

---

**OCTOBER 20, 2011**

---

**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **October 27<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dave Parker** of Edward Jones and **Dave Sanchez Sr.** of B&S Hacienda Auto Body.

**Harvey Tulchinsky** will SPOTLIGHT **Patriot Pest Management** and **Dr. Endre Selmeczy** will SPOTLIGHT **Pease Tax & Accounting Service**. (*This is a 2-minute "commercial" for the business itself rather than the business owner.*)

The CLASSIFICATION will be given by **Dave Jones** of Tiger Carpet Cleaning.

---

**MEMBER NEWS:**

- It was great to see **Phil Maser** of The Maser Co. at the meeting this week after his leave-of-absence due to a serious injury. Welcome back, Phil!
- Allegra Print & Imaging has de-franchised and has a new name and phone: **ALPHA OMEGA PRINT 925.426.2511**.
- **Mark Janer** was recently interviewed by *The Wall Street Journal* for their popular web series The Game Plan. In the article, he provided advice for a local woman who was starting over, financially speaking, following a divorce and death in her family. Among the topics covered were health insurance and choosing between saving for retirement and college expenses.

You can read the full scenario along with Mark's advice on *The Wall Street Journal* website: <http://online.wsj.com/article/SB10001424053111903639404576518300744254410.html?KEYWORDS=game+plan%3A+saving+for#articleTabs%3Darticle>. Scroll down to the last scenario, near the end of the article, subtitled Starting Over.

---

**DUES:**

Invoices for the 4<sup>th</sup> Quarter Dues have been emailed. Please pay by Nov. 15<sup>th</sup> to save \$25.

---

**THE WEEKLY POT REPORT:**

TVEA's 50/50 raffle is at **\$73.00** with 6 white marbles (\$5), 2 blue (\$10) and 1 red marble (winner takes all).

---

**MEETING SCHEDULE:**

- 11/24 NO MEETING (Thanksgiving)
  - 12/8 NO MEETING (Holiday Party @ TBD)
  - 12/22 NO MEETING (Christmas)
  - 12/29 NO MEETING (New Year)
- 

**CLASSIFICATION:**

**Mark Van Slambrook** was born and raised in Walnut Creek by his Irish mother and German father. He is the middle of three brothers. He went to De La Salle High School, where he has been on the Alumni Board, and then graduated from Cal Berkley in 1993.

Mark and his wife Krista have been together for over 12 years, and together they have a baby girl with another baby on the way, and he has a stepson who is 18.

After graduating college, Mark got a sales job with the Swenson Group, which was a Xerox rep. After two years, he left Swenson and went to work directly with Xerox where had big accounts such as Computerland and Bechtel. He was with Xerox for 5 years before deciding to go back to Swenson.

Mark has been with The Swenson Group Business Technologies for 9 years now. He was managing 17 reps. but is now part owner of the otherwise family owned business. TSG provides quality office solutions including digital copiers, network printers, faxes, scanning solutions and toner for its customers. Customer service is their focus, which has definitely

been the key to their business growing to over \$30 million. The primary reason for their growth is their willingness to support small products in large offices and their ability to provide cost savings for their clients.

Swenson eventually dropped the Xerox brand because they were becoming more and more difficult and wouldn't service their smaller customers. Swenson is now a dealer for Konica Minolta as well as Muratec and Kodak. 10 years ago there were a lot of players in their industry, but manufacturers began buying up their competitors and there are only a handful left, producing all of the various brands.

They really take care of people, including their employees of which they've none in 7 years. Most of the companies can all do the same thing, but post-sale service and support are most important. The Swenson Group is the only dealership that exclusively sells Konica. The benefit for their clients is that parts and service are readily available. Their average response time for a service call is 2 hours. They can also save their clients money by providing equipment that is very efficient: 1 cent on their machines versus 4.5 cents on the typical HP.

Marks best referrals are offices of 5-250 people, but he is also happy to provide equipment and supplies for a one-man operation. Good opportunities for him are someone whose current equipment lease is expiring, who's opening a new office or branch location, expanding or downsizing a current office, or moving.

Good referrals for Mark are a company name and number, even better with a contact person and email. To give Mark a referral (qualified or not) or to have him do a free assessment of your production and show you how you can configure your systems to save you money, call him at 960-8910 x123.

---

---

**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)

---

**SOCIAL MEDIA- HELPFUL LINKS:**

- <https://biz.yelp.com/> to claim or set-up your business
  - <http://www.yelp.com/> to write a review for any business
  - <http://www.linkedin.com/> to connect with colleagues, associates, potential clients
  - <http://twitter.com/> to send information instantly with your followers or get information tweeted by a those in your industry
  - <http://www.facebook.com/business> to interact with your fans, get to know potential customers
-