

FEBRUARY 23, 2012

---

**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **March 1<sup>st</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Kevin Gundry** of Custom Exteriors and **Dr. Barry Winston** of Amador Valley Optometric.

The SPOTLIGHT will be on **Thomas Watch Repair** by **Terry Johnston**.

General Contractor, **Phil Maser** of the Maser Company will give the CLASSIFICATION.

---

**ELECTIONS:**

We will be having elections next month. I will be sending out a ballot to elect the new Board and for your nomination for the **Executive of the Year**.

One **nominee Board of Directors** to replace outgoing members Joey Minahan and Mike Peel is **Thomas Tong**. We need one more volunteer. A lot of names have been thrown into the ring (Sherri Facciolla, Bob Olsen, David Sanchez, Harvey Tulchinsky); will one of you please step forward?

---

**SPOTLIGHT:**

BY DAVID SANCHEZ

Lawrence Ling started **QES Computers** 14 years ago. They have a solid local customer base but service the entire bay area. They have HP-certified technicians that provide commercial service and warranty work. QES offers secure "cloud" storage; monthly pricing is dependent on the amount of storage space needed. They charge \$60/hr. for work done at their shop and \$80/hr. for on-site service. They have 7 employees and are open from 9am-6pm Monday through Saturday. For computer sales or service call QES at 463-8100.

---

**POT REPORT:**

TVEA's 50/50 raffle is at \$57.00.

---

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

---

**CLASSIFICATION:**

**Dave Silva** was born in Oakland and raised in San Lorenzo. He's been living in Pleasanton for 35 years. He met his wife in high school in 1965. They have been married for 43 years and have a son, Chris - 35, who works with him in the flooring business, and has a daughter, 32, who is an elementary school teacher in Pleasanton and is expecting twins, Dave & Eileen's first grandchildren.

After high school, he attended Cal State Hayward where he played baseball. Due to a lack of credits, he was drafted into the military and joined the Air Force. When he got out of the military he dreamt of becoming a baseball coach. Needing money to finish college and marry his sweetheart, he got a job working as an apprentice for his father who was a carpet installer. Their company handled mostly contracts from Montgomery Wards, who was the third largest carpet dealer at the time.

While renting an apartment, the property manager noticed his occupation and asked him if he could do some of their work. He said he could, and then found that it was a 5,000-unit complex and the work would keep him busy full-time. He asked his father to join him in starting their own business and became very successful for a while. After getting a couple of bad jobs, they were forced to close down.

He and his father went to work for Neil's in Hayward and Dave became very good at sales; better, in fact than the owner's children, who had become a drain on the business.

Dave and the office manager, Marge, were offered positions at Glenmoore Properties. Neil didn't want them to go, so he offered to back Dave and Marge in their own business. SILMAR Flooring started in Hayward where Dave was a member of the Executives' Association of Southern Alameda County. After starting the Tri-Valley Executives' Association in 1985, he opened their store in Pleasanton in 1988.

In 1989 Dave had the opportunity to buy the building, which he did. That same year, his partner, Marge, retired and the recession hit. It was a tough year and a half.

But with their quality and expertise in their industry, business thrived. Eileen started working with the company when Marge left; and his son started with them 8 years ago when he graduated from college. Dad finally fully retired about 6 years ago.

SILMAR Flooring sells and installs carpet, hardwood, laminate, synthetic hardwood (which looks and wears better than real wood), tile, luxury vinyl tile, outdoor carpet (putting greens) – anything you walk on except concrete. Only 15-20% of their business is residential. Commercial jobs account for the majority of their business with apartment complexes and hospitality such as hotels, casinos and senior centers, as their niche market.

All but 1 of their installers are individual contractors who work out of Silmar's warehouse. They are experts in "fancy" commercial installations and are referred by the manufactures of those carpets. They are often called in to consult or to fix the installations of less experienced companies.

They started the company only selling and installing carpet, linoleum, vinyl and vinyl asbestos tile; there wasn't really a market for tile or hardwood. Today, everyone wants "green" products; so they offer a large variety of bamboo, strand-woven bamboo, rubber, cork and wool and no-dye natural product carpet.

The Leadership in Energy and Environmental Design (LEED) Green Building Rating System is becoming mandatory commercially for most cities in the area, but

is gaining popularity residentially. Challenges with LEEDs include finding effective environmentally-safe adhesives and the rising expense of recycling carpet, currently \$0.60-1.50 per square foot (\$6.00 per square foot in New York). Carpet recycling becomes mandatory in 2014.

They specialize in product selection and installation to insure your satisfaction. Although warranties cover wear, wear is subjective. So it is very important to choose the correct product for the installation and to know how long a product will look good, not how long it will last. All Silmar installations are guaranteed and can be done in some offices without moving partitions or even unplugging a computer.

Their commitment to excellent customer service allows them to work and live in the same community. To update the one thing you use most in your business or home, call Dave, Eileen or Chris at 846-7600.

---

#### 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
-