

JANUARY 7, 2010

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **January 14** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Rich Notzon** of RN Security and **Terry Johnston** of R&S Landscape.

The VALUE will be given by **Cesar Alvistur** of FSM Building Maintenance.

Manny Martin of Amador Valley Property Management will be giving his CLASSIFICATION.

DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING THIS WEEK? Thank you, **John Quintanal** of USANA Health Sciences for bringing your guest.

VALUE:

Dr. Endre Selmeczy has received over \$50,000 in business referred to him from the TVEA; however, since he is a sole practitioner, when he is away from his dental practice for a morning, he can potentially lose about \$1,000 in revenue – not a good return on investment MONITARILY. The reason the TVEA has longevity is because it is made up of small business owners with the same values, its frequency of meetings, the number of sound members and a purpose that is light-hearted and not another "job".

For Dr. Endre the TVEA provides a platform to interact at a personal level which may not always monetarily benefit each member, but the subconscious benefit is always there.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is up to **\$119.00**.

PROGRAM:

The goal of GOOGLE (which, when spelled differently is a mathematical term that means a number 1 followed by 100 zeros) is to organize the world's information and make it accessible to everyone.

Most of us have done a "Google" search and understand the basics, but the majority of us don't really understand the future of Google and how its benefits can be free to us.

Google makes its money, like most news services, from advertising, but unlike traditional news sources, it gets revenue from advertisers who pay to be at the top of your search – the more an advertiser pays, the closer to the top of the search they get. On a Google search, there are two sets of listings: one that is by relevance and one that is just those who advertise with Google, called "Sponsored Links". The more users Google has searching through their site, the more marketable, and more expensive they are as an advertising site.

To attract more loyal users, Google offers an abundance of free services, such as e-mail. A "gmail" account is easy to set up and can be accessed globally from any computer that has an internet connection.

To those outside of the dot-com business "cloud computing" has been a completely foreign concept, until recently. Typical cloud computing providers deliver common business applications online which are accessed from a web browser, while the software and data are stored on multiple servers on which all data is encrypted for security. This allows small business access to state-of-the-art software programs that would otherwise be inaccessible due to the exorbitant expense. Use of the programs and data storage is "rented" for a monthly fee.

Other FREE services include Google Docs; documents, spreadsheets, calendars, presentations can be created in the most recent version of the software and can be accessed and stored by anyone with an internet

connection regardless of the version of software they are running.

Google Earth will show you a live picture of the address you enter. Google Reader will track information posted on any topic that you want to follow and will alert you to new postings. Google Translate can translate between most common languages. Google Calendar can be created and shared to help coordinate your meetings, sports...your life. Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your business' website traffic and marketing effectiveness.

Once you set up your free account with free e-mail and 7GB of free storage, the iGoogle Home Page can be a wealth of very useful and some useless, although completely fun, information. It is one of the most efficient places and ways to navigate the internet.

<http://www.google.com/ig>

INVOICES:

Invoices for the first quarter dues went out a couple of weeks ago. Remember to pay by **January 20th** to save \$25.00.

DID YOU GIVE A REFERRAL THIS WEEK?

ELECTIONS:

It's time to choose a new Board. It's an easy gig – get involved!

Our President-elect is **Mike Peel** of Hometown Real Estate. If you are interested in getting more involved or want to know more how the organization works, please contact Cristin.

Joey Minahan of the Door Doctor has been nominated and we'd like 2 more new nominees for elections in March.

NEW MEMBER:

Classification: Acupuncture

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

Represented by: **Haili Sun**

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