

JANUARY 19, 2012

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **January 26th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dan Brown** of Onstad's Insurance and **Sheri Facciolla** of Patriot Pest Management.

The SPOTLIGHT will be on **Silmar Flooring** by **Lawrence Ling**.

The CLASSIFICATION will be given by **Joey Minahan** of The Door Doctor.

THANK YOU:



Great big "thanks" to **Joey Minahan** and **Darlene Crane-Peel** for filling in for me this week! It was easier for me to leave knowing that everyone would be taken care of by the two of you ☺

ELECTIONS:

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**.

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

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

BROCHURES:

Some of you may have realized, but in case you didn't, we have new brochures. Please take some to give to clients and prospective members.

CLASSIFICATION

Mike Wallace was born in Germany, but at age 3 he was moved to Benicia, where he was raised. His father was in finance and worked for companies like Kaiser, the University of Berkeley and Governor Regan.

While they lived in an upscale, gated community, his parents were very choosy with how they spent money because of their upbringings. His father grew up in a shanty in Iowa, and his mother's family, once very wealthy, lost everything during the war causing her to have to beg for food. So, as their friends were driving new high-end cars, he and his sister had a modest Toyota; and never did they have designer clothing. However, family and culture was everything to his father. They had tickets to the opera and Broadway shows, and would spend entire summers in Europe. Mike learned a lot from his father who was always home by 6:00pm and never worked weekends. He was taught good family values, and saw that his parents were real partners in life and never stopped dating.

Mike was a hyper boy with terrible allergies who grew up in the shadow of his sister. He lacked confidence, didn't do well in school, was unable to keep a job for long, and at 19 went off the track and developed a serious drug problem. He worked five jobs to support the addiction and slept only once every four days. In 1988 after his mother and sisters threw him out because they didn't want to watch him die, weighing only 96 lbs., he entered rehab.

After getting clean, while getting his long hair trimmed, his hairdresser suggested that this could be a job he'd be great at, since most clients that walked into the salon while he was having his hair done, Mike would pick apart and talk about what could be done to make that person look his/her best. He took his hairdresser's suggestion to heart and went to Bjorns beauty school. The school had 105 students of which 19 were men and only 10 were straight men; with the guy:girl ratio in his favor, Mike really liked the occupation that he had chosen.

Among many applicants Mike was hired with 4 other stylists, one of which was Sherry, to work at Good Looks, formerly a salon in Pleasanton. Mike and Sherry barely spoke for 3 years, and then they were friends for a long time. Finally, one year after Sherry's divorce, they went on their first date. After much negotiating, they married and now have a 13-year-old daughter together. Sherry is a beautiful person inside and out, and Mike loves her more today than the day they met. They have been married for 16 years, together for 19 years. Sherry has two sons from her previous marriage; Mike has been in their lives since they were very young. Skylar is living at home and attending college, and Jordan has graduated from ASU and will be going to law school.

Twelve years ago, former TVEA member, Norma Vorhies was selling Roman Holiday Salon. Mike and Sherry thought about it, but didn't think they could buy or run a business. They went in to meet with Norma with the attitude that they weren't going to buy it, but after talking about it and driving by many nights after it had closed, they decided to go for it. When they first bought the business it was employee-based, but finding that the toughest part of owning a business was the business itself, they made everyone an independent contractor.

Two years ago, Sherry took a job as an educator for Wella in San Francisco, and Mike ran the shop. It was a great experience for Sherry and a time of personal growth for Mike. Shortly after Mike took over the business, a chain salon came in and lured away all of their stylists. Mike was struggling with whether to keep the business open or just get a shop for him and Sherri.

As the job in the City took more and more of her time away from her family, mainly her teen-age daughter, Sherry made the decision to come back to the salon full-time and is rebuilding her clientele.

Then, after a tough negotiation with their landlord, they made the difficult decision to cut overhead and relocate to a smaller shop on First Street in Downtown Pleasanton, where there are only two employees: him and Sherry.

24 years ago, Mike got into the business because of makeovers. Knowing how he felt when he made himself over, he wanted other people that lacked confidence in their appearance to feel that same way. He feels he has a gift to be able to see through a person's current look to see what they could really be. He especially loves taking teenagers who have insecurities and making them over, sometimes changing their lives.

Mike loves going to work every day. He and Sherry do everything involving hair: cut, color, perm, style, and special-occasion hair and make-up. Both Mike and Sherry are artists and are very skilled in their craft. As educators and as part of their service, they will teach you how to get the look they create in the salon at home.

If you want to get a makeover or just a trim, call Mike or Sherry at Roman Holiday Salon: 463-5650.
