

APRIL 15, 2010

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **April 29** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be dentist and sedation specialist, **Dr. Endre Selmeczy** and **Dr. Haili Sun** of Dr. Sun's Acupuncture.

John Orozco of Transworld Systems will give the VALUE.

Estate Planning Attorney, **Jay Woidtke** will be giving his CLASSIFICATION.

THE WEEKLY "POT" REPORT: TVEA's 50/50 raffle starts again the first week of June at \$50.00 with a **new format – a guaranteed cash winner every week.**

Congratulations, **Larry Smario**, who one our last pot of **\$304.00!**

VALUE:

Dave Jones of Tiger Carpet Cleaning states the obvious value of TVEA membership is the business he gets, but having a resource as large as this to refer friends and family is invaluable.

DID YOU GIVE A LEAD THIS WEEK?

NEW RULE:

By Presidential Order (and courtesy to the speaker giving the classification) please keep your introduction and leads to 1 minute or less. If you have something on which you'd like to elaborate or an announcement you'd like to make, let Mike Peel know prior to the start of the meeting.

CLASSIFICATION:

At 8 years old, Texas-born Brad Hirst moved to Pasadena where he grew up.

Brad went to Fresno State for three reasons: football, beer and girls. After graduating from college with a BA in Physical Education, he went to work for Standard Oil in the credit department.

He moved 8 times in 10 years with Shell, and longing for a permanent home and a sense of community, he and his wife settled in Pleasanton and have been in the same home for 41 years. They have a daughter and two grandsons that live at Lake Tahoe, and a son and two grandsons who live in Portola Valley.

In 1970 he quit his job as an oil company executive, with no idea what he was going to do next. In 1971 he started the commercial division of Valley Realty. Then, in 1975 Brad Hirst founded his own company, Equity Enterprises.

Equity Enterprises' primary business is leasing, developing, investment and consultation on light industrial, office buildings, retail strip centers, subdivisions, restaurants, convenience markets and gasoline retailers. Just a few of his major clientele include: Bank of America, Thoratec, McDonald's (among many other fast-food restaurants), Kaiser Aluminum, Shell Oil, Chevron and Marriott Senior Living Services.

For the past 8 years, Brad has been working on developing, selling and leasing commercial condominiums. In the last 60 days he has closed escrow on six sales, done 1 lease in Livermore, 1ground lease, 2 lease renewals and 1 consulting project.

Lately, the biggest trend of buyers and lessees seems to be companies needing space for medical uses. Based on recent activity, Brad feels that the commercial real estate market has hit bottom and that now is a great time to buy commercial real estate, especially with the low rates and SBA programs.

One bit of advice: it is not cost-effective to relocate unless you are saving more than \$0.10 per foot.

Brad has been a licensed Real Estate Broker specializing in commercial real estate for 35 years now. Working on many city planning committees throughout the Bay Area since 1969, and being very active in the community, Brad has received many awards over the years, including the Mayor's Award, the Key to the City and three Community Development Awards from the City of Pleasanton.

To talk to Brad Hirst about any of his current projects and/or your commercial real estate needs, call Equity Enterprises at 484-3636.

MEMBERSHIP:

Thank you to **Harvey Tulchinsky**, who invited his guest, Jerry Rainey, representing health insurance.

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.

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	

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

Who can you invite to a meeting this week?
