
JUNE 24, 2010

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **July 1** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Tom Fox** of Keller Williams Tri-Valley Realty and Mike Wallace of Roman Holiday Salon.

The VALUE will be given by **Dave Silva** of Silmar Flooring.

Jim Pease will be leading a discussion based on 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:

Congratulations, **Manny Martin** of Amador Valley Property Management who one last week's pot! TVEA's 50/50 raffle begins again at **\$50.00** this week.

VALUE:

The value of the association to **Brad Hirst** of Equity Enterprises is the way the other members help him avoid spending money. He has taken his business to several members of the TVEA and has been given honest and straightforward answers, not the typical "up-sell" that most companies practice. The value is the

integrity and willingness to help others exemplified by the TVEA members.

WHO CAN YOU INVITE TO A MEETING THIS WEEK?

CLASSIFICATION:

Mark Van Slambrook and Krista have been together for 11 years, and together they have a baby girl and he has a stepson who is 17.

Mark was born and raised in Walnut Creek by his Irish mother and German father. He is the middle of three brothers. He went to De La Salle High School, where he has been on the Alumni Board, and then graduated from Cal Berkley in 1993. He is currently serving on the local YMCA committee and donates his other time to Operation Dignity, which provides emergency and transitional housing for homeless veterans.

After graduating college, Mark got a sales job with the Swenson Group, which was a Xerox rep. After two years, he left Swenson and went to work directly with Xerox where had big accounts such as Computerland and Bechtel. He was with Xerox for 5 years before deciding to go back to Swenson.

Mark has been with The Swenson Group Business Technologies for 9 years now. He was managing 17 reps. but is now part owner of the otherwise family owned business. TSG provides quality office solutions including digital copiers, network printers, faxes, scanning solutions and toner for its customers. Customer service is their focus, which has definitely been the key to their business growing to over \$30 million. The primary reason for their growth is their willingness to support small products in large offices and their ability to provide cost savings for their clients.

Swenson eventually dropped the Xerox brand because they were becoming more and more difficult and wouldn't service their smaller customers. Swenson is now a dealer for Konica and Minolta. 10 years ago there were a lot of players in their industry, but

manufacturers began buying up their competitors and there are only a handful left, producing all of the various brands.

Most of the companies can all do the same thing, but post-sale service and support are most important. The Swenson Group is the only dealership that exclusively sells Konica. The benefit for their clients is that parts and service are readily available. Their average response time for a service call is 2 hours. They can also save their clients money by providing equipment that is very efficient: 1 cent on their machines versus 4.5 cents on the typical HP.

Marks best referrals are offices of 5-250 people, but he is also happy to provide equipment and supplies for a one-man operation. To give Mark a referral (qualified or not) or to have him do a free assessment of your production and show you how you can configure your systems to save you money, call him at 960-8910 x123.

DID YOU GIVE A LEAD THIS WEEK?

NEW MEMBER: WELCOME!

Classification: Insurance – Medical/Dental

Member: Raney Insurance

Represented by: **Jerry Raney**

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