
JUNE 17, 2010

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **June 24** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Lawrence Ling** of QES Computers and **Darlene Crane-Peel** of RPM Mortgage.

The VALUE will be given by **Brad Hirst** of Equity Enterprises.

Mark Van Slambrook of The Swenson Group Business Technologies will be giving his CLASSIFICATION.

NEXT WEEK:

On July 1st we will be discussing the book: "**Switch - How to change things when change is hard**" (By Chip Heath & Dan Heath).

DUES:

Invoices for the second quarter have gone out; you have until **July 15th to save \$25**, and pay only \$250.00 for the quarter.

We know that cash flow for many of us is a struggle right now; so we are happy to accept monthly payments of \$91.67 in order to help you maintain your membership and avoid the \$25.00 late charges.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is up to **\$59.00**.

VALUE:

The Value of the Association **Kevin Gundry** of Custom Exteriors has been new business of more than \$4,000 in the short time that he has been a member. He thinks of

the members of the TVEA on a daily basis and finds the Association to be a good resource when talking to homeowners.

WHO CAN YOU INVITE TO A MEETING THIS WEEK?

FREE PASSPORT UNLIMITED CARD:

Watch your mail! Courtesy of our speaker last week, you will each be receiving a free Passport Unlimited card to try out for a year. Your Passport Card provides a second complimentary adult entrée at a selection of prestigious restaurants. Your card can be used anytime, as often as you'd like to dine out at any of the participating restaurants.

There are other benefits including golf courses, movie theatres, theme parks, ski resorts and more. Each member who attended the meeting will be getting a free card to try out and see the value for themselves.

For more information you can go online to www.passportunlimited.com or call Patrick Judge (408) 723-0719 patrickj@passportunlimited.com.

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 now stationed in Afghanistan. The youngest is a sergeant with the Alameda County Sheriff's 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 a talented 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, formerly American Speedy Print) 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.

Contrary to popular belief, printing doesn't "kill trees". For every one tree that is cut to produce paper, three are planted in its 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.

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: Ask yourself two questions:

- What are you doing today that you weren't doing 2 years ago?
- What will you be doing 2 years from now that you aren't doing today?

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

DID YOU GIVE A LEAD THIS WEEK?

NEW MEMBER: WELCOME!

Classification: Insurance – Medical/Dental

Member: Raney Insurance

Represented by: **Jerry Raney**

Address: 5994 W. Las Positas #107, Pleasanton 94588

Phone: (925) 469-9000, *Cell:* (925) 895-4335

E-mail: jerry@raneyinsurance.com

Website: raneyinsurance.com

MEMBERSHIP DIRECTIVE:

Classification Exclusivity - Classification Exclusivity within the Tri-Valley Executives' Association in which a member provides a good or service means the following: each member of the association is in agreement that none can market any similar good or service of another member or a good or service that is not directly within the defined Classification held by that member while attending a TVEA meeting or function.

Reasons:

- Our members are considerate of the others and won't think to bring in a new member for a category that is "covered" by someone else in the group, even if it's not their classification.
- This is a networking group and the more members we have the larger the sphere of influence. Each one has their own sphere of influence and if one person holds more than one category, it limits the number of referrals you may get within the Association. This is why a member cannot hold more than one classification without another executive representing that category.

If you have any questions about what you are able to promote or the limits of your classification in the TVEA meetings, please talk with Cristin Sanchez or any Board Member.
