
APRIL 12, 2012

NEXT WEEK:

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

GREETERS will be **Jerry Raney** of Diablo Valley Benefits and **Harvey Tulchinsky** of Harvey's Cleaners.

The SPOTLIGHT on **The Maser Company** will be given by **Mark Van Slambrook**.

Larry Smario of Larry Smario Landscape & Tree Service will be giving his CLASSIFICATION.

SPRING SOCIAL:

LAST CHANCE TO GET YOUR TICKETS!!

Sign up now for the TVEA Day at the Races – Sunday, May 6th!

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 our group, and tax and tip. Everything is taken care of - all you need to do is have fun! The cost is **\$40.00 per person** (no-host bar).

New Board of Directors:

Sherri Facciolla – Membership
Jerry Raney – Program
Dr. Endre Selmeczy – Social Media
Dave Silva – Past President
Thomas Tong – Treasurer
Jay Woidtke – President
Wayne Yeaw – Vice-President/President Elect
***OPEN** – Social

*The resignation of JoDee Moore has left a vacancy on the Board of Directors that needs to be filled immediately. If you are willing to stay after the regular meeting once a month, we could use your help.

POT REPORT:

TVEA's 50/50 raffle is at \$55 with 9 white marbles (\$5), 2 blue (\$10) and 1 red marble (winner takes all).

DISCUSSION: REVIEWS AND COMPLAINTS

One thing many of us forget to do as a follow-up with our clients is to ask for a review. Asking for a review by guiding customers toward review sites, doesn't necessarily open you up to criticism or the 1-star rating; usually the opposite happens. Even if a person has had a complaint, they typically won't express it.

There is a new service that is able to take your reviews from your customer and post them to the proper site: Gold Star Feedback (925) 388-1273. While a client waits in your office, you can ask smart-phone users to use their barcode scanner that will take them to review instructions or have them use a computer to go to your feedback website. Gold Star Feedback charges a \$299 set-up fee (discounted to \$99 if 10 TVEA members sign up; discounted to \$199 if 5 TVEA members sign up), and \$97 per month.

If people follow through with the review that you have requested from them, your rating average would go up because of the volume of reviews. It will also increase your position and visibility by organically moving your website in the search engines.

No matter what, there are still those people who are just complainers. In an effort to avoid complaints, which are really just different outcome vs. expectation, try to prepare the client as much as possible to set up realistic expectations. Educate them as well as ask them for what they expect from you.

The biggest problem we face is when the customer is really at fault, they know it, won't admit it and are actually mad at themselves. In this case it is best to try to avoid shedding more light on the mistake and focus on a solution.

TVEA OPEN CLASSIFICATIONS

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| Advertising – Direct Mail | Hotel | Safes & Vaults |
| Advertising – Internet /Social Media | House Cleaning | Secretarial Service |
| Advertising – Newspaper | Interior Designer | Shredding Service |
| Advertising – Radio | Insulation Contractor | Signs |
| Appliances – Sales & Service | Investigator | Sporting Goods |
| Architect | Janitorial Service | Tailor |
| Attorney – Family Law | Jeweler | Tile Contractor |
| Auto Dealer | Landscape Architect | Title/Escrow Company |
| Bakery | Limo/Car Service | Towing Service |
| Bank | Linen Supply & Service | Travel Agency |
| Boat – Sales & Service | Liquor Distributor | Truck Rental |
| Bookkeeper | Locksmith | Tutoring |
| Bookstore | Manicurist | Uniform Service |
| Burglar/Fire Systems – Sales/Monitoring | Masseuse | Vending Machines |
| Car Wash | Medical Supply | Waste/Junk Removal |
| Caterer | Med Spa/Esthetician | Water Coolers & Service |
| Cement Contractor | Moving & Storage | Web Design/Hosting |
| Chiropractor | Notary | Window Cleaning |
| Club (Country , Golf, etc.) | Nursery | Wine & Spirits Distributor |
| Collection Agency | Orthodontist | Winery |
| Communications (telephone, wireless) | Party Rental & Supplies | |
| Convalescent Home | Paving Contractor | |
| Counselor/Psychiatrist | Payroll Company | |
| Cyclery – Sales & Service | Pet Groomer | |
| Dermatologist | Pet Shop & Supplies | |
| Disc Jockey | Photographer | |
| Electrical Contractor | Pool Supply & Maintenance | |
| Employment Agency | Pressure Washing | |
| Event Center or Planner | Public Relations | |
| Funeral Director | Restaurant – Chinese | |
| Furniture Repair | Restaurant – Coffee Shop | |
| Glass – Residential/Commercial | Restaurant – Ice Cream Parlor | |
| Glass Tinting – Auto/Residential/Commercial | Restaurant – Italian | |
| Graphic Artist | Restaurant – Mexican | |
| Gutters – Sales & Service | Restaurant – Pizza | |
| Hardware & Building Supplies | Restaurant – Sushi | |
| Handyman/Home Repair | Restaurant – Fast-Casual | |
| Health Club | Roofing Contractor | |