

FEBRUARY 9, 2012

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **February 16th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **JoDee Moore** of J.E. Moore Air Conditioning and **Joey Minahan** of The Door Doctor.

The SPOTLIGHT will be on the **Law Office of Jay A. Woidtke** by **Mike Wallace**.

Gary Smith of Pleasanton Financial Advisors will give the CLASSIFICATION.

POT REPORT:

TVEA's 50/50 raffle was won last week. Congratulations, **Dave Silva** on winning \$71!

We begin again this week with a pot of \$50.00.

MEMBER NEWS:

Congratulations to The Swenson Group's **Mark Van Slambrook** and his wife, who gave birth to their son on February 1st!

20" Connor Thomas weighed in at 7.8 lbs. Looking forward to the pictures ☺

ELECTIONS:

Elections are rapidly approaching. We need **2 new nominees** for the Board of Directors. Membership elections are in March to replace outgoing members: Joey Minahan and Mike Peel. Anyone...?

Please let Cristin or one of our current members know if you are interested in helping out.

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

DISCUSSION: WHAT HAVE YOU DONE TO SURVIVE THE ECONOMIC DOWNTURN/RECESSION?

- Downsized
 - Got back to "smart" business
 - Diversified
 - Educated themselves as well as the employees
 - Increased their "presence" at networking groups
 - Hit the streets to ask for the business
 - Lay the foundation for future business by Upgrading technology and other systems
 - Increased marketing efforts
 - Increased visibility with signage
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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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