
FEBRUARY 10, 2011

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **March 17th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will **Dave Jones** of Tiger Carpet Cleaning and **John Quintanal** of USANA Health Sciences.

Mike Wallace will have the SPOTLIGHT.

The CLASSIFICATION will be given by **Allen Eddy** of Cal Coast Plumbing.

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

MEETING SCHEDULE:

Attached is the TVEA **Schedule for the Second Quarter**. Please review and make note of you responsibilities.

OPEN CLASSIFICATION:

The **Electrician/Electrical Contractor** classification is now open. If you know of an electrician that could benefit from membership, please invite them or ask Cristin to mail them an invitation.

SPOTLIGHT:

Girasole Grill is a "destination" restaurant – "Why go Downtown, when you can go uptown?". They have many signature dishes that can't be found anywhere else. They have a great Happy Hour specials from 4:30-6pm, Monday through Friday, and their Banquet Room can seat up to 60 people. For what some say is "the best food in town", call 484-1001.

DID YOU GIVE A LEAD THIS WEEK?

"LEAD GENERATION USING THE INTERNET AND SOCIAL MEDIA"

Lead by Dr. Endre Selmeczy

The purpose of the discussion today is to give the members enough information to decide if the Internet would be beneficial to use for our group.

The basic principles for initiating change are the same as in your business, like integrating a new piece of equipment. When we think about implementation these are the 7 basic ideas that need to be considered:

1. Timing: You wouldn't advertise Christmas trees for sale in January – the timing would not be effective. Things that used to work well, like the Yellow Pages, and using a cell phone to conduct business in the 90's, which would set you apart from you competition, are no longer as effective as the Internet.
2. How much resistance do you have to overcome? Telling employees that they are all getting raises will bring no resistance, while telling them that they will have to start working weekends will.
3. Buy into something that is well done and ready to use – you will have less resistance from both staff and clients.
4. Is the target ready to accept what you are offering?
5. What is the market situation? Is it saturated?
6. Is there return on the investment?
7. Can everyone do it? The easier it is to do, the faster you will overcome resistance and the sooner you will see a return.

When using the Internet to generate business, you want to not only be found, but to hear from potential clients.

Timing: One thing we need to accept: The trend of advancing technology will not go away.

Is the target ready? General public – yes; TVEA Members - ?

Is the market saturated? Not much research has been done to know whether or not other networking groups are using the internet marketing tools.

Easy implementation through organization and guidance is the key to successfully generating leads and adding this to the TVEA's value as an association.

What can be done:

- Add a page to your website for Preferred Businesses; copy and paste the membership list from the TVEA website.
- Appoint a Social Media Chairperson and a committee to develop a program for easy implementation and management by ALL TVEA members.
- Setting up Yelp and Facebook pages, among others.

At the Board Meeting following this meeting the Board of Directors decided to add a Social Media Committee, which will be organized after the induction of the new Board of Directors in April. Thank you, Dr. Endre for introducing us to the new path to successful networking.

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 **THIS Thursday, March 17.**

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

CHANGE OF MEMBER INFO:

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