
SEPTEMBER 3, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **September 10** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Lawrence Ling** of QES Computers and **Rich Notzon** of RN Security Company.

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

The CLASSIFICATION will be given by **Darlene Crane-Peel** of RPM Mortgage.

COMING UP:

9/17 - ROAD SHOW at Design Works NO MORNING MEETING.

NETWORKING: (PLEASE READ)

Now's the time, more than ever, to get back into it. Business relationships are still formed the old-fashioned way: networking. Get back to the basics of word-of-mouth advertising; it's a fact that people do business with people they know and trust. As you know, the TVEA is one of the best places to network.

There are many businesses out there that are struggling and could really use the TVEA. Keep an ear open when talking to people and invite them in. If you have someone that you'd like to have invited (even anonymously), let Cristin know and she'll send them an invitation.

We'd like to make it a goal for each member to give Cristin a list of 5 people/businesses to whom she can send a general letter, inviting them to a meeting.

VALUE:

Bob Olsen of Olsen Painting has been a member of the TVEA since 1992. During that time leads given and received have generated hundreds of thousands of dollars. Beyond the

financial benefit, the TVEA is a place to exchange ideas, find common ground and form friendships that can last a lifetime.

OPEN CLASSIFICATIONS:

We have a great core group of members. We are looking to grow the membership with the following classifications:

<i>Architect</i>	<i>Engraver</i>
<i>Bakery</i>	<i>Graphic Artist</i>
<i>Bank</i>	<i>Gutter Cleaning</i>
<i>Counselor</i>	<i>Handyman</i>
<i>Dermatologist</i>	<i>Housecleaner</i>
<i>Pool Maintenance</i>	<i>Photographer</i>
<i>Manicurist</i>	<i>Real Estate - Commercial</i>
<i>Masseuse</i>	<i>Roofer</i>
<i>Party Rentals</i>	<i>Signs</i>
<i>Pet Groomer</i>	<i>Window Cleaning</i>
<i>Pest Control</i>	<i>Wine & Spirits Distributor</i>

If you know a business in any of these classifications, please invite them to a meeting or ask Cristin Sanchez to mail them information about the TVEA.

**THE WAY YOU FEEL SHOULDN'T DETERMINE THE WAY YOU ACT;
THE WAY YOU ACT SHOULD DETERMINE HOW YOU FEEL.**

DID YOU GIVE A REFERRAL THIS WEEK?

OUR NEXT BOOK:

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

CLASSIFICATION:

He has Canadian parents and grew up in Rhode Island as the oldest of 8 brothers and sisters. As **Wayne Yeaw** neared his high school graduation, he saw many acquaintances get drafted for the Viet Nam War. He decided that rather than be drafted, he'd enlisted. After boot camp, he was stationed in Germany, where he was able to serve his entire tour of duty.

After serving in the military for 3 years, Wayne began working for Sears in the finance department, where he met Pam, his

wife of over 25 years. They now have 3 sons and 2 granddaughters. Their oldest son is in the military and is stationed in Alaska. The youngest is a sergeant with the Alameda County Sheriffs department in charge of booking at Santa Rita Jail. And their middle son, who was disabled when he broke his neck at age 21, is the graphic designer at Allegra.

Sears offered Wayne an early retirement package, which he accepted and purchased a printing franchise. Thus he started his career as a printer over 20 years ago.

There have been many changes in the industry since 1985 and 25-30% of printers have gone out of business. Allegra Print & Imaging has four presses and does copying (as low as 4 cents for black and white copies), digital printing, traditional printing, folding, binding, continuous forms, checks (including Quicken) and a lot more. The majority of their printing is now done digitally. Since digital is constantly evolving, Allegra leases their machines to keep up with the ever-changing technology.

They have over 700 clients of which small businesses are their mainstay. Some of their larger clients are the City of Pleasanton, Davey Tree, Hacienda Owners Association, Pleasanton Garbage, mortgage companies and restaurants, among others. They also print for brokers like Copy Team and Kinko's.

As the only "green business" printer in this part of Alameda County, Allegra was able to acquire the printing contract for the City of Pleasanton, the City of Dublin and are starting to do some printing for the City of San Leandro.

They are active in Rotary, Pleasanton Partners in Education, Tulancingo Sister City, and the Pleasanton Downtown Association. Pam Yeaw is also a volunteer policewoman for the City of Pleasanton.

For all of your printing and copying needs, call Wayne & Pam Yeaw at Allegra Print & Imaging at 426-2510.

NEW MEMBER:

Classification: Landscape Maintenance

R&S Landscaping & Maintenance

Represented by: **Terry Johnston**

Phone: (925) 846-6821

E-Mail: terry@rsland.net

MEMBER NEWS:

- Best wishes for a speedy recovery to our fearless leader, **Jason Cooke** of Herrmann Financial Services, who underwent an emergency appendectomy.

- Congrats to former member Dr. Rick Hume on the birth of his twin baby girls!
