

**MAY 5, 2011**

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**THIS WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **May 12<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Jeff Johnson** of NextEnergy Solar and **Dan Brown** of Onstad's Insurance.

**Dave Silva** of Silmar Flooring will be SPOTLIGHTING Allegra Print & Imaging.

The CLASSIFICATION will be given by **Skip Hinsley** of Girasole Grill.

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**SPOTLIGHT CHANGE:**

We're changing it up! Some of you may remember when two members were in a **Spotlight**; well, we're going back to it.

One member will visit the business of another member to find out more about them. The visiting member will then present a "commercial" about that business at the next meeting.

The new **Meeting Schedule** is attached, so make note of when you'll need to plan a date and with whom.

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**THE WEEKLY "POT" REPORT:**

TVEA's 50/50 raffle is at **\$52.00** with 8 white marbles (\$5), one blue (\$10) and one red marble (winner takes all).

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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.

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**ROAD SHOW:**

In 2 weeks, on May 19<sup>th</sup>, **PEASE TAX & ACCOUNTING SERVICES** will be hosting the TVEA in their new offices. Please join your fellow Execs at 7:15am at 4234 Hacienda Drive, Suite 120, Pleasanton.

There is **NO MEETING at VIC's on May 19<sup>th</sup>**.

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**MEMBER NEWS:**

"I will not be at the meeting this Thursday and possibly the following also, Friday the 6th I was admitted into the hospital. I had a small heart attack over the previous weekend, went in to be checked on Friday and they admitted me. I underwent surgery I can't pronounce it so I will not try, but they found I had a 95% blockage in my heart and put in some stints, as I need to work I also need to rest as much as possible hence the added pressure of getting up will be too much for just a little bit of time I hope this will be ok with everybody I will back very soon.

Thank You, **Mike Wallace**"

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**MAY ANNIVERSARIES:**

Dr. Endre Selmeczy – 13 years

The Law Offices of Jay A. Woidtke – 2 years

Raney Insurance – 1 year (*congratulations to Harvey Tulchinsky! As the proposing member, he will get next quarter free*).

*Happy Anniversary!*

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**OPEN CLASSIFICATIONS:**

As Herrmann Financial has retired after being members of the TVEA for 25 years, **two** very sought-after classifications are now available: Financial Planner **AND** Stock Broker. A list of open classifications is attached.

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**GUEST SPEAKER:**

Janeen Rubino Brumm, Social Media Consultant of The JRB Group, shared her knowledge of today's advertising and how it has changed from years past.

With today's technology, such as the DVR, people aren't watching TV commercials, because you can just skip over them, and e-books are outselling paper books on Amazon. With Google searches, the Yellow-Pages are all but obsolete as a source of finding information and therefore an obsolete forum for advertising.

Over 500 million people on Facebook worldwide spend over 700 billion minutes per month on Facebook. The fastest growing segment of Facebook users are 55-65 year-old females. To reach this vast network, it is critical to have not only a personal account for social interests, but a business account for broad-based advertising and name recognition.

Facebook is a good way to reach your target customers for free or very minimal investment. To keep your business page interesting and a steady part of the "feed", make sure you use the 3 E's: Engage, Educate and Entertain. [www.facebook.com](http://www.facebook.com)

Another solid site for business networking is LinkedIn that now offers business pages. They currently have over 100 million members and are growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas and opportunities with a more broad network of professionals. [www.linkedin.com](http://www.linkedin.com)

If you need help getting setup on these or any other platforms, call The JRB Group at 200-0198 or [jrbrumm@gmail.com](mailto:jrbrumm@gmail.com).

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