
AUGUST 5, 2010

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **August 12** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Mona Fox** of Design Works. and **Dave Jones** of Tiger Carpet Cleaning.

The VALUE will be given by **Allen Eddy** of Cal Coast Plumbing.

Dr. Endre Selmeczy will be giving his CLASSIFICATION.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is up to **\$82.00**.

WHO CAN YOU INVITE TO A MEETING THIS WEEK?

OPEN CLASSIFICATIONS:

The classifications of **Debt Collection** and **Communications** are open. Think of those you may know in those fields, as well as those listed below, and invite them to a meeting.

Travel Agent	Advertising
Limo Service	Pool Service
Roofer	Dermatologist
Photographer	Graphic Artist
Pest Control	Architect
Handyman	Gutter Cleaning
Candy Maker	Window Cleaning
Baker	Party Rentals
Winery	House Cleaner
Wine & Spirits Distributor	

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

MEETING ETIQUETTE:

As a professional courtesy to the member who is giving his or her classification, we ask that you make every effort to stay until adjournment. Thank you.

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

PROGRAM:

As a guest speaker, Patrick O'Leary, VP of Xiptel, demystified the technology that is quickly becoming commonplace in the business world. Above all else, VoIP is basically a clever "reinvention of the wheel", which will more than likely one day replace the traditional phone system entirely.

Chances are good you're already making VoIP calls any time you place a long-distance call. Phone companies use VoIP (**Voiceover Internet Protocol**) to streamline their networks. By routing thousands of phone calls through a circuit switch and into an IP gateway, they can seriously reduce the bandwidth they're using for the long haul. Once the call is received by a gateway on the other side of the call, it's decompressed, reassembled and routed to a local circuit switch.

Although it will take some time, you can be sure that eventually all of the current circuit-switched networks will be replaced with this packet-switching technology. IP telephony just makes sense, in terms of both economics and infrastructure requirements. More and

more businesses are installing VoIP systems, and the technology will continue to grow in popularity as it makes its way into our homes. Perhaps the biggest draws to VoIP for the users that are making the switch are **price** and **flexibility**.

With VoIP, you can make a call from anywhere you have broadband connectivity. Since the IP phones broadcast their info over the Internet, they can be administered by the provider anywhere there's a connection. So business travelers can take their phones or ATAs with them on trips and always have access to their home phone. Another alternative is the **softphone**. A softphone is client software that loads the VoIP service onto your desktop or laptop. The Vonage softphone has an interface on your screen that looks like a traditional telephone. As long as you have a headset/microphone, you can place calls from your laptop anywhere in the broadband-connected world.

Most VoIP companies provide the features that normal phone companies charge extra for when they are added to your service plan. There are also advanced call-filtering options available from some carriers. These features use caller ID information to allow you make a choice about how calls from a particular number are handled, such forwarding to a particular number, or giving that caller a busy signal. Other advanced features simultaneous ringing (home, cell and/or office) so your clients can always get a hold of you without giving them your direct cell phone or home number, and individual time of day/week call routing and customizable messaging schedules.

With many VoIP services, you can also check voice mail via the Web or attach messages to an e-mail that is sent to your computer or handheld. Not all VoIP services offer all of the features above. Prices and services vary, so if you're interested, it's best to do a little shopping.

For more information, you can call Patrick at 925-203-5012 or poleary@xiptel.com.
