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JUNE 18, 2009

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**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **June 25** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Dave Sanchez, Sr.** of B&S Hacienda Auto Body and **Dave Cherry** of Big O Tires.

The VALUE of the Association will be given by **Dave Silva** of Silmar Flooring.

*THE VALUE:* Tell us about a valuable experience you had with the TVEA, quantify the business you have received because of the TVEA or give the group a valuable business insight (to be limited to non-controversial, non-confrontational and non-political commentary).

**Dan Brown** of Onstad's Insurance Agency will give his CLASSIFICATION.

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**MEMBER NEWS:**

**Pam Yeaw** of Allegra Print and Imaging is the latest member to get physical! She will be running in the Father's Day 10K, has done a half marathon in Seattle and was 1<sup>st</sup> in her age group with the police department. Go Pam!

Other member marathoners include: Jason Cooke, Mona Fox and Jim Isaac.

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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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**BEST OF:**

Don't forget to vote for your favorite businesses in the Pleasanton Weekly's Reader's Choice 2009. The Pleasanton Weekly is conducting their annual poll. Please vote for your fellow members at [www.pleasantonweekly.com/best\\_of/voting/form.php](http://www.pleasantonweekly.com/best_of/voting/form.php)

You can vote once for each e-mail address you have. Good luck to those businesses competing in the following "Best" categories:

- Car Repair
- Computer Repair
- Mortgage Professional
- Pleasanton Real Estate Office
- Tire Store/Service Center
- Hair Salon – Men
- Hair Salon – Women
- Place to Buy a Gift
- Italian Restaurant
- Place for a Business Lunch
- Romantic Restaurant
- Take-out Restaurant
- Carpet Cleaner
- Carpet Store
- Flooring Store
- Landscaper
- Plumber
- Place for an After-Dinner Drink
- Place to Get Together with Friends

Go online and vote before June 28<sup>th</sup>!

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

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**NEW SBA LOANS FOR BUSINESSES:**

Starting June 15, 2009, the SBA will begin accepting loans for a temporary new program called America's Recovery Capital (ARC). ARC loans of up to \$35,000 are designed to provide a "bridge" for viable small businesses with immediate financing hardship to keep their doors open until they get back on track. For more information see the attached information sheet provided by Ron Johnson of ABI Business Sales.

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**CLASSIFICATION:**

Twenty-five years ago, **Sherry Wallace's** mother suggested that she take an ROP class while in high school. She signed up for Cosmetology and the rest is history.

She grew up with an older sister who was handicapped, so a lot of responsibility was thrust on her. The responsibility at home partially led her to marry her high-school sweetheart.

They quickly had two sons (both now in college) but then divorced.

As a single parent Sherry had to work hard to perfect her skill to make a living for herself and her boys. She became an educator for hair product companies such as Graham Webb and Wella.

**Mike Wallace** was born in Germany, but at age 3 he was moved to Benicia, where he was raised. Mike was a hyper boy with terrible allergies who grew up in the shadow of his sister. He didn't do well in school, was unable to keep a job for long and eventually developed a drug problem.

After rehab, while getting his long hair trimmed, his hairdresser suggested that this could be a job he'd be great at, since most clients that walked into the salon while he was having his hair done, Mike would pick apart and talk about what could be done to make that person look his/her best. He took his hairdresser's suggestion to heart and went to beauty school. The school had 105 students of which 19 were men and only 10 were straight men; Mike really liked the occupation that he had chosen.

Among many applicants Mike was hired with 4 other stylists, one of which was Sherry, to work at Good Looks, formerly a salon in Pleasanton. Mike and Sherry barely spoke for 3 years, and then they were friends for a long time. Finally, one year after Sherry's divorce, they went on their first date. After much negotiating, they married and now have a 13-year-old daughter together.

Ten years ago, former TVEA member, Norma Vorhies was selling Roman Holiday Salon. Mike and Sherry thought about it, but didn't think they could buy or run a business. They went in to meet with Norma with the attitude that they weren't going to buy it, but after talking about it and driving by many nights after it had closed, they decided to go for it. When they first bought the business it was employee-based, but finding that the toughest part of owning a business was the business itself, they made everyone an independent contractor.

Last year Sherry took a job as an educator for Wella in San Francisco, and Mike ran the shop. It was a great experience for Sherry and a time of personal growth for Mike. Shortly after Mike took over the business, a chain salon came in and lured away all of their stylists. Mike was struggling with whether to keep the business open or just get a shop for him and Sherri. A passing comment from a former client flipped a switch for Mike and he took on the challenge of rebuilding the salon. The members of the TVEA really stepped up and

helped in a big way to get Mike through the time of turmoil and offered ways to build the salon back up.

Roman Holiday Salon has gone back to their original way of doing business, where each stylist has commission-based compensation. This gives Mike & Sherry control the salon's reputation. As the job in the City took more and more of her time away from her family, mainly her teen-age daughter, Sherry made the decision to come back to the salon full-time and is rebuilding her clientele.

24 years ago, Mike got into the business because of makeovers. Knowing how he felt when he made himself over, he wanted other people that lack confidence in their appearance to feel that same way. He feels he has a gift to be able to see through a person's current look to see what they could really be.

The stylists of the salon do everything involving hair: cut, color, perm, style, and special-occasion hair and make-up. Both Mike and Sherry are artists and are very skilled in their craft. As educators and as part of their service, they will teach you how to get the look they create in the salon at home. With different levels of talent, they have new levels of pricing starting at just \$25, so there is something to fit everyone's budget.

If you want to get a makeover or just a trim, call Mike or Sherry at Roman Holiday Salon: 463-5650.

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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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**NEW MEMBER:**

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

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