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**AUGUST 18, 2011**

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**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **August 25<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Kevin Gundry** of Custom Exteriors and **John Quintanal** of USANA Health Sciences.

**Bob Olsen** will SPOTLIGHT **Harvey's Cleaners**.

The CLASSIFICATION will be given by **Jay Woidtke**, Estate Planning Attorney.

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**THE WEEKLY POT REPORT:**

TVEA's 50/50 raffle is at **\$76.00** with 7 white marbles (\$5), 1 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). A sign-up sheet will be going around next month.

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**CELEBRATIONS:**

**Wedding Anniversaries:**

*Mark Janer – married on 8/31*

**Birthdays:**

*Thomas Tong – 8/12*

*Jay Woidtke – 8/27*

*Jeff Johnson, 50 years on 8/31*

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**MEMBER NEWS:**

On 9/11, TVEA members and the clients of Pleasanton Financial Advisors are invited to join them at a

Restorative Yoga Event. For more information, call or email Gary Smith: [gary@pleasantonfinancial.com](mailto:gary@pleasantonfinancial.com)

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**MEETING SCHEDULE:**

- 9/1 NO MEETING (Labor Day)
- 10/6 NO MEETING (Bocce 6:30 @ Campo di Bocce)
- 11/24 NO MEETING (Thanksgiving)
- 12/8 NO MEETING (Holiday Party @ TBD)
- 12/22 NO MEETING (Christmas)
- 12/29 NO MEETING (New Year)

The Year-End Meeting Schedule is attached.

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**CLASSIFICATION:**

**Terri Piazza** worked in marketing in the corporate world for 18 years, first with Hewlett Packard and then at Advanced Cardiovascular Systems. Both gave her valuable insight to what causes the success and struggles of any business.

At HP, Terri saw management stop the launch of a new product, solely because their customer support staff was not hitting the mark of quality and excellence of their products, which could potentially lead to the failure of that product and thereby the reputation of the company. At Advanced Cardiovascular Systems, she saw the opposite. The company became arrogant, and although their product was rated #1 on the market, they started losing market share. They pulled themselves out by adding customer support and no-cost value-added services.

When the job moved to Seattle, Terri began to look for other opportunities. She found a franchise that she could be passionate about. She researched, prayed and pulled her retirement out of HP, ultimately buying a struggling dating service. The business model was good, but the reputation of the previous owner was what caused the business to not succeed. She spoke to the clients, listened to their criticisms and requests, and changed the business's approach. Within 2 years, she had grown the business by 300%.

With 25 years of marketing experience under her belt, Terri was able to do all of her own ads and increased her marketing budget, leaving her little resources for actually running the business. She had to call the owners of other franchises to come and help her out.

Working 70-80 hours a week was taking a toll on her and her family, and she ended up selling. She was asked to sit on a singles pastor's board, but needed to make money, so began looking for another opportunity.

Terri was recruited by Y2K Marketing, which helps small businesses with their marketing needs. After being with the company for 9 years, she became discontent and started looking for another prospective business that she could be passionate about, which is when she heard about GoSmallBiz.

GoSmallBiz.com was founded by Entrepreneur and NFL Hall of Famer, Fran Tarkenton. Having started 20 businesses since his football playing days, Fran has always had a passion for small business. After selling his international software company in 1994, Fran decided to pursue his desire of helping entrepreneurs, like himself, gain access to the tools and information they need to grow and compete in the new economy. The result was the Fran Tarkenton Small Business NETWORK, founded in 1996. Once the organization started using the Internet as a primary delivery tool, the name was changed to GoSmallBiz.com.

Today GoSmallBiz.com has grown to include more than 50,000 active members throughout North America. They help entrepreneurs run and grow their businesses, by providing access to the knowledge and tools targeted specifically at the micro business through their product, a membership, which is packaged and sold much like insurance.

Membership is required to access most of the material available. Members also have a 4-page website builder, online bookkeeping tools and a business audio library to utilize. Members can access the business consulting service through GoSmallBiz's "Ask Your Question".

They have attorneys and business consultants that can review contracts and employee handbooks, which every business should have. They can help you fire an

employee the right way or form your business entity. You get access to human resource forms, tax forms, marketing plans, finding capital and selling or buying a business.

Many people believe that their business' insurance will cover them in lawsuits, but there is a limit to what an insurance company will do and pay. GoSmallBiz also provides independent counsel, saving the business money that they would pay to retain an attorney.

