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**NOVEMBER 10, 2011**

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**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **November 17<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Cory Pinter** of Accurate Impressions and **Bob Olsen** of Olsen Painting.

**John Quintanal** will SPOTLIGHT **Pleasanton Financial Advisors** (*This is a 2-minute "commercial" for the business itself rather than the business owner.*)

The CLASSIFICATION will be given by **Jim Pease** of Pease Tax and Accounting Service.

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**HOLIDAY PARTY AT PASTAS:**

The Annual TVEA Holiday Party has been scheduled for the seconded Thursday in December, **12/8** at 6:30pm at Pastas on Main Street in Pleasanton. Dinner will be \$32 per person due in advance. Please let Cristin know if you will attend. The sign-up sheet will be going around.

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**THE WEEKLY POT REPORT:**

Congratulations, **Joey Minahan** of The Door Doctor who won \$91 in TVEA's 50/50 raffle! We begin again this week with **\$50.00** and 10 white marbles (\$5), 2 blue (\$10) and 1 red marble (winner takes all).

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**MEETING SCHEDULE:**

- 11/24 NO MEETING (Thanksgiving)
  - 12/8 NO MEETING (**Holiday Party @ Pasta's** 6:30pm)
  - 12/15 Dirty Santa Gift Exchange (7:30am; \$15-20 gift)
  - 12/22 NO MEETING (Christmas)
  - 12/29 NO MEETING (New Year)
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**TVEA BOOK CLUB:**

On January 12<sup>th</sup>, we will be discussing the leadership methods outlined by America's coaching legend, John Wooden in his book "*Wooden on Leadership: How to Create a Winning Organization*", a Wall Street Journal best-seller.

You don't have to have read the book to participate in the discussion. But in case you need a good read over the holidays, you may want to get a copy.

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**THREE CHARACTERISTICS OF TOP SMALL BUSINESSES:**

1. The owner is **happy** (or pretends to be, when his/her mood is not upbeat).
  2. They have a great **team** or staff that is happy or content to be there.
  3. They **re-invest** a significant amount of their profits on bettering the company.
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**BROCHURES:**

Time to print! Let Cristin know ASAP if you have any changes.

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**NEW MEMBERS:**

- **Business Consulting**

GoSmallBiz

**Terri Piazza**

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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**

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**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
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