

APRIL 14, 2011

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **April 21** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be general contractor, **Phil Maser** of The Maser Company and Skip Hinsley of Girasole Grill.

The SPOTLIGHT will be on **Jeff Johnson** of NextEnergy Solar.

Tom Fox of Keller Williams Tri-Valley Realty will be giving his CLASSIFICATION.

MEMBERSHIP ANNIVERSARIES:

Congratulations to **Jeff Johnson** of NextEnergy Solar and **Kevin Gundry** of Custom Exteriors who have been TVEA members for 1 year!

OPEN CLASSIFICATION:

Advertising – **Promotional Products**

EXECUTIVE OF THE YEAR:

Since the Exec. of the Year had a scheduling conflict last week, the Award will be presented at the meeting on 4/21. Make sure to attend!

THE WEEKLY "POT" REPORT:

Congratulations **Jerry Raney** of Raney Insurance who won the raffle drawing last week: \$89!

TVEA's 50/50 raffle begins again with \$50 and 10 white marbles (\$5), two blue (\$10) and one red marble (winner takes all).

DISCUSSION:

Dr. Endre Selmeczy has been meticulously tracking the success, or lack thereof, of his advertising and marketing efforts over the past 20 years. Of those 20 years he has never seen a better time to beat out your competitors; half have gone out of business and 26% or the remaining companies are struggling to keep the doors open. Meanwhile, his business has seen a 52% increase.

The struggle and the opportunity are no different for the members of the TVEA. In what ways are your businesses changing in order to not only keep business but to grow?

- Cut workforce and get back involved in the day-to-day operations. With this, the customers benefit because they are working with more highly skilled people - foremen not just laborers.
 - Hire "younger minds" to get out of old habits and obtain fresh perspective.
 - Do more for less.
 - Increase marketing and advertising.
 - Expand product/service base.
 - Have more user-friendly days/hours.
 - Stop "selling" and educate your customers to solve their problem with your product/service.
 - Encourage clients to give you an online review.
 - Reward clients for referring your business.
 - Keep updating your website; it's the new Yellow-Pages.
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SIGN-UP AND START WRITING REVIEWS:

<http://www.yelp.com/biz/tri-valley-executives-association-pleasanton-2>

Tip: Write the review from the perspective of being a client – if it sounds like you're an owner, you'll get filtered out.
