
NOVEMBER 4, 2010

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **November 11** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be dentist, **Dr. Endre Selmeczy** and **Scott Burns** of JTD Under Pressure.

The VALUE will be given by **Mike Peel** of Keller Williams Tri-Valley Realty.

Jerry Raney of Raney Insurance will be giving his CLASSIFICATION talk.

YEAR-END SCHEDULE:

11/18– Regular Meeting at Vic's: **John Quintanal** will be serving samples, 7:00am

11/25 – **No Meeting:** Thanksgiving

12/02 – **No AM Meeting: Holiday Party 6:30pm**

12/09 – Regular Meeting at Vic's: **Jim Pease** talks about tax changes, 7:00am

12/16 – **Gift Exchange** at Vic's 7:00am

12/23 – **No Meeting:** Christmas

12/30 – **No Meeting:** New Year

HOLIDAY PARTY AT GIRASOLE GRILL:

The Annual TVEA Holiday Party has been rescheduled for the first Thursday in December, **12/2** at 6:30pm at Girasole. Please let Cristin know if you will attend. The sign-up sheet will be going around.

VALUE:

The VALUE of the Association for **Wayne Yeaw** of Allegra Print & Imaging is the actual value; networking is the second largest source of business.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at **\$51.00**.

MEMBER NEWS:

Our condolences are extended to **Dave Sanchez** of B&S Hacienda Auto Body and **David Sanchez** of Hacienda Auto Glass. Father and grandfather, Bruno Sanchez passed away last week at the age of 96. Bruno was the originator of the now third-generation B&S (Bruno & Son).

Get-Well wishes are sent to **Harvey Tulchinsky** of Harvey's Cleaners. He is recovering from eye surgery and hopes to "see you soon".

**WHAT SETS YOUR BUSINESS APART
FROM YOUR COMPETITION?
WHAT MAKES YOUR BUSINESS SUCCESSFUL?**

- Trust in the Relationship
 - Consistency
 - Quality
 - Knowledge and Experience
 - Listening Skills
 - Ability to Work with a Diverse Clientele
 - Accessibility to Clients
 - Ability to communicate what the client NEEDS to hear, not just what they think the client wants to hear.
 - Taking Calls and Calling Back
 - Quickly Resolving Problems
 - Follow-up and being there for the customer for the "long-haul".
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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 Fried & David Hansson. The book presents itself as having new insights on business and what we do in our businesses day to day.



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