
JULY 22, 2010

THIS WEEK:

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

GREETERS will be General Contractor, **Phil Maser** of the Maser Company and **Mark Van Slambrook** of The Swenson Group Business Technologies.

The VALUE will be given by **Jim Bowen** of Pleasanton Auto Repair.

Lawrence Ling of QES Computers will be giving his CLASSIFICATION.

ROAD SHOW:

Big **thank-you** to **Kevin Gundry** of Custom Exteriors for hosting an open house last week. What an impressive facility!

If any member would like to have a Road Show to their business, please contact Cristin Sanchez to get on the schedule.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is up to **\$68.00**.

VALUE:

Dan Brown of Onstad's Insurance has heard for years about and experienced the value of friendships made within the TVEA. The biggest value for him is the expertise represented by the members – hearing about the aspects of different industries and being able to call on someone when you help with something that is outside of your realm of knowledge.

WHO CAN YOU INVITE TO A MEETING THIS WEEK?

CLASSIFICATION:

JoDee Moore, mother of 2 kids, and grandmother of 2, has owned J. E. Moore Heating and Air with her husband, Jim, for over 20 years.

Growing up in Nebraska, JoDee dreamed of being a teacher even before she could read. Her first-grade teacher was instrumental in giving her the confidence and drive to get there.

She met her husband, Jim, in high school and got engaged shortly after their graduation in 1958. However, she wanted to teach, so she started attending a local junior college; at the time, she only needed one year to become a teacher.

During that year both her parents and Jim moved away: her parents to California and her fiancé the military. She was determined and finished the year, but decided to move west to be with her parents. She soon found out that one year wasn't nearly enough to become a teacher in California. So, she immediately enrolled in the local junior college to get her accreditation to become a teacher.

Jim finally joined her in California. They were soon married and she quit school thinking she would now be a homemaker. Jim broke the news to her that she had to get a job, which she did. She got a great job with Pac Bell and worked there until Jay was born in 1963.

Jay was a complicated child, but she returned to work when he was 6 months old. She ultimately made the difficult decision to stay home to care for her son, who had what doctors now refer to as ADHD. Their second child, Jamie, was born in 1965. Once the children were in school, JoDee was able to do some of what she always wanted to do: teach. She was a teacher's aide for 6 years.

Jim went into the Aerospace industry and had a job opportunity in the Bay Area. Although their children were in high school at the time, they made the difficult decision to leave southern California. They settled in

Pleasanton because it was midway between his client base in Concord and San Jose.

Once her children had graduated, she decided to go back to school herself, and in due course became a reading teacher in Pleasanton. Eventually, the reading program was changed and the new one didn't work for her, so she went back to school. At 44 years old, JoDee got her BA. She became a reading specialist and did tutoring for many years. JoDee now takes pride in working with her grandchildren, particularly her granddaughter that is dyslexic.

Back in 1982 Jim asked her to work with him as they started their new heating and air conditioning business. Their main focus has always been new construction and insurance work. As the economy changed in 2000 they began focusing on more service and started looking for a change to accommodate that. Coincidentally, in 2003 Allen Eddy of Cal Coast Plumbing was doing some work for them and invited them to the TVEA.

In July of 2005, they purchased a franchise, AireServ. Jim & JoDee found that the franchise opportunity wasn't a good fit for their business; AireServ procedures and systems were not developed for small businesses. So, in 2009 they ended their contract with AireServ and went back to being J.E. Moore Air Conditioning.

Their son Jay, who has a 18 year-old son and a 15 year-old daughter, has been working with them since 1985. His wife has now taken JoDee's place in the office. Jim head's up the service department with one installer, and Jay manages the installs with one technician and two others on call.

The greatest energy use in California is HVAC. The new units are larger and have more coils, making them more efficient and quieter, but are more expensive. Ducting is the core of HVAC systems, but it's very difficult for most people to spend money on something they don't see. However, new government regulations will be requiring duct sealing, which can only be performed by a licensed contractor who gets permits for the work.

They have special equipment to make systems more efficient and to save people money. They are very involved in energy efficiency and the environment.

They recycle everything and have been "green" for a long time.

They offer full service, maintenance and installation. They have flat rates and offer service agreements to keep your system in top shape. They always get permits for required work and are independently tested by an outside company to make sure that they are following industry standards and guidelines.

To set up duct testing for your heating and air conditioning or for more information on the new systems, please call Jim Moore at (925) 462-3725.

"DON'T FORGET TO CHANGE YOUR FILTERS!"

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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