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JANUARY 6, 2011

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**THIS WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **January 13<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Darlene Crane-Peel** of Residential Pacific Mortgage and **Dave Silva** of Silmar Flooring.

The VALUE will be given by **David Sanchez** of Hacienda Auto Body.

A scheduling error on my part has left our CLASSIFICATION is open this week. If you'd like to fill in, or have a topic you'd like discussed as a group, please call or email me.

- Cristin

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**DUES:**

...are due. To save \$25, please pay by Monday, January 17<sup>th</sup>.

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**OPEN CLASSIFICATION:** Pressure Washing

"After several difficult choices for my marketing budget I have decided to withdraw my membership effective immediately... I want to thank the T.V.E.A. and all of the members and friends that are in this group for the constant knowledge and support of business throughout my past year and from past years before!"

– Scott Burns, JTD Under Pressure

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**THE WEEKLY "POT" REPORT:**

TVEA's 50/50 raffle is at **\$82.00**. Both blue marbles have been pulled, so only one red marble and 9 white marbles remain.

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**BOOK REVIEW:**

**Rework** by Jason Fried & David Hanson presents itself as having new insights on business and what we do in our businesses day to day. The two writers developed and own a software company, 37 Signals, which provides affordable tools for small businesses that are used by big business.

Here is a review of the ideas presented in the book:

1. Things are different now; anyone can start a business with all of the inexpensive tools available.
  2. Planning is guessing; decide what you're going to do this week.
  3. Learning from mistakes is overrated; concentrate on successes and how to replicate them.
  4. Draw a line in the sand and stick to it; don't try to be all things to all people.
  5. Start at the epicenter; when starting a new business, you're pulled in so many directions. Focus on what you *have to do*, then on what you *need to do*, and then what you'd *like to do*.
  6. Interruptions are the enemy of productivity; establish alone time.
  7. Under-do (as opposed to out-do) your competition; solve the simple problems and leave the time-consuming, hairy stuff for the competition.
  8. Let customers outgrow you; you'll have time for new and potential customers.
  9. Drug dealers get it right; give a little for free upfront, knowing they'll be back with cash.
  10. Hire when it hurts, not for pleasure, only pain; hire only when there's too much work to sustain productivity.
  11. Own your own bad news; be upfront and let people hear it from you, not someone else.
  12. Sound like you; don't try to sound bigger than you are. Speak directly and honestly, not using "stiff" language.
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P.O. Box 985 ♦ PLEASANTON CA 94566  
PHONE & FAX 736-4522 ♦ [www.trivalleyexecs.com](http://www.trivalleyexecs.com)

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**MEMBER NEWS:**

Congratulations to **Jim Pease**, who has launched his own CPA firm! The Board of Directors approved the membership change from W.H. Mayer Accountancy to Pease Tax & Accounting Services, Inc.

Jim's new info:

*4234 Hacienda Drive, Suite 120, Pleasanton CA 94588*

*Tel: 925-230-9380, Fax: 925-230-9381*

*Email: [jim@peasetax.com](mailto:jim@peasetax.com) Web: [www.peasetax.com](http://www.peasetax.com)*

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