
OCTOBER 14, 2010

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **October 21** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Tom Fox** of Keller Williams Tri-Valley Realty and **Jan Batcheller** of Gift Source.

The VALUE will be given by **Darlene Crane-Peel** of RPM Mortgage.

The CLASSIFICATION will be given by **Dan Brown** of Onstad's Insurance.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is up to **\$242.00**. With only 1 marble left, a **winner is guaranteed** this week!

VALUE:

The Value of the Association for **Jason Cooke** of Herrmann Financial Services is the ideas for marketing ourselves and our companies are so diverse. Each member brings a different perspective for growing their business.

SAVE THE DATE:

The Annual TVEA Holiday Party is scheduled for December 9th at 6:30pm. We have the option this year of going to the home of one of our members: Jay Woidtke has offered his house in Castro Valley. Please let us know your preference (house or restaurant) as soon as possible. Thanks!

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.

CLASSIFICATION:

Dave Silva was born in Oakland and raised in San Lorenzo. He's been living in Pleasanton for 34 years. He has been married for 41 years and has a son, 34, who works with him in the flooring business, and has a daughter, 31, who is an elementary school teacher in Pleasanton.

After high school, he attended Cal State Hayward where he played baseball. Due to a lack of credits, he was drafted into the military and joined the Air Force. When he got out of the military he dreamt of becoming a baseball coach. Needing money to finish college and marry his sweetheart, he got a job working as an apprentice for his father who was a carpet installer. Their company handled mostly contracts from Montgomery Wards, who was the third largest carpet dealer at the time.

While renting an apartment, the property manager noticed his occupation and asked him if he could do some of their work. He said he could, and then found that it was a 5,000-unit complex and the work would keep him busy full-time. He asked his father to join him in starting their own business and became very successful for a while. After getting a couple of bad jobs, they were forced to close down.

He and his father went to work for Neil's in Hayward and Dave became very good at sales; better, in fact than the owner's children, who had become a drain on the business.

Dave and the office manager, Marge, were offered positions at Glenmoore Properties. Neil didn't want them to go, so he offered to back Dave and Marge in their own business. SILMAR Flooring started in Hayward where Dave was a member of the Executives' Association of Southern Alameda County. After starting the Tri-Valley Executives' Association in 1985, he opened their store in Pleasanton in 1986.

In 1989 Dave had the opportunity to buy the building, which he did. That same year, his partner, Marge, retired and the recession hit. It was a tough year and a half.

But with their quality and expertise in their industry, business thrived. Eileen started working with the company 21 years ago, when Marge left; and his son started with them 7 years ago when he graduated from college. Dad finally fully retired about five years ago.

SILMAR Flooring sells and installs carpet, hardwood, laminate, synthetic hardwood (which looks better than real wood), tile, outdoor carpet (putting greens) – anything you walk on except concrete. Only 15-20% of their business is residential. Commercial jobs account for the majority of their business with senior centers and hotels as their niche market. They just completed two Indian gaming casinos.

All but 1 of their installers are individual contractors who work out of Silmar's warehouse. They are experts in "fancy" commercial installations and are referred by the manufactures of those carpets, and are often called in to consult or to fix the installations of less experienced companies.

They specialize in product selection and installation to insure your satisfaction. Although warranties cover wear, wear is subjective. So it is very important to choose the correct product for the installation and to know how long a product will look good, not how long it will last.

They started the company only selling and installing carpet, linoleum, vinyl and vinyl asbestos tile; there wasn't really a market for tile or hardwood.

Today, the trend is hard surface: linoleum, luxury vinyl, laminates and pre-finished hardwood. Onsite/finish-in-place hardwood floors have become almost obsolete in California because of all of the regulations. Carpets have come down in price because of the new way it's made, and is available in countless colors, patters and styles.

Green products come from natural materials or recycled products. Made with linseed oil, wood flour, backed

with burlap and a environmentally-safe coating, Linoleum flooring is making a come-back and is now available in 60-70 colors and patterns. Cork is also very popular as is bamboo; however bamboo can be very soft, but is now being made stronger with a strand-woven technique. Although very expensive, wool (from England, New Zealand or Australia) carpet is becoming popular again. Rubber flooring is also new and is made from recycled carpet that is pulled up and sent back to the manufacturer.

The Leadership in Energy and Environmental Design (LEED) Green Building Rating System is becoming mandatory commercially for most cities in the area, but is gaining popularity residentially. Challenges with LEEDs include finding effective environmentally-safe adhesives and the rising expense of recycling carpet, currently \$0.60-1.50 per square foot (\$6.00 per square foot in New York). Carpet recycling becomes mandatory in 2014.

All installations are guaranteed and can be done in some offices without moving partitions or even unplugging a computer.

To update the one thing you use most in your business or home, call Dave, Eileen or Chris at 846-7600.

VALUABLE WEB LINKS:

<http://www.linkedin.com/>

<https://www.yelp.com/signup>

YEAR-END SCHEDULE:

11/25 – No Meeting: Thanksgiving
12/2 – Regular Meeting at Vic's: Jim Pease talks about tax changes, 7:00am
12/9 – No AM Meeting: Holiday Party 6:30pm
12/16 – Gift Exchange at Vic's 7:00am
12/23 – No Meeting: Christmas
12/30 – No Meeting: New Year
