
JANUARY 27, 2011

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **February 3rd** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dr. Barry Winston** of Amador Valley Optometric and **Jo Dee Moore** of J.E. Moore Air Conditioning.

The VALUE will be given by **Dave Jones** of Tiger Carpet Cleaning.

We will be having small group DISCUSSIONS.

SAVE-THE-DATE:

How about sleeping in and having lunch instead?

On March 10th, we will be having an **Associate Luncheon** at Girasole Grill. This is your chance for you to introduce your employees or prospective members to the people who call them for service or to refer business.

The cost will be \$7 for members and \$20 for associates. A sign-up will be going around.

VALUE:

The success of J.E. Moore Air Conditioning in the Tri-Valley area goes hand-in-hand with networking. Their membership in the TVEA has allowed them to become more active in the community and has been a strong influence on major decisions in their company. The Value of the Association for **Jo Dee Moore** is the resources and ideas gained from the members of the TVEA.

DID YOU GIVE A LEAD THIS WEEK?

MEMBER NEWS:

- The tax credit for windows is now \$200; doors are \$500, both are down from \$1,500. Solar has the largest credit which remains at 30%.

THE WEEKLY POT REPORT:

TVEA's 50/50 raffle is at **\$116**. Both blue marbles have been pulled, so only one red marble and 5 white marbles remain.

ECONOMIC OUTLOOK BY JASON COOKE OF HERRMANN FINANCIAL SERVICES:

- The big picture is positive.

- Financial companies and banks are making profits mostly due to TARP (Troubled Asset Recovery Program); and are repaying the debt.

- Loan eligibility for mortgage financing used to be home price = 4 x's income, but that has dropped to 3 times (i.e. annual income is \$100,000, you can afford a mortgage of \$300,000). In the rest of the country it is only 2 times income.

- We are at the bottom of a 30-year low, so rates will have to go up, at which time there will be more foreclosures of homes that are tied to short-term mortgages.

- Bonds are a good investment when rates are down.

- Bonds issued by the state of California are paying high right now and are secure, based on the state's Constitution: pay schools, then bond-holder, then everything else.

- County-issued bonds are not so secure due to the number of municipalities filing for bankruptcy. The next two-year cycle for cities are going to be tough, as most budgets have already been down to the fundamentals.

- The government stimulus money runs out this summer, which may change employment as projects come to an end.

- The 5-year outlook is good overall.

- In the interest of diversification and to strengthen portfolios, Herrmann Financial is recommending moving investments to some international and corporate bonds.

To learn more about the safety and diversification of your portfolio, call Jason Cooke of Herrmann Financial Services: 831-0200.

ELECTIONS:

It's time to choose a new Board. It's an easy gig – get involved!

Four new members are needed to replace outgoing members Dan Brown, Manny Martin, Mark Van Slambrook and Mike Peel, who will attend meetings as the non-voting Past-President. Remaining members would be **Jay Woidtke**, **Joey Minahan** and **Dave Silva**, who is the President-Elect. If you are interested in getting more involved or want to know more how the organization works, please contact Cristin.

Jerry Raney of Raney Insurance and **Jo Dee Moore** of JE Moore Air Conditioning have been nominated and we'd like 2 more new nominees for elections in March.

CHANGE OF MEMBER INFO:

Pease Tax & Accounting Services, Inc.

4234 Hacienda Drive, Suite 120, Pleasanton CA 94588

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

Email: jim@peasetax.com Web: www.peasetax.com

Keller Williams Tri-Valley Realty

5994 W. Las Positas Blvd. Ste. 101, Pleasanton CA 94588

Tom Fox Tel: 925-426-3826, tom@tomfox.com

Mike Peel Tel: 925-426-3849, mike@mepeel.com
