

**MARCH 15, 2012**

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**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **March 22<sup>nd</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Mike Peel** of Keller Williams Tri-Valley Realty and **Dr. Endre Selmeczy**, Dentist at Livermore Sedation..

The SPOTLIGHT will be on on **The Swenson Group** by **Jay Woidtke**.

**Jerry Raney** of Diablo Valley Benefits will be giving the CLASSIFICATION.

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**SPOTLIGHT:**

By Kevin Gundry

**Tiger Carpet Cleaning** was purchased by Dave Jones in 1999, to compliment his janitorial business. They've built a successful business by ensuring customer satisfaction. Tiger not only cleans carpet, but also cleans upholstery as well as area rugs. They service the Tri-Valley and the 680 corridor from Fremont to Walnut Creek. Call Dave Jones at Tiger Carpet Cleaning at 443-1100 to refer a business, client or friend, or to make an appointment for your home or business.

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**ELECTIONS:**

Elections are upon us! Attached is the **BALLOT** to elect the new Board and for your nomination for the **Executive of the Year**. Please return these by 3/22.

Your nomination should be for the member who you believe did a good job giving leads, bringing in new members, had great attendance, a combination of those or who has some other outstanding quality that you think should be awarded "Executive of the Year".

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**MEMBER NEWS:**

Congratulations to Wayne & Pam Yeaw of Alpha Omega Printing on the birth of their first grandson, Noah, born March 11<sup>th</sup>.

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**POT REPORT:**

TVEA's 50/50 raffle is at \$70.00 with 6 white marbles (\$5), 1 blue (\$10) and 1 red marble (winner takes all).

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**CLASSIFICATION:**

**Terri Piazza** worked in marketing in the corporate world for 18 years, first with Hewlett Packard and then at Advanced Cardiovascular Systems. Both gave her valuable insight to what causes the success and struggles of any business.

At HP, Terri saw management stop the launch of a new product, solely because their customer support staff was not hitting the mark of quality and excellence of their products, which could potentially lead to the failure of that product and thereby the reputation of the company. At Advanced Cardiovascular Systems, she saw the opposite. The company became arrogant, and although their product was rated #1 on the market, they started losing market share. They pulled themselves out by adding customer support and no-cost value-added services.

When the job moved to Seattle, Terri began to look for other opportunities. She found a franchise that she could be passionate about. She researched, prayed and pulled her retirement out of HP, ultimately buying a struggling dating service. The business model was good, but the reputation of the previous owner was what caused the business to not succeed. She spoke to the clients, listened to their criticisms and requests, and changed the business's approach. Within 2 years, she had grown the business by 300%.

With 25 years of marketing experience under her belt, Terri was able to do all of her own ads and increased her marketing budget, leaving her little resources for actually running the business. She had to call the owners of other franchises to come and help her out.

Working 70-80 hours a week was taking a toll on her and her family, and she ended up selling the company. She was asked to sit on a pastor's board for singles, but needed to make money, so began looking for another opportunity.

Terri was recruited by Y2K Marketing, which helps small businesses with their marketing needs. After being with the company for 9 years, she became discontent and started looking for another prospective business that she could be passionate about, which is when she heard about GoSmallBiz.

GoSmallBiz.com was founded by Entrepreneur and NFL Hall of Famer, Fran Tarkenton. Having started 20 businesses since his football-playing days, Fran had always had a passion for small business. After selling his international software company in 1994, Fran decided to pursue his desire of helping entrepreneurs, like himself, gain access to the tools and information they need to grow and compete in the new economy. The result was the Fran Tarkenton Small Business NETWORK, founded in 1996. Once the organization started using the Internet as a primary delivery tool, the name was changed to GoSmallBiz.com.

Today GoSmallBiz.com has grown to include more than 50,000 active members throughout North America. They help entrepreneurs run and grow their businesses, by providing access to the knowledge and tools targeted specifically at the micro business through their product, a membership, which is packaged and sold much like insurance.

Membership is required to access most of the material available. Members also have a 4-page website builder, online bookkeeping tools and a business audio library to utilize. Members can access the business consulting service through GoSmallBiz's "Ask Your Question".

The have attorneys and business consultants that can review contracts and employee handbooks, which every

business should have. They can help you fire an employee the right way or form your business entity. You get access to collection services, human resource forms, tax forms, marketing plans, finding capital and selling or buying a business.

Many people believe that their business' insurance will cover them in lawsuits, but there is a limit to what an insurance company will do and pay. GoSmallBiz also provides independent counsel, saving the business money that they would pay to retain an attorney.

GoSmallBiz is best for companies with under 99 employees. Don't try to know it all or do it all. For between \$50 and \$125 per month (month-to-month contract) you can off-load non-revenue producing jobs and help your company run more optimally.

Terri is happy to tell you more and to conduct a needs assessment for your business to determine the cost savings you could realize. Call or email Terri at GoSmallBiz: (408) 507-0338, [terri.piazza@comcast.net](mailto:terri.piazza@comcast.net). You can also visit their website for a demonstration of how the program works:  
[www.gosmallbiz.com/demo/demo.asp](http://www.gosmallbiz.com/demo/demo.asp).

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#### **SPRING SOCIAL:**

We are going to do something different this year: **Day at the Races!**

Guaranteed FINISH LINE seating provides seats directly on the wire at Golden Gate Fields. Your package includes our all-you-can-eat "Turf Club Buffet", valet parking, Racing Program, Winner's Circle privileges for 6 to 8 members of your group, and tax and tip. Everything is taken care of - all you need to do is have fun! **\$40.00 per person.**

We are working on a date and will get a sign-up going when we've got the Sunday scheduled.

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