

---

**FEBRUARY 3, 2011**

---

**THIS WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **February 10<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dave Sanchez** of B&S Hacienda Auto Body and **Allen Eddy** of Cal Coast Plumbing.

The VALUE will be given by **Larry Brumm**, Real Estate Appraiser.

**Darlene Crane-Peel** of Residential Pacific Mortgage will be giving her CLASSIFICATION.

---

**SIGN UP NOW:**

On March 10<sup>th</sup>, 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:**

**Dave Jones** of Tiger Carpet Cleaning, among other things, is the valuable exchange of ideas.

---

**DID YOU GIVE A LEAD THIS WEEK?**

---

**MEMBER NEWS:**

Get well, **Terry Johnston!** Terry of R&S Landscape broke his ankle and shattered his wrist while playing racquetball last Thursday morning. He's going to be down for 6-8 weeks.

---

**THE WEEKLY POT REPORT:**

TVEA's 50/50 raffle is at **\$127**. Both blue marbles have been pulled, so only one red marble and 5 white marbles remain.

---

**Why TVEA?**

**Do You Remember WHY You Joined Tri-Valley Execs? Let's examine that question...**

Most likely your primary reason was to develop an avenue to increase your business through networking with fellow members. The principle of networking is one of the most inexpensive and efficient marketing tools known today...providing you follow the rules! And just what are the rules?

- **ATTENDANCE:** If you don't attend meetings regularly, you can't expect to get your share of leads!

- **PARTICIPATION:** Taking an active role in ALL phases of TVEA activities is one of the most effective methods to become known within the Association ... whether it be a meeting, open house, social event, visitation or networking program!

- **TRAINING MEMBERS:** Consider TVEA another "sales arm" for your business. Each week you have the potential of over 35 "sales people" to sell your products and services! Your only payment to your team of TVEA "sales people" is reciprocity!

- **PROMOTION:** The chance to promote your products and services through a Classification Talk comes around every eighteen to twenty-four months... take it!!

**Invite someone** that could reap the same benefits and increase your sales force. Check out open classifications on the attached page.

---

**IDEAS FOR GROWING THE TVEA:**

- Talk to members about the loyalty of members to each other.
- Give the value received from membership before letting them know the cost; remember,

it breaks down to about \$21 a week – less than the cost of taking a client to lunch.

- When hosting a road show, invite your clients to the open house to give them more exposure to services that they could use, with mutual benefit for the TVEA members.
  - Contact past members whose Classification is open to invite them back.
- 

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

Mike Peel Tel: 925-426-3849, [mike@mepeel.com](mailto:mike@mepeel.com)

---