

---

**MAY 19, 2011**

---

**THIS WEEK:**

The **next regular meeting** of the Tri-Valley Executives' Association will be held on **May 26<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Bob Olsen** of Olsen Painting and **Jim Pease** of Pease Tax & Accounting Services.

**Jerry Raney** will be SPOTLIGHTING **Amador Valley Optometric**.

The CLASSIFICATION will be given by **Jeff Johnson** of NextEnergy Solar.

---

**ROAD SHOW:**

Thanks to **Jim Pease** for hosting the Open House breakfast last week. Congratulations, Pease Tax & Accounting Services on your new offices!

---

**SOCIAL MEDIA:**

Dr. Endre Selmeczy will be leading the Program at the meeting on **June 2<sup>nd</sup>**, with a visual training on Social Media: LinkedIn, Yelp and Google. Facebook is good for branding, but lead generation comes from Yelp and Google. Don't miss the meeting on June 2<sup>nd</sup>!

---

**THE WEEKLY "POT" REPORT:**

TVEA's 50/50 raffle is at **\$62.00** with 7 white marbles (\$5), one blue (\$10) and one red marble (winner takes all).

---

**SPOTLIGHT:**

As Dave Silva of Silmar Flooring can attest, the service of **Allegra Print & Imaging** is superior to all of the other printers out there. They have a fast turn-around time and the cost of their color copies will beat doing it

yourself. For all of your print project needs, call Wayne at 426-2510.

---

**CLASSIFICATION:**

**Skip Hinsley** was born in Durham, North Carolina, was adopted and grew up in Baltimore Maryland. Skip was a good kid, a boy scout, who attended a private college, Ohio Wesley. He graduated in 1967 and to avoid the Viet Nam war and the draft, he enrolled in graduate school at Syracuse. A tough decision was made and Skip left school and moved in with a friend's family.

He began working at his friend's father's John Deere business, but was soon drafted. Not wanting to join the armed forces, Skip was relieved that he didn't pass the physical and wasn't accepted to enlist. He ended up working for John Deere selling booking programs to their dealers. Since he had to also service the accounts, Skip took it upon himself to learn bookkeeping. Seeing no future with John Deere, he decided to go back to school, was accepted, and got his MBA from Dartmouth.

After graduating, he was offered a position with Boise-Cascade, taking him, for the first time, "out west". He was the assistant to the controller of the housing group. As the company began unraveling, Skip was transferred to Palo Alto, California to work in the real estate group working with the CFO to analyze the loss of the division. Having realized that he was working himself out of a job, he decided to go to school once again. Since he had worked on litigation during his career with Boise-Cascade, at 32 he applied and was accepted to Hastings School of Law.

During this time in his education Skip was feeling that law may not be a good fit for him. But a twist of fate compelled him to finish. After law school he did litigation for a small insurance firm, but quickly learned that he hated the barrage of greed that he encountered on a daily basis; also, there was no money in it; he was making a fraction of what he had for Boise-Cascade.

His friend, knowing that Skip was struggling, offered him a job as maître d'. Skip found that he really enjoyed his work and was soon offered to be in charge of nights at one of his friend's restaurants. He saw a lot of weaknesses in their operations and as a good friend, he

told them so. The friend's brother wouldn't allow him to be promoted to general manager, so they offered him one of his other restaurants, Frankie, Johnny and Luigi Too. Skip became a part owner, but after 11 years, the brother bought him out.

Having the experience and really enjoying the business, Skip started Girasole, which in Italian means "sunflower", in 1994. Skip Hinsley is 100% owner of Girasole Grill, despite what a past chef once claimed. Their cuisine is fresh Tuscan-style Italian with a California attitude and has reasonably priced entrees from \$9.95 - \$28.95. Where the restaurant used to focus primarily on pastas, they've added prime rib and grilled meats to appeal to a broader clientele. Their dishes are very unique, like the Chicken Gorgi, but they do offer traditional pastas for those less adventurous.

Girasole used to be the exclusive caterer for a Livermore winery, which accounted for a very small part of the business. Then, a local chef, Bill Jess, wanted to get out of the catering business and offered to sell Pampered Palate. Skip bought the business and his business doubled overnight. Catering now accounts for more than 55% of their revenue.

In 1995 a group of restaurateurs opened the Big Horn Grill with a celebrity chef and a lot of fanfare, and at the time you couldn't even get a table. Shortly thereafter, they replaced the celebrity chef with a younger, less experienced chef; the food quality diminished and the consistency was lost. Business plummeted and the owners decided to sell. A business broker called Skip and presented him with the opportunity to buy the restaurant. Skip took over in 1997 and turned the business around in 9 months. The Big Horn Grill in San Ramon was closed a couple of years ago, mainly due to a dispute with the landlord.

With a successful restaurant and a catering company, Skip is no longer just a restaurateur, he runs a food service company, which he now knows has to be in your blood to do. His philosophy about business comes from his desire to make people happy: if you're going to do something, do it right and do it well, not half-assed. What drives a popular restaurant? Quality food, service, and atmosphere. It's a factory and show-business all in one.

To plan your business meeting, lunch, dinner or take-out, call Skip Hinsley at 484-1001.

---

#### 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.

---

#### MEMBERSHIP PROPOSALS:

##### **2<sup>nd</sup> Posting:**

*Proposing Member:* Dave Jones

*Classification:* Financial Planner

*Member:* Prudent Prospera Planning LLC

*Represented by:* **Atul Dubal, CFP**

*Address:* 5506 Sunol Blvd., Suite 205, Pleasanton

*Phone:* (925) 523-3459

*E-mail:* [atul@prudentprospera.com](mailto:atul@prudentprospera.com)

##### **2<sup>nd</sup> Posting:**

*Proposing Member:* Jim Pease

*Classification:* Financial Planner

*Member:* Pleasanton Financial Advisors

*Represented by:* **Gary Smith**

*Address:* 1811 Santa Rita Rd., Suite 211, Pleasanton

*Phone:* (925) 846-3768, *Cell:* (925) 872-0969

*E-mail:* [advisors@pleasantonfinancial.com](mailto:advisors@pleasantonfinancial.com)

*Website:* [www.pleasantonfinancial.com](http://www.pleasantonfinancial.com)

##### **2<sup>nd</sup> Posting:**

*Proposing Member:* (former member)

*Classification:* Advertising – Promotional Products

*Member:* Accurate Impressions

*Represented by:* **Cory Pinter**

*Address:* 7127 Dublin Blvd., Dublin

*Phone:* (925) 600-1234, *Cell:* (925) 519-0032

*E-mail:* [cory@accuratei.com](mailto:cory@accuratei.com)

*Website:* [accimpress.com](http://accimpress.com)

If you have any questions or comments about or objection to the proposed member, please contact the Chairman of the Membership Committee: Wayne Yeaw 426-2510.

#### **Unofficial New Member:**



P.O. Box 985 ♦ PLEASANTON CA 94566  
PHONE & FAX 736-4522 ♦ [www.trivalleyexecs.com](http://www.trivalleyexecs.com)

---

*Proposing Member:* David Sanchez

*Classification:* Real Estate - Commercial

*Member:* Lee & Associates

*Represented by:* **Simon Vogt**

*Address:* 5890 Stoneridge Drive, Suite 210, Pleasanton

*Phone:* (925) 737-4157, *Cell:* (925) 818-8321

*E-mail:* [svogt@lee-associates.com](mailto:svogt@lee-associates.com)

*Website:* lee-associates.com

---