
AUGUST 20, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **August 27** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dan Brown** of Onstad's Insurance and **Jim Bowen** of Pleasanton Auto Repair.

The VALUE will be given by **Bob Olsen** of Olsen Painting.

The CLASSIFICATION will be given by **Larry Smario** of Larry Smario Landscape and Tree Service.

There will be a **BOARD MEETING** directly following adjournment.

DID YOU GIVE A REFERRAL THIS WEEK?

TVEA BOCCIE TOURNAMENT:

Bocce anyone? We have scheduled our first TVEA **Bocce Tournament** on **Thursday, September 3rd** at Campo di Bocce in Livermore.

The tournament will begin at 6:00pm followed by a classic spaghetti dinner at 7:30. The cost will be approximately \$40/per person and will included dinner.

This will be a great event to bring your spouse, your associates or your prospective members.

We have 20 players so far and this is the **LAST week** to sign up. The sign-up sheet will go around one last time this week or call Cristin **ASAP** to get on the players roster!

BROCHURES:

It's time to order again... some of you have given me your changes, so if you have anything that you would like changed or added to the TVEA brochure, please let Cristin know by next Thursday.

VALUE:

Allen Eddy of Cal Coast Plumbing has been a TVEA member since 1991. The personal value of the Association is the relationships formed are long-lasting and with this group in particular, everyone is so willing to help each other out, not only in business, but in every aspect of life.

The quantitative value for Cal Coast has been tremendous. Amador Valley Property Management: \$55,000, David & Cristin Sanchez: \$5,000, Hometown GMAC: \$31,000, Mike Peel: \$7,000; Girasole: \$7,500 annually... just to name a few.

TO HELP RESOLVE A CONFLICT, DON'T TALK ABOUT WHAT YOU CAN'T DO; ASK THEM WHAT YOU CAN DO. – Dr. Endre Selmeczy

MEMBER NEWS:

- The **Dental Office of Endre Selmeczy** offers more than just basic dentistry; check out his website for great information: www.livermoredentalreports.com.

- **FSM Building Maintenance** does pressure washing and hard floor cleaning.

CLASSIFICATION:

Cesar Alvistur came to the US from Peru in 1964 under a tennis scholarship. In Peru he had been a professional soccer player at the young age of 14 and a golden glove boxer at 16. Having lost his parents when he was just 11 years old, he had to work to continue and finish school because he knew the value and importance of an education.

He had been attending San Francisco City College for two years when the Vietnam War began. He enlisted in the Army and was trained in helicopter repair. He got orders to go to Germany, but wanted to really see what war was... was it like the war games he played when he was a child? So he requested and was granted a transfer to Vietnam where he was awarded the bronze star.

When he returned home from the military, he got his Aviation Maintenance Certification (AMC) and got a job with Delta Airlines. He started Five-Star Maintenance in 1970, which soon grew to where he had to leave Delta to manage FSM full-

time. In 1987 FSM was the largest janitorial service in the Tri-Valley.

In 1990 franchises started showing up and changed the marketplace. The franchises were undercutting his bids by hiring illegal workers and not paying workers' comp. insurance or taxes. Despite the competition FSM grew to 39 employees with large corporate accounts.

Cesar retired from FSM three years ago and his son, Alan had taken over managing the janitorial company. He moved to Peru until about 6 months ago, when Alan asked him to return to help save the business. One of their largest accounts, Circuit City stopped paying (\$50,000 per month) and then went bankrupt, leaving an unpaid balance of \$45,000.

The effects of the recession have hit their business pretty hard all the way around. They laid off all but 4 part-time employees and are doing a lot of the work themselves. Cesar has found that many companies are requiring their employees to keep their own workspaces and offices clean and have the janitors only come to pick up the trash and vacuum the hallways.

The most difficult aspect of the janitorial business is the unreasonable expectations of the clients: don't expect to have spotless bathrooms if you have several employees working (therefore using the bathrooms) most of every day and only have the janitorial service come once or twice a week. Other tasks like cleaning around the outside of the company's door are things that are expected by the clients, but employees are prohibited from doing because workers' compensation insurance doesn't cover off-premises activities.

Some cleaning tips:

- Vinyl and linoleum flooring needs to be maintained just as hardwood needs to be maintained.
- NEVER use Mop'n'Glow
- Spills on carpet need to be wetted thoroughly with water immediately after the spill occurs.

If you or someone you know needs a knowledgeable, experienced janitorial service, call FSM Building Maintenance at 454-1834.

OUR NEXT BOOK:

On November 5th we will be discussing the ideas presented from the book "*Strengths Finder*" by Tom Rath.

NEW MEMBER:

Classification: Landscape Maintenance

Represented by: **Terry Johnston**

Phone: (925) 846-6821

E-Mail: terry@rsland.net
