

**MARCH 31, 2011**

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**THIS WEEK:**

**This week's meeting** of the Tri-Valley Executives' Association will be held on **April 7th** at Vic's All-Star Kitchen at 7:00am.

This is our **Annual Awards and Installation Breakfast**.

We will thank past directors for their service, welcome our new Board of Directors and present the award for **Executive of the Year**.

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**NEXT WEEK:**

The **next REGULAR meeting** of the Tri-Valley Executives' Association will be held on **April 14** at Vic's All-Star Kitchen at 7:00am.

**GREETERS** will be **Kevin Gundry** of Custom Exteriors and dentist and sedation specialist, **Dr. Endre Selmeczy**.

The **SPOTLIGHT** will be on estate planning attorney, **Jay Woidtke**.

Our new president, **Dave Silva** will lead the topic for small-group **DISCUSSIONS**.

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

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**OPENING ON THE BOARD:**

Due to the resignation of one member, we were left with an opening on the Board of Directors (which in our By-Laws is required to have 7 members). Thank you, **Dr. Endre Selmeczy** for volunteering to join.

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

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**SPOTLIGHT:**

The Swenson Group Business Technologies is a local family business. "Documents are critical", explains **Mark Van Slambrook**, the only non-family owner of TSGBT. "3% of a company's total revenue is spent on hardware and software for documents." No business is too small for Mark to work with and notes that even if you think you can get the equipment for cheap, the manufacturer is going to get their money from selling the supplies.

Mark doesn't expect anyone to know how to sell a copier for him, he would just like the introduction to the person who makes the purchasing decisions. So a good lead for him, is anyone who owns a business.

Call Mark to give him those names or to have him give you a quote on making your document production more efficient: 925-383-6747.

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**QUARTERLY DUES:**

Invoices for the second quarter have gone out. Make sure to pay by **April 22<sup>nd</sup>** to take advantage of your \$25 discount.

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**MEMBERSHIP:**

Our membership has taken a bit of a hit over the past year, due in part to financial struggles of those members. The purpose of this leads group is to make sure that we drive business to the members of our organization. It should be the responsibility of each member to make an effort to get to know each business and provide at least one lead to a business within the first two months of membership, and to continue to nurture the relationships and provide leads to the current members.

The TVEA is unique in that isn't high pressure like so many other leads groups, which may be a good or bad

thing. It's nice to have breakfast with friends in a non-threatening environment, but we may be too lax about actively seeking contacts for other members. This group is a pleasure and privilege to be a part of and is a valuable source of business, information and support for its members.

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)

Please take the time to look at the list of Open Classifications and think of business people you know in those categories. You can either personally invite them or you can give their name to Cristin and she can send them an invitation, with or without using your name. It's that easy.

**OPEN CLASSIFICATIONS:**

We have two new openings for an Interior Designer and a Commercial Realtor. The classifications in **bold** type are classifications that were opened in the past 15 months.

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|--------------------------|---------------------------------|
| <b>Acupuncturist</b>     | <b>Janitorial Service</b>       |
| Architect                | Manicurist                      |
| Bakery                   | Masseuse                        |
| <b>Business Broker</b>   | Party Rentals                   |
| Chiropractor             | Payroll Service                 |
| Counselor                | Pest Control                    |
| <b>Debt Collector</b>    | Pet Groomer                     |
| Dermatologist            | Photographer                    |
| <b>Electrician</b>       | Pool Maintenance                |
| Engraver                 | <b>Pressure Washer</b>          |
| Graphic Artist           | <b>Real Estate - Commercial</b> |
| Gutter Cleaning          | Roofer                          |
| Hair Stylist             | <b>Security Systems</b>         |
| Handyman                 | Signs                           |
| Health Insurance         | Window Cleaning                 |
| <b>Interior Designer</b> | Wine & Spirits Distributor      |

**CHANGE OF MEMBER INFO:**

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