

AUGUST 26, 2010

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **September 2** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Manny Martin** of Amador Valley Property Management and **Dr. Barry Winston** of Amador Valley Optometric.

The VALUE will be given by **Bob Olsen** of Olsen Painting.

Ron Mize of Tri-Valley Electrical will be giving his CLASSIFICATION.

NEW BOOK:

In January (wanted to give you all enough time to read this one) we will be discussing the ideas presented in the book **Rework** by Jason Frieod & David Hansson. The book presents itself as having new insights on business and what we do in our businesses day to day.

MEMBER NEWS:

Mike Peel, Tom Fox, the other agents and the staff of **Keller Williams Tri-Valley Realty** is moving! The office on First Street is closed and everyone will be working from 5994 W. Las Positas Blvd. Suite 101 in Pleasanton until their permanent home is ready mid-October. Phone numbers to reach Mike & Tom are the same.

VALUE:

The value of the Association for **Larry Smario** of Larry Smario Landscape & Tree Service is having a source of professional people to whom he can refer his clients, knowing that they will get good service and their money's worth.

SOCIAL:

Bocce anyone? We have scheduled our third TVEA **Bocce Tournament** on Thursday, September 30th at Campo di Bocce in Livermore.

The tournament will begin at 6:30pm followed by a classic spaghetti dinner at 8:00pm. The cost will be approximately \$50/per person and will included dinner.

This will be a great event to bring your spouse, your associates or your **prospective members**. Sign up with Cristin ASAP!

There will be **NO MEETING on September 30th**.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is up to **\$107.00**.

BUSINESS TIP:

As Dr. Endre has learned...To build lasting relationships with customers they need to be made to feel that they are being helped with a problem. To avoiding "selling" someone (which we all hate) show them the problem, then offer the solution. In general it will take being shown 5 times before the customer will realize that they have a problem.

CLASSIFICATION:

The life of **Harvey Tulchinsky** has been like a kaleidoscope, one little move and everything changes. He began his journey in Chicago, IL. Unable to care for him, his mother sent him to a group home where Harvey lived with 33 other children. As a teen he encountered some trouble, which led him to join the military, using a fake ID, at the age of 14.

He served 1½ years in the Navy, but just before he was to be shipped to Korea, the government discovered that

he was only 15 ½ years old. He was given an honorable discharge and they welcomed him to re-enlist when he turned 17, which he did. He describes his service as the “best years of my life”. After serving in the Marine Corps, he returned to Chicago where he worked for many years as a postal carrier.

After suffering an injury that put him on disability, he moved to California with his aunt and uncle. He sold gym memberships, briefly sold shoes, and then secured a position with a leasing business, where he was a fleet manager, getting rid of lease contracts for government cars that were no longer used, and did very well.

Everything changes when you meet a girl... Her father was a drycleaner, who was caught skimming from the business and accused of tax evasion. He pleaded with Harvey to keep his business running while he served his time, and promised to compensate him when he got out (which he didn't). So, in 1967, Harvey opened Harvey's Cleaners in the little-known town of Dublin, CA.

Harvey became actively involved in the little community, where he helped the town to incorporate and he worked as the 1st mayor's campaign manager. For a time Harvey was known as the Honorary Mayor of Dublin. He started the Dublin Historic Society as well as Dublin's sister city in Bray, Ireland. He has been TVEA President, Rotary President, Chamber President, President of San Ramon Men's Golf Club, a director of Rowell Ranch, director of Private Industry Council, and has spent time working with the Alameda County Cal-Trans Authority. He is an active Rotarian and was voted the 2003 Chamber Volunteer of the Year.

Harvey has been married three times, has 6 children, 11 grandchildren and 3 great grandchildren. In June he married his 4th wife, former member and divorce attorney, Karen Johnson, in June 2010. He enjoys waterskiing and golf.

Dry cleaning is a heavily regulated business. Although the solvent Harvey uses is not hazardous, he is restricted by 7 government agencies. He believes in saving the earth and therefore, nothing he uses goes into the ground or sewers. In 2020, the most effective chemical will be completely eliminated from the

market, as it has been in Southern California. Harvey's has been grandfathered for another 2 years, at which time he will be forced to buy new machines which will cost hundreds of thousands of dollars (\$130,000 - \$210,000).

With all the new fabrics on the market, many from other countries, each garment is required to have a care label, however these may not always be reliable. Many products that people wear, such as deodorant, cologne and perfume can affect the outcome of the cleaning.

At Harvey's Cleaners they “spot” every item, looking for areas that need special attention. The items are spot-treated, colors are separated, garments are tagged and then cleaned. Each load takes about an hour. So, don't complain about paying \$6 for a pair of slacks!

Over the years Harvey has become a “guru” when it comes to wedding gown cleaning and restoration. His talent is so widely known that Nordstrom sends him work, including customers with very expensive, very delicate St. John fashions. He even has one customer that sends her cleaning from Austin, Texas because she can't find a cleaner that can care for her St. John clothes.

According to Harvey, the worst thing a person can do when dropping something, such as food on their garments is rub the fabric, which actually pushes the stain farther into the fabric and can chafe the fabric, which only becomes visible after dry cleaning. Best thing to do: call Harvey! For free pickup and delivery call 828-7214.

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
