

**JUNE 11, 2009**

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**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **June 18** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Wayne Yeaw** of Allegra Print & Imaging and **Manny Martin** of Amador Valley Property Management.

The VALUE OF THE ASSOCIATION will be given by **Jan Batcheller** of Gift Source – thank you, Jan for volunteering to show everyone how it's done!

**Mike Wallace** of Roman Holiday Salon will give his CLASSIFICATION.

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**NEW MEMBER:**

Please welcome our newest member, **Terry Johnston** of R&S Landscaping & Maintenance!

*Classification:* Landscape Maintenance  
*Phone:* (925) 846-6821  
*E-Mail:* [terry@rsland.net](mailto:terry@rsland.net)

Keep this info. on hand to give out to your clients, family and friends.

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**MEMBER NEWS:**

Mark Van Slambrook of The Swenson Group (well, actually his wife) is expecting a baby! Congratulations, Mark!

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**MEMBERSHIP DUES:**

Invoices for the Third Quarter dues have gone out. Remember to pay by July 15<sup>th</sup> to save \$25!

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**DID YOU GIVE A REFERRAL THIS WEEK?**

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**16<sup>TH</sup> ANNUAL SPIRIT RUN:**

Father's Day - Sunday, June 21<sup>st</sup>  
"A Family Tradition"  
10K 8:00am, 5K 8:20, Kid's Challenge 9:30  
\$25/adult, \$15/middle schooler, \$5 age 2-8 or  
\$15/each for family of 4 or more  
Proceeds benefit Rotary Club Pleasanton  
Scholarships

Call Mona Fox at 462-7010 to sign up with the TVEA group

(Jan Batcheller will be hosting a private "mimosa stop" for PARTICIPANTS ONLY)

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**TVEA SUGGESTED READING:**  
FROM JIM PEASE OF W.H. MAYER

A book by Malcolm Gladwell about a study of why some people succeed more than others: "**Outliers**" is the suggested reading for a group discussion on that topic in the **July 9** meeting.

You don't have to read the book be involved in the discussion – it's just a fascinating read.

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**CLASSIFICATION:**

**Phil Maser** was born in St. Paul, Minnesota, but grew up, from the age of 6, in Oakland, California. He graduated high school in Walnut Creek, and although he graduated from the University of San Francisco with an accounting degree, he never went into the business.

As the oldest son, he helped take care of many of the duties in keeping the house

maintained. His father was an electrical contractor and was able to get him into the union, which gave him the valuable experience that he counts on today.

Phil ended up selling machined tools in the Bay Area for about 10 years before going into the business for himself for another 20 years. After getting out of that line of work, he considered what he would do next. Knowing that he really couldn't go back to work for someone else after working for himself, he started a handyman business working out of the back of his car. He passed out flyers at church bazaars and eventually to Realtors because of his high school friend, Ed Kinney.

His business really took off. Working with the Realtors, he was urged to and got his general contractors license so that he could do Section 1 dry wrought and termite repair work. His biggest challenge was juggling all the work he had, but he has finally learned to say "no".

Phil Maser became a TVEA member in 2006 and currently sits on the Board as Chairman of the Retention Committee. Joining the TVEA has taken The Maser Company to new heights. Working with other members of the TVEA has really broadened Phil's knowledge on the design aspect of his business. He specializes in bathroom and kitchen remodels, but can do it all.

He says that it is important to become friends with those that he works for, as trust is a priority when working in someone's home. Phil always gets the necessary permits for any job, and prides himself in working on the job until it is complete.

Phil is married with 2 children who each have a boy and a girl; the two granddaughters are graduating high school this year. One of their hobbies is gardening. Phil has been fascinated by people in the TVEA who are involved in the community, which has inspired him to give something back. Besides little league, Phil does ministry to prisoners at Santa Rita jail which has been very fulfilling.

For your next remodel or other home projects, call Phil Maser at 829-1650.

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