

JANUARY 12, 2012

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **January 19** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Bob Olsen** of Olsen Painting and **Mark Van Slambrook** of The Swenson Group Business Technologies.

The SPOTLIGHT will be on **Roman Holiday Salon** by **Larry Brumm**.

The CLASSIFICATION will be given by **Mike Wallace** of Roman Holiday Salon.

The Executive Director will be on vacation, so please behave yourselves.

SPOTLIGHT:

BY DAVE JONES

Darlene Crane-Peel joined the Tri-Valley Executives' Association 13 years ago. She got into finance at a young age, started her own company in 1978, and has been working with **Residential Pacific Mortgage** for 14 years.

At RPM, Darlene has access to a wide range of finance companies like Bank of America, JP Morgan, Fannie Mae and Wells Fargo, just to name a few. Good leads for Darlene are New Tract Developments, Realtors and anyone whose term on their loan is reaching maturity.

Darlene celebrates over 41 years in the finance industry and has seen it all. Now is the time to Refinance or Purchase an Investment or Primary Home. To refer someone or to talk to Darlene about your mortgage situation call her at 461-2809.

DID YOU GIVE A REFERRAL THIS WEEK?

MEMBER NEWS:

Keep **Sandra Kelly** of the Law Offices of Jay A. Woitdtko in your thoughts and prayers as she recovers from surgery for breast cancer.

INVOICES:

This is the last week to save \$25. Remember to pay your dues by **January 20th**.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at **\$56.00** with 8 white marbles (\$5) and 1 red marble (winner takes all).

DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING THIS WEEK?

100% ATTENDANCE FOR 2011

- **Keller Williams Realty** - Mike & Tom
 - **Pleasanton Financial Advisors** - Gary, Mark, Richard & Bronwyn
 - *Runner-up: Onstad's Insurance* - Dan Brown only missed 3 meetings in 2011.
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Wooden on Leadership

Coach John Wooden, most widely known for his tenure as UCLA's head basketball coach, has reshaped what it takes to become a success; not only on the basketball court but in life itself.

The Ten Things Managers Need to Know from Wooden On Leadership:

- 1. Success is not defined by wins and losses.** Success is trying to be the best you can possibly be, maximizing your

effort, and wins and losses is just a by-product of your performance.

2. The Pyramid of Success and its tiers. The Pyramid of Success, developed by Coach Wooden, may be one of the greatest philosophies for not just businesses but for how individuals carry out their everyday lives. The pyramid includes fifteen blocks or traits (with a couple of others added) that are necessary to obtain the eventual goal of success. The bottom of the pyramid includes traits such as industriousness and enthusiasm (described as most important), friendship, loyalty, and cooperation. The second tier involves self-control, alertness, initiative, and intentness, while the heart of the pyramid includes conditioning, skill, team spirit, poise, confidence, and competitive greatness with faith and patience as side structures. By attaining these traits, it is impossible to not be a success.

3. Have good values. Being a person of good values and character is a person anyone would enjoy being around or working for. It attracts people with similar values and beliefs and creates a stronger relationship between the manager and employees resulting in greater performance.

4. Love everyone the same. Within an organization, every employee needs to feel part of a family and feel the love from the management team that their particular job is important. By doing this, a close-knit family environment will be formed resulting in better performance from the employees.

5. Be a teacher. A person in leadership has many roles and responsibilities throughout his or her organization, but one of the most important roles is to be a teacher for the employees. When role-playing as a teacher, patience and demonstrations (with repetition) must be present. Most people do not learn at the same rate, and giving demonstrations about how to complete the task will increase the learning process for employees.

6. Keep emotion out. Any successful manager has to have intensity in the work he or she does, but emotion must be absent. This concept should be spread throughout the organization. Being intense lets the employees know that their manager expects hard work in the most efficient way. If emotions are present, it allows for over-excitement, grudges, creating peaks and valleys. This causes a lack of stability within the company.

7. Every job is important; little things make big things happen. Generally, the top performer or manager is the one that gets all the praise and rewards from outside company doors, but a manager must stress from within that every job is equal in importance. Without the maximum performance

of the “lower” jobs, the top performer is unable to maximize his or her efforts. So if the importance of each job is stressed to the worker performing it, there will be a realization that each worker significantly contributes to the success of the organization. Without executing the so-called “little” things, the “big” goals of the company are simply dreams.

8. Time is essential. All managers need to understand that time can be the most productive or destructive asset a company has. Time, if managed effectively, can seem to be expanded with precise organizational skills. Utilizing time down to even the exact minute will set a great company apart from one that merely dreams about having more time.

9. Carrot is mightier than the stick. Managers need to be better at motivating than punishing. Punishment can be effective for the team at times, but motivation to improve and fix problems can prove to be more beneficial to the organization as a whole. Motivation stops the fear instilled by punishment and creates a sense of pride within the employees’ work.

10. Use adversity to your advantage. Managers will be faced with adversity, but it is important that it is accepted and used as an advantage instead of just an obstacle. When faced with a troubling time, learn from it, improve or correct the problem, and make the best of the situation. Some things are out of your control, and managers must take those out-of-control scenarios and figure more productive ways to help the team. “Things turn out best for those who make the best of how things turn out” (John Wooden Quotes).

ELECTIONS:

It’s time to choose a new Board. It’s an easy gig – get involved!

Our President-elect is **Jay Woidtke** of the Law Offices of Jay Woidtke. If you are interested in getting more involved or want to know more how the organization works, please contact Cristin.

We’d like 2 or more new nominees for elections in March to replace outgoing members: Joey Minahan and Mike Peel.
