

---

**OCTOBER 27, 2011**

---

**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **November 3<sup>rd</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dave Jones** of Tiger Carpet Cleaning and **Dave Cherry** of Big O Tires.

**Dave Sanchez, Sr.** of B&S Hacienda Auto Body will SPOTLIGHT **Pleasanton Auto Repair** (*This is a 2-minute "commercial" for the business itself rather than the business owner.*)

The CLASSIFICATION will be given by **Lawrence Ling** of QES Computers.

---

**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).

---

**SPOTLIGHT:**

**Patriot Pest Management** was started by Sherri and Don, a former marine, hence the name "Patriot", and were managing another pest control company when they realized they could do it themselves. They started in Tracy where they have been named Best of Tracy more than 9 times. They now have a Pleasanton office and operate with a *Green* philosophy. In addition to regular pest control, they do large animal trapping and pigeon abatement. Harvey Tulchinsky recommends calling 447-7100 for more information.

Jim Pease has been a TVEA member for 15 years. With degrees in accounting from St. Mary's and taxation from Taft University, he spent the first 24 years of his

career working at W.H. Mayer Accountancy. In 2010 Jim opened **Pease Tax & Accounting Services**. They assist individuals and small to medium sized businesses manage their income tax planning and compliance. They have a full staff and provide compiled and reviewed financial statement services as well as transactional consulting to small and medium sized businesses. Dr. Endre Selmeczy recommends calling 230-9380 to set up tax planning for you and your business.

---

**MEMBER NEWS:**

- **Accurate Impressions** has launched its new Online T-shirt designer. Cory Pinter is looking for feedback, so give it a try (custom shirt for Christmas gift?) and let him know your thoughts: [www.accimpress.com](http://www.accimpress.com).
  - Bronwyn Shone of **Pleasanton Financial Advisors** is having her baby! Best of Luck to her and her new family!
- 

**MEETING SCHEDULE:**

- 11/24 NO MEETING (Thanksgiving)
  - 12/8 NO MEETING (**Holiday Party @ Pasta's** 6:30pm)
  - 12/22 NO MEETING (Christmas)
  - 12/29 NO MEETING (New Year)
- 

**CLASSIFICATION:**

**Dave Jones** was born and raised in California in the Hayward/Castro Valley area. He went to private junior high and high schools, graduating from St. Mary's High School in Berkeley.

He met Lori (his wife of 25 years) immediately after graduating in 1980, but he stayed in the area and went to Chabot College, while she went out of state to the University of Washington. They continued a long-distance relationship, but after about a year and a half, she came back to California to finish her degree from UC Berkeley. They married in 1983, and now have two

daughters, Taylor who is a sophomore at Monte Vista High, and Megan age 13.

Finding that college was just not for him, he started building a commercial maintenance business, while working as a high school janitor at night. He noticed that he was subcontracting out a lot of carpet cleaning jobs, so he began learning about carpet cleaning, which he added to his business in 1997. However, he only did dry/chem. cleaning and only commercially, so he still referred business out to an associate who did steam cleaning.

About 12 years ago, that associate, Paul of Tiger Carpet Cleaning, was looking to get out of the business and began talks to sell. Dave Jones bought the business from him in 1999.

Tiger has many good customers including developers that keep them busy in seasons that are typically not busy for carpet cleaning. The busy season is October through the end of the year.

Dave admits that they are not the cheapest carpet cleaner in the area, but they work mostly on a referral basis and really take their time to do the job right. Dry/chem. cleaning is more expensive because it is a two-step process, whereas steam cleaning takes less time so costs less per foot. There is a minimum charge of \$95.00 for any cleaning. Their business is mainly in the Tri-Valley and the 680 Corridor, but go out as far as Brentwood, Tracy and Hayward for an extra charge.

Steam cleaning is better for heavily soiled carpets and dry cleaning is better for the longevity of the carpet. To keep up most warranties on carpeting, many manufacturers require hot water extraction cleaning every 18 months.

Besides carpet cleaning, they do upholstery cleaning and scotch-guarding as well as clean area rugs (off-site).

If you should have a spill (after hours) the best thing to do is use cool water (no cleaner) and blot (don't rub) as much of it as you can (standing on the towel can pull a lot out). Repeat, then call Tiger.

If you or someone you know needs their carpets cleaned, please call Dave Jones of Tiger Carpet Cleaning at 443-1100.

---

#### 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
-