

OCTOBER 15, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **October 22** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **John Quintanal** of USANA Health Sciences and **Jan Batcheller** of Gift Source.

The VALUE will be given by **Joey Minahan** of The Door Doctor.

Allen & Aaron Eddy of Cal Coast Plumbing will be giving their CLASSIFICATION.

VALUE:

Housing Market update from **Mike Peel** of Hometown GMAC Real Estate:

Tri-Valley homes currently pending

	<i># Pending</i>	<i>Avg. List Price</i>	<i>Days on Market</i>
Livermore	267	\$431,000	39
Dublin	146	\$476,000	34
San Ramon	278	\$608,000	43
Pleasanton	155	\$741,000	49
Danville	115	\$815,000	66

DID YOU GIVE A REFERRAL THIS WEEK?

CLASSIFICATION:

Bob Olsen is a California native growing up in Palo Alto, the son of an Engineer and a home-maker. After graduating from Sunnyvale High School in 1964, he took engineering classes in Junior College, which he found to be very boring.

This was during the Viet Nam war and to avoid being drafted, he joined the Army reserve. Unable to

maintain an acceptable GPA, Bob was called into active duty and shipped off to Fort Ord. After basic training, he realized that partying in Laguna Beach, although great fun, was not a sustainable pastime, so he moved back to the Bay Area.

He soon got a job as a line technician at one semi-conductor company and then another, where he was promoted from line technician to line supervisor. With that experience, he was able to get a job with Applied Technologies, who at the time was making radar warning systems for fighter planes. He started in the quality assurance department as an inspector and when his supervisor left the company, he was promoted to acting supervisor. Applied Technologies scaled back from 2,000 employees to a little more than 200 when they lost their government contract.

As one of the lucky ones to keep their jobs, Bob was transferred into the engineering department where he designed and fabricated computer chassis for fighter jets. He worked as the Mechanical Sustaining Engineering Department Manager until 1980, when he was not-so-lucky as the last time, and was laid off.

During that recession he had met up with a buddy of his who was in real estate. Having done some painting together back in their younger days, he asked Bob to do some painting for him while he was looking for work. It didn't take long for the Realtors to come running and he soon had plenty of business.

But Bob didn't want to paint; being in the field and running a business is not what he wanted to do. On the advice of his wife, he committed to working in the field for 3-5 years and then would hire people they knew they could trust. 3-5 years turned into 10, but he finally got out of the field almost 20 years ago.

Along the way he learned that you have to be diversified to survive in this business. He's done a lot of HOA work, hotels, light industrial and tenant improvements, remodels and some new construction. His was one of the first businesses to use a high pressure reel, with which he called upon his engineering background and built his own. His was also one of the first companies to have all of their crews cellular, and

people were always amazed that when they called him for a job, they were actually speaking with a live person.

He's been in the business for almost 30 years now, always using state-of-the-art equipment. They do a lot of high-end painting, and as a testament to the quality of his work, Olsen Painting Company is the only painting contractor for the retired CEO of Kelly Moore Paints.

Oil-based paint is being phased out by regulations set in motion from the environmental groups. There is a new product that is as good, if not better, than the oil-based: Durepoxy, which is a latex-based epoxy, can be found at Kelly Moore and Sherwin Williams. There is also a new "green" paint that can be used for those with severe latex allergies.

His company prides itself on very high production and proficiency. Their quality is excellent and his crew is very experienced and knowledgeable. In this economy he is working a crew of four guys including himself, and has decided to keep a crew no larger than eight as the economy rebounds. Their business is generated by referral only; they do no advertising.

Bob has a son from a previous marriage who is 35. He met his wife Carol in 1975 at Applied Technologies where she was a department manager; they married in 1977. Bob enjoys boating, RV-ing, and golf.

If you have a paint project or know of someone who does, call Bob Olsen at 484-2228.

CALENDAR:

November 26 – No Meeting (Thanksgiving)

December 10 – No Meeting

December 10 – Christmas Party at Girasole, 6:00pm

December 17 – Gift Exchange

December 24 & 31 – No Meeting (Christmas Eve. & NYE)

Referrals for Membership

From: _____

You may use my name in the letter Please make the letter anonymous

Company: _____
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