Terri is happy to tell you more and to conduct a needs assessment for your business to determine the cost savings you could realize. Call or email Terri at GoSmallBiz: (408) 507-0338, [terri.piazza@comcast.net](mailto:terri.piazza@comcast.net). You can also visit their website for a demonstration of how the program works:  
[www.gosmallbiz.com/demo/demo.asp](http://www.gosmallbiz.com/demo/demo.asp).

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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/>.



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

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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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**2011 MEETING SCHEDULE**

DATE	GREETERS	SPOTLIGHT	CLASSIFICATION	ROAD SHOW
Aug. 25	Kevin Gundry John Quintanal	Harvey's Cleaners by Bob Olsen	Jay Woidtke	
<b>Sep. 1</b>	<b>NO MEETING</b>	<b>Labor Day</b>	<b>NO MEETING</b>	<b>Labor Day</b>
Sep. 8	Joey Minahan JoDee Moore	Larry Smario Tree Serv. by Darlene Crane-Peel	Spotlight: Keller Williams by Joey Minahan	Spotlight: Accurate Imp. by Manny Martin
Sep. 15	Jim Bowen Jerry Raney	Lee & Associates by Jim Pease	JoDee Moore	
Sep. 22	Jeff Johnson Jay Woidtke	NextEnergy Solar by Wayne Yeaw	Jim Bowen	
Sep. 29	Jim Pease Harvey Tulchinsky	Olsen Painting by Tom Fox	Mark Van Slambrook	
<b>Oct. 6</b>	<b>NO MEETING</b>	<b>Campo di Bocce 6:30pm</b>	<b>NO MEETING</b>	<b>Campo di Bocce 6:30pm</b>
Oct. 13	Gary Smith Dr. Endre Selmeczy	Onstad's Insurance by Mike Peel	<b>Speaker: Nelson Fiahlo Pleasanton City Mgr.</b>	<b>(Board Meeting)</b>
Oct. 20	Dave Silva David Sanchez Jr.	Patriat Pest Mgmt. by Harvey Tulchinsky	David Sanchez, Jr.	
Oct. 27	Dave Parker Dave Sanchez Sr.	Pease Tax & Accounting by Dr. Endre Selmeczy	Dave Jones	
Nov. 3	Dave Jones Dave Cherry	Pleasanton Auto Repair by Dave Sanchez, Sr.	Lawrence Ling	
Nov. 10	Darlene Crane-Peel Dan Brown	Pleasanton Financial by John Quintanal	<b>Discussion:</b>	<b>(Board Meeting)</b>
Nov. 17	Cory Pinter Bob Olsen	QES Computers by David Sanchez, Jr.	Jim Pease	
<b>Nov. 24</b>	<b>NO MEETING</b>	<b>Thanksgiving</b>	<b>NO MEETING</b>	<b>Thanksgiving</b>
Dec. 1	Dr. Barry Winston Allen Eddy	R&S Landscape Jo Dee Moore	<b>Discussion:</b>	<b>(Board Meeting)</b>
<b>Dec. 8</b>	<b>NO MEETING</b>	<b>Christmas Party</b>	<b>NO MEETING</b>	<b>Christmas Party</b>
Dec. 15	Gift Exchange	Bring \$15-20 gift	Gift Exchange	Bring \$15-20 gift
<b>Dec. 22</b>	<b>NO MEETING</b>	<b>Christmas</b>	<b>NO MEETING</b>	<b>Christmas</b>
<b>Dec. 29</b>	<b>NO MEETING</b>	<b>New Year</b>	<b>NO MEETING</b>	<b>New Year</b>
Jan. 5	Wayne Yeaw Jeff Johnson	Residential Pacific Mtg. by Dave Jones	Dr. Endre Selmeczy	

**Dates to Remember:**



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Call Cristin if you'd like to have your Classification as a Road Show.  
Please let her know ASAP if you have any scheduling conflicts.

**Greeter Responsibilities:** Be at the meeting by 6:50am; done by 7:15am. Give members their name tags and greet them. Be aware of any guests, make them feel welcome and give them a "guest" name tag. Sell raffle tickets 1-\$1 or 6-\$5.

**Spotlight:** Give a 2-3 minute "commercial" for the business in the Spotlight by visiting and getting to know more about that business.

**Classification Presentation:** Let the membership know who you are: your personal background, your business background, what you do and what products and services you offer. Tell a story about your business, and keep members up to date about your business to assure proper representation.

**Road Show:** Have an "open house" at your business in lieu of the morning meeting. Make the arrangements to provide breakfast, reimbursed up to \$350 by the Association.