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**FEBRUARY 24, 2011**

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**THIS WEEK:**

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

GREETERS will be **Joey Minahan** of The Door Doctor and **Phil Maser** of The Maser Company, General Contractor.

The SPOTLIGHT will be on **Skip Hinsley** of Girasole Grill.

**Dentist Dr. Endre Selmeczy** will be doing a presentation on "Lead Generation using the Internet and Social Media" – you DO NOT WANT TO MISS THIS!

There will be a **Board Meeting** directly following adjournment.

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**DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING THIS WEEK?**

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**THE WEEKLY POT REPORT:**

TVEA's 50/50 raffle was won by Wayne Yeaw of Allegra Print & Imaging - \$168. Congratulation, **Wayne!**

The new raffle starts with \$50, one red marble, two blue marbles and 10 white marbles.

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**MEMBER NEWS:**

May we offer our sincere condolences to **Dr. Barry Winston** of Amador Valley Optometric, whose mother passed away last week.

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**VALUE:**

**Phil Maser** of The Maser Company, general contractor, has been a member of the TVEA for 5 years, which has taken his business to a whole new level. By working

with interior designers, he has gone beyond the scope of just the basic kitchen and bath remodel.

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

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**CLASSIFICATION:**

**Bob Olsen** is a California native growing up in Palo Alto, the son of an engineer and a home-maker. His family is mostly electronic engineers and as a child they were friends with Mr. Packard of Hewlett-Packard, even having barbecues at the Packard home. After getting kicked out of catholic school and then finally graduating from Sunnyvale High School in 1964, he took engineering classes in Junior College, which he found to be very boring.

This was during the Viet Nam war and to avoid being drafted, he joined the Army reserve. Unable to maintain an acceptable GPA, Bob was called into active duty and shipped off to Fort Ord. Two hours before deployment, Martin Luther King was assassinated and his orders were cancelled.

After basic training, he realized that partying in Laguna Beach, although great fun, was not a sustainable pastime, so he moved back to the Bay Area.

He soon got a job as a line technician at one semiconductor company and then another, where he was promoted from line technician to line supervisor. With that experience, he was able to get a job with Applied Technologies, who at the time was making radar warning systems for fighter planes. He started in the quality assurance department as an inspector and when his supervisor left the company, he was promoted to acting supervisor. Applied Technologies scaled back from 2,000 employees to a little more than 200 when they lost their government contract.

As one of the lucky ones to keep their jobs, Bob was transferred into the engineering department where he designed and fabricated computer chassis for fighter jets. He worked as the Mechanical Sustaining

Engineering Department Manager until 1980, when he was not-so-lucky as the last time, and was laid off.

During that recession he had met up with a buddy of his who was in real estate. Having done some painting together back in their younger days, he asked Bob to do some painting for him while he was looking for work. It didn't take long for the Realtors to come running and he soon had plenty of business.

But Bob didn't want to paint; being in the field and running a business is not what he wanted to do. On the advice of his wife, he committed to working in the field for 3-5 years and then would hire people they knew they could trust.

In 1984 they moved to Pleasanton and it took about 6 years to reestablish his business. 3-5 years turned into 10, but he finally was out of the field for about 20 years. In the last 3 years, like many business owners, Bob has found himself back in the field.

Along the way he learned that you have to be diversified to survive in this business. He's done a lot of HOA work, hotels, light industrial and tenant improvements, remodels and some new construction. His was one of the first businesses to use a high pressure reel, with which he called upon his engineering background and built his own. His was also one of the first companies to have all of their crews cellular, and people were always amazed that when they called him for a job, they were actually speaking with a live person.

He's been in the business for almost 30 years now, always using state-of-the-art equipment. They do a lot of high-end painting, and as a testament to the quality of his work, Olsen Painting Company is the only painting contractor for the retired CEO of Kelly Moore Paints (married to local real estate broker, Janet Cristiano).

Oil-based paint has been phased out by regulations set in motion from the environmental groups. There are a lot of new zero VOC paints; along with new "green" paint that can be used for those with severe latex allergies. Bob has his "Lead Abatement" certification, but doesn't want that to become a specialty.

His wife, Carol, has a wholesale manufacturer's rep. company with her brother selling party goods to companies like Boswells. Bob enjoys boating and traveling in the summer months.

To talk to Bob about having your home painted or if you have someone to refer, you can call Olsen Painting at 484-2228.

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#### EXECUTIVE OF THE YEAR:

On the attached ballot, please write the name of the member who you to believe did a good job giving leads, bringing in new members, had great attendance, a combination of those or who has some other outstanding quality, that you think should be awarded "Executive of the Year".

Past Executives of the Year:

- **Jay Woidtke**, The Law Offices of Jay A. Woidtke
- **Larry Smario**, Landscape & Tree Service
- **Manny Martin**, Amador Property Mgmt.
- **Dave Cherry**, Big O Tires
- **Darlene Crane-Peel**, Residential Pacific Mortgage

This ballot also officially elects the Board of Directors. The deadline for turning in ballots is Thursday, **March 17**.

The award and the new Board of Directors will be presented at the Installation Breakfast on April 7<sup>th</sup>.

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#### 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.

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**CHANGE OF MEMBER INFO:**

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