

OCTOBER 29, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **November 5** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Ron Johnson** of ABI Business Sales and **Jo Dee Moore** of J.E. Moore Air Conditioning.

The VALUE will be given by **Jim Pease** of W.H. Mayer Accountancy.

Jim Pease will be leading the PROGRAM discussion based on the book "Strengths Finder" by Tom Rath.

The **BOARD** will meet following adjournment.

CONGRATULATIONS:

Welcome, Michaela Maureen Van Slambrook, born to Mark & Krista on 10/27 at 10:17pm weighing in at 8.6 lbs. and 20" long. Congrats, Slammer!

VALUE:

Darlene Crane-Peel of Residential Pacific Mortgage has been enjoying TVEA since 1995, helping to keep her accountable and on top of her game. She considers her fellow members her "jewelry": she puts you on every day and you make her look good!

INTRODUCTIONS:

Presented by Joey Minahan

We get very comfortable with each other and sometimes forget information about those that we are referring. Introductions are important; introduce people with confidence and personal "backing" to impact the listener. An introduction helps people pay attention to the speaker; so pay attention to the

introduction. Clapping is an important way to give the speaker confidence and show appreciation.

To be more effective in our networking, we all should work on Introductions, Paying Attention and Clapping heartily.

MEMBERSHIP APPLICATION:

2nd Posting:

Classification: Acupuncture

Member: Dr. Sun's Acupuncture Center, P.C.

Represented by: Haili Sun

Address: 4275 Rosewood Dr. #29, Pleasanton, CA 94588

Phone: (925) 463-8686

E-Mail: drhsun@ymail.com

If you have any questions or comments about or objection to the proposed member, please contact the Chairman of the Membership Committee: Mike Peel 426-3849.

DID YOU GIVE A REFERRAL THIS WEEK?

WARRIORS GAME:

Skip Hinsley of Girasole Grill has generously donated a skybox for the Warriors vs. Portland Trailblazers game on Friday, November 20th.

There are 20 tickets (12 left), 10 parking passes and a \$1,500 food credit.

The cost to us is \$25 per person to cover gratuity and extras for the suite.

The first 20 people will get to go; pay in advance. So, send an e-mail or call and get your money in to Cristin ASAP!

CLASSIFICATION:

The Yeaw family came to New England from England back in the 1630's. He has parents who live in Nova Scotia and he 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.

The printing industry is one of the largest employers in the US today. In 2009 vs. 2008, print sales in the first quarter were down 9% and in the second quarter were down 4.75%. The industry is seeing a turnaround and is optimistically predicting an increase of up to 15% in 2010. Allegra Print and Imaging is down about 12%, but business is really picking up.

Contrary to popular belief, printing doesn't "kill trees". For every one tree that is cut to produce paper, three are planted in it's place; it is a renewable resource. 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 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.

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.

Marketing tip: To save money, send mailers to areas and/or people that you know will respond rather than "blanket" mailings.

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

TVEA HOLIDAY BANQUET

This should be a great evening! We are looking forward to seeing everyone there.

When: Thursday, December 10, 2009 at 6:30pm

Where: Girasole Grill: 3180 Santa Rita Rd. at Las Positas, Pleasanton, 484-1001

Cost: \$30 per person; no-host bar

RSVP: ASAP to Cristin Sanchez 736-4522

****There will be no meeting the morning of 12/10.***

CALENDAR:

November 26 – No Meeting (Thanksgiving)

December 10 – No Meeting

December 10 – Christmas Party at Girasole, 6:30pm

December 17 – Gift Exchange

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