
JUNE 25, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **July 9** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **Allen Eddy** of Cal Coast Plumbing and **Mona Fox** of Design Works.

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).

PROGRAM: **Jim Pease** will lead a discussion about what some of the underlying factors are that may cause a person to be successful.

**PREPARATION FOR THIS WEEK'S DISCUSSION:
FROM JIM PEASE OF W.H. MAYER**

The book "Outliers – The story of success" by Malcolm Gladwell investigates the causes of extreme success (outliers). Gladwell's claim is that it is not **primarily** individual talent, hard work or merit of any kind that causes the kind of success, but rather sheer circumstances and luck. Gladwell cites that there are many individuals that are talented and work hard and yet do not experience extreme success. He goes on to say that without luck and the proper circumstances extreme success is unlikely.

These discussion questions are asked as though you have read the book. I will explain the context of these questions before the discussion:

- 1) When does a Canadian hockey Player want to be born? Why does it matter?
 - 2) Does Chris Langan's experience mean, as Gladwell claims that success really isn't about individual merit?
 - 3) Gladwell gives several reasons for Asian academic success. What are they and which do you find most convincing?
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MEMBER NEWS:

Our condolences go out to **Manny Martin** and the family of his sister, who passed away last month.

Keep **Jim Bowen's** wife, Dale, in your thoughts and prayers as she battles pneumonia and moves forward with her cancer treatments.

Jason Cooke and Herrmann Financial Services are offering 401K reviews and advice. Contact him today to have him review the portfolio you have with your retirement plan.

MEMBERSHIP DUES:

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

DID YOU GIVE A REFERRAL THIS WEEK?

CLASSIFICATION:

Dan Brown grew up in San Louis Obispo, where his father was a fireman. He attended Cal Poly and decided to live off campus when he found out that it was the second biggest party school (next to Chico State).

After graduation he worked part time for Mutual of Omaha doing sales and promotions. The standard of living was not supported by the opportunities in San Louis, so Dan decided to move to the Bay Area where he worked for the same agency in Santa Clara for 22 years.

In 2007, the agency Dan worked for sold to a big company, which, he found, was not his cup of tea. That's when he found Onstad's, who does business the old fashioned way. So that's where Dan has made his new home.

Dan's wife of 18 years passed away in 2007. He is moving on and will get married to a new lady in his life this December. He enjoys golf and seems to have a really good handicap.

Dan has been handling commercial and personal insurance for 27 years. If you have questions about your policies or would



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like to move your insurance to Onstads, please call Dan at 866-1444 or direct at 242-7798.

NEW SBA LOANS FOR BUSINESSES:

Contact your local Wells Fargo to get an application: 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 Ron Johnson of ABI Business Sales.

NEW MEMBER:

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