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**JULY 21, 2011**

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**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **July 28<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Skip Hinsley** of Girasole Grill and a volunteer.

**Dave Cherry** will SPOTLIGHT Hacienda Auto Glass.

The CLASSIFICATION will be given by **new member, Gary Smith** of Pleasanton Financial Advisors.

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**SPOTLIGHT:**

Jim Bowen has known Allen Eddy of **Cal Coast Plumbing** for a long time. After deciding that there wasn't a future in computers, Allen learned the family trade and became a licensed plumber in 1977. He went out on his own in 1989. What some people may not know about his business is that Allen has been teaching plumbing since 1982 and is State certified in Welding & Plumbing. Cal Coast Plumbing: 462-1090

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**SPOTLIGHT:**

**Dr. Endre Selmeczy** has been practicing in Livermore since 1995. He is the only dentist in the area licensed to provide IV sedation during dental procedures. When talking to Dr. Endre Selmeczy, Allen Eddy found out a few things that some of us may not know: not only does Dr. Endre perform oral cancer screenings and has a full array of cosmetic dental procedures including veneers, it should be no surprise that he has been named Dentist of the Year by the Consumer Business Review in 1998, 1999, 2000, 2002, 2003 and America's Top Dentist for Sedation Dentistry in 2009.

Endre Selmeczy, DMD: 447-8344

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**THE WEEKLY POT REPORT:**

TVEA's 50/50 raffle is at **\$66.00** with 8 white marbles (\$5), 2 blue (\$10) and 1 red marble (winner takes all).

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**SAVE THE DATE:**

Please save **October 6, 2011 at 6:30pm**, Camp di Bocce in Livermore, for the 3<sup>rd</sup> Annual TVEA Bocce Tournament. (There will be no morning meeting at Vic's)

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**CLASSIFICATION:**

**Simon Vogt** was born and raised with a brother and sister in Germany by parents who were both teachers; one science and English and the other math and PE. Simon came to the US as an exchange student and didn't want to leave. So, he attended Sonoma State University and got his Bachelor of Science degree in International Management with a minor in Economics.

Following college, Simon moved to Los Angeles to go through an investment training program, while obtaining his investment license. He got a job working for a private equity firm in Walnut Creek, which specialized in real estate opportunities. He gathered great real estate knowledge while working as a financial analyst and managing part of the investment portfolio.

When the real estate investment market changed, Simon found a new opportunity with Lee & Associates, where he's been for the past two years.

Lee & Associates was started by Bill Lee in 1979. His company turned real estate brokers into company owners or "shareholders." As business owners know, the vested interest of the brokers would drive them toward building long-term client relationships and customer-driven business solutions, leading to greater profit-sharing benefits, which has proven to be very success.

Last year, the Lee & Associates group of companies successfully completed transactions with a total value of nearly \$7 billion. With over 640 agents, Lee & Associates is the fourth largest commercial real estate sales organization in the country.

Simon's office is located on Stoneridge Drive in Pleasanton, and his focus is on office and flex space in the Tri-Valley from Livermore to San Ramon. Here's what he can do for you:

- Expertly Market your property for sale or lease
- Formulate an Opinion of Value based on both income and comps
- Review and/or Renegotiate your existing lease
- Keep owners and tenants informed about market conditions
- Put tours together for buyers and lessees

There are three basic types of commercial lease:

- Triple Net means that the rent is for the space only and the lessee will be paying for utilities, property tax, maintenance, etc.
- A Gross lease means that the rent covers all of the nets (property tax and maintenance) and the lessee pays for utilities.
- A Full-Service lease covers all expenses with the exception of phone service and occasionally cable/internet.

In Pleasanton there is currently a commercial vacancy rate of 25%, and about 15% in Livermore, which has more industrial space. Current full-service leases are going for around \$1.85 per foot for the nicest spaces, which factors in about \$0.15-0.20 per foot for utilities.

If you're thinking about making a move or know someone who is, call Simon Vogt at 737-4157.

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**PLEASE WELCOME OUR NEW MEMBERS:**

- **Business Consulting**

GoSmallBiz

**Terri Piazza**

*Phone:* (408) 507-0338, *Fax:* (925) 684-4375

*E-mail:* [terri.piazza@comcast.net](mailto:terri.piazza@comcast.net)

*Website:* [www.gosmallbiz.com/demo/demo.asp](http://www.gosmallbiz.com/demo/demo.asp)

- **Watch Repair**

Thomas Watch Repair Services

**Thomas Tong**

*Phone:* (925) 872-0108

*E-mail:* [thomaswatchrepair@gmail.com](mailto:thomaswatchrepair@gmail.com)

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**SOCIAL MEDIA PROGRAM:**

The scheduled emails for writing reviews are starting to go out. Watch your email and respond quickly.

Thank you to those who have completed their first reviews!

PLEASE MAKE SURE your business has a Yelp page and if not, please set it up at <http://www.yelp.com/>.

If you have any questions, please contact Cristin Sanchez at (925) 580-7719 [cristin@sanchmail.com](mailto:cristin@sanchmail.com) or Dr. Endre Selmeczy at 447-8344 [Selmeczy@pacbell.net](mailto:Selmeczy@pacbell.net).

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**BROCHURES:**

The new ones are here! Please take a stack to hand out or keep at your front desk.

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