctor.

LEAD CHALLENGE: In two weeks, **Rich Notzon** will give a lead to, sing to or visit the business of **Tom Fox**.

Our PROGRAM will be led by **Jim Pease**.

PROPOSED MEMBER:

1st Posting

Classification: Landscape Maintenance
Member: R&S Landscape & Maintenance
Represented by: Terry Johnston
Address: Pleasanton, CA
Phone: (925) 846-6821
E-Mail: terry@rsland.net

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:

Allegra Print & Imaging is diversifying! You can now order all of signs from the same reliable printer you've been using for years. Call Wayne to order banners, yard signs and more: 426-2510.

DID YOU GIVE A REFERRAL THIS WEEK?

NEW BROCHURES:

New brochures have been printed are ready for you to display at your office or hand out to clients. There is also a brochure that many of you have asked about that is always available on the information table; it is a brochure about membership in the TVEA for you to give out that explains how a fellow businessperson could benefit from membership in the TVEA. Please take some of each to help promote our group.

CLASSIFICATION:

Dave Silva was born in Oakland and raised in San Lorenzo. He's been living in Pleasanton for 33 years. He has been married for 40 years and has a son, 33, who works with him in the flooring business, and has a daughter, 30, that is an elementary school teacher in Pleasanton.

After high school, he attended Cal State Hayward where he played baseball. Due to a lack of credits, he was drafted into the military and joined the Air Force. When he got out of the military he dreamt of becoming a baseball coach. Needing money to finish college and marry his sweetheart, he got a job working as an apprentice for his father who was a carpet installer. Their company handled mostly contracts from Montgomery Wards, who was the third largest carpet dealer at the time.

While renting an apartment, the property manager noticed his occupation and asked him if he could do some of their work. He said he could, and then found that it was a 5,000-unit complex and the work would keep him busy full-time. He asked his father to join him in starting their own business and became very successful for a while. After getting a couple of bad jobs, they were forced to close down.

He and his father went to work for Neil's in Hayward and Dave became very good at sales; better, in fact than the owner's children, who had become a drain on the business.

Dave and the office manager, Marge, were offered positions at Glenmoore Properties. Neil didn't want them to go, so he offered to back Dave and Marge in their own business. SILMAR Flooring started in Hayward where Dave was a member of the Executives' Association of Southern Alameda County. After starting the Tri-Valley Executives' Association in 1985, he opened their store in Pleasanton in 1986.

In 1989 Dave had the opportunity to buy the building, which he did. That same year, his partner, Marge, retired and the recession hit. It was a tough year and a half.

But with their quality and expertise in their industry, business thrived. Eileen started working with the company 20 years ago, when Marge left; and his son started with them 6 years ago when he graduated from college. Dad finally fully retired about three and a half years ago.

SILMAR Flooring sells and installs carpet, hardwood, laminate, synthetic hardwood (which looks better than real wood), tile, outdoor carpet (putting greens) – anything you walk on except concrete. Only 15% of their business is residential. Commercial jobs account for the majority of their business with senior centers and hotels as their niche market.

All but 2 of their installers are individual contractors who work out of Silmar's warehouse. They are experts in "fancy" commercial installations and are referred by the manufactures of those carpets, and are often called in to consult or to fix the installations of less experienced companies.

They specialize in product selection and installation to insure your satisfaction. Although warranties cover wear, wear is subjective. So it

is very important to choose the correct product for the installation and to know how long a product will look good, not how long it will last.

To update the one thing you use most in your home, call Dave or Eileen at 846-7600.
