
APRIL 8, 2010

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **April 15** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Allen Eddy** of Cal Coast Plumbing and **Mona Fox** of Design Works.

Ron Mize of Tri-Valley Electrical will give the VALUE.

New member, **Brad Hirst** of Equity Enterprises will be giving his CLASSIFICATION.

THE WEEKLY "POT" REPORT: TVEA's 50/50 raffle is up to **\$280.00**.

TVEA BOCCIE TOURNAMENT: *This is your LAST WEEK to sign up!*

We have scheduled our second TVEA **Bocce Tournament** on Thursday, **April 22 at 6:00pm** Campo di Bocce in Livermore. We had a great time last year; don't miss out!

The tournament will begin at 6:00pm followed by a classic spaghetti dinner at 7:30. The cost will be \$45/per person and will included dinner.

VALUE:

Mike Wallace of Roman Holiday Salon knows that the real value of his membership in the TVEA is the support he's gotten each member in the group. When times are tough everyone rallies around them and gives them the moral support to keep you up when you've been knocked down.

DUES:

Invoices for the second quarter have gone out; this is your **last week** to save \$25 (due 4/15).

MEMBER NEWS:

Mike and Sheri Wallace are simplifying their business; they will be moving Roman Holiday Salon to a two-station salon at 4625 First Street, Suite 225 in Pleasanton. All appointments with Mike or Sheri will be done in their new shop as of May first.

CLASSIFICATION:

The oldest of 5, **Jan Batcheller** was born in Santa Monica, growing up on the beaches of Southern California. She was educated at Catholic girls schools and got her college degree from the University of California Santa Barbara. She became a teacher in Laguna Beach where she met her husband.

During his service in the Navy he did his residency in orthopedic surgery here in the Bay Area at Oak Knoll and lived in Dublin. Eventually the service took them back east and then to Japan, where they lived for 3 years and her two sons, John and Paul, were born. When her husband got out of the Navy, they moved back to the Bay Area, in 1974 bought the house they still live in in Pleasanton, and had their daughter, Amy. Jan has four grandsons: Paul and Amy each has a son and John has two boys.

Jan started out with a plant and basket shop, but sold it when Amy was born. When the children were a little older, Jan once again wanted a business of her own, which was the only way she'd have hours flexible enough to keep up with her children's activities. So, 22 years ago, she opened Gift Source.

Gift Source does nothing but promotional products. A promotional product is a tangible and useful product that carries a message; it is permanent media with a targeted audience. A promotional product can help create an identity, help change an identity, or update your identity. They can promote a brand or create team spirit. They can motivate someone to take action or create customer loyalty. Unique products create excitement and make people feel appreciated. Jan

loves the new challenges of finding just the right item for her client.

The most popular promotional products are motivational items for employees and gifts for clients. Today, “green” products, products that can be re-used or are made from recycled materials are the most popular with their clients. Anything from the health industry, like hand sanitizers and sunscreen is also the trend. The most used promotional product remains the pen.

Important marketing and advertising facts:

1. The market is constantly changing
2. People forget fast
3. Competition isn't going away
4. Marketing strengthens your identity
5. Marketing is essential to growth
6. Marketing enables you to hold onto customers
7. Marketing maintains moral
8. Marketing gives you an advantage over the competition who have stopped marketing
9. Marketing allows business to continue by generating revenue for overhead
10. You have invested money that you stand to lose

Call Jan Batcheller at the Gift Source 484-4407, to help find the perfect marketing item or gift from you or your company.

PROCEDURE ON PROPOSAL OF A NEW MEMBER

Since we've had many new members and guests, we thought it best to post the procedure on the proper way to introduce someone to the group.

- Clear with the Executive Director or Membership Chairperson a potential member representative to be a guest at a breakfast meeting.
- A potential member representative may attend as a guest of the TVEA no more than two breakfast meetings.
- The sponsoring member representative must submit the completed Membership Proposal Form to the Executive Director.

- The proposed member representative will be posted in the TVEA newsletter for two consecutive weeks, giving member representatives an opportunity to voice any conflict or objection to the Membership Committee.
- The Membership Committee will conduct a personal interview with the potential member representative.
- The Membership Committee will review all information gathered. A decision to grant or reject membership will be made by a majority vote of the Committee.
- If the Membership Committee cannot derive a decision, the matter will go to the Board of Directors. A decision by the Board of Directors will stand.
- If the Membership Committee/Board of Directors rejects a proposed member representative, the proposing representative may object in writing and request a meeting to discuss the rejection.
- After approval of a proposed member, the representative will be sent a completed membership Application Form for review and signature.
- Upon return of the Application Form along with the Initiation Fee of \$100.00, the new member representative will be formally inducted into the TVEA.
- Following induction, the new member representative will be invoiced for dues (currently \$225.00 per quarter) pro-rated for the balance of the current quarter, due within thirty days of the invoice date.

NEW MEMBERS: WELCOME!

Classification: Real Estate - Commercial
Member: Equity Enterprises
Represented by: **Brad Hirst**



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PHONE & FAX 736-4522 ♦ www.trivalleyexecs.com

Address: 7020 Koll Center Pkwy #101, Pleasanton 94566
Phone: (925) 484-3636
E-mail: brad@equity-enterprises.net

Classification: Windows
Member: Custom Exteriors
Represented by: **Kevin Gundry**
Address: 440 Boulder Ct. Ste. 400, Pleasanton 94566
Phone: (925) 249-2280
E-mail: kgundry@custom-exterior.com
Website: www.custom-exterior.com

Limo Service Pool Service
Credit Union Winery
Roofer Dermatologist
Photographer Graphic Artist
Pest Control Architect
Handyman Gutter Cleaning
Candy Maker Window Cleaning
Bakery Party Rentals
Wine & Spirits Distributor

Classification: Pressure Washing/Steam Cleaning
Member: JTD Under Pressure
Represented by: **Scott Burns**
Address: Dublin 94568
Phone: (925) 828-6719
Cell: (925) 216-5834
E-mail: srburns4@comcast.net
Website: www.jtdunderpressure.com

Classification: Solar Energy Systems
Member: Next Energy Solar
Represented by: **Jeff Johnson**
Address: 1110 Burnett Ave. Ste E, Concord CA 94520
Phone: (800) 600-8171
Cell: (510) 331-6624
E-mail: JeffJohnson@NextEnergySolar.com
Website: www.nextenergysolar.com

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

MEMBERSHIP:

If you want us to send someone a letter directly, simply get the potential member's information to Cristin.

The classifications of **Janitorial Service, Travel Agent, Movers, Chiropractor and Bank** are now open. Think of those you may know in those fields, as well as those listed below, and invite them to a meeting.