
APRIL 26, 2012

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **May 3rd** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Jim Pease** of Pease Tax & Accounting Service and **Allen Eddy** of Cal Coast Plumbing.

The SPOTLIGHT on **Accurate Impressions** will be given by **Sheri Facciolla**.

Darlene Crane-Peel of RPM Mortgage will be giving her CLASSIFICATION.

SPOTLIGHT:

By Dave Parker

Larry Brumm sold real estate for 10 years, then started working for an appraiser doing single-family home appraisals, and eventually going out on his own. Mortgage companies used to have lists of approved appraisers and Larry Brumm's name was the one constant on that list for 20 years. That changed about three years ago when the law changed so that only the lenders could contract with an appraiser, leaving Larry out of the business. He now works mainly with estate planning attorneys and accountants doing appraisals for trusts and estates. Larry is quick, professional and thorough. If you know any estate planning attorneys that could use Larry Brumm's services, please give him a call at 200-9849 or larry.brumm@att.net.

SPRING SOCIAL:

TVEA Day at the Races – THIS Sunday, May 6th 11:30am
Those who are signed up to go have been invoiced \$40.00 per person. Please pay on or before the day of the event.

CLASSIFICATION:

Dave Cherry started Big O in 1973 with his dad and his uncle. Shortly thereafter, Dave moved to Colorado and worked for a Big O store there. Then he went into the Air Force where he met his wife. After his son was born and his wife was out of the military, they moved back to the area and back to work with his family at Big O. Now, with his son, Josh, working in the business, Big O Tires is a third generation business.

Dave Cherry also has a Livermore shop that his partner runs. He had a shop in Ceres that he purchased a while back. Dave's partner at the Ceres shop left after running it into the ground. They've since closed the shop and have most of the legal and financial issues cleared up.

In addition to tires, Big O Tires does break jobs, suspension work, including lifts and drops, and basic vehicle maintenance. Before having any work done at the car dealership, unless it's a warranty repair, have it checked out at Big O to attest to the validity of the repair.

In tire manufacturing, tire quality has gotten better, however the life expectancy is shorter: 5-6 years max. Big O tires are manufactured by Goodyear and Cooper, but their technicians are experienced with all brands. Tire warranties are limited to 3 years for free, then offered at a prorated rate for a maximum of 6 years. They also offer extended warranties.

Warranty includes rotation, balance and fixing flats on all Big O tires. They are not allowed to do sidewall or shoulder repairs due to liability. All products purchased will be serviced at no charge and all tires have a nationwide warranty. Keep in mind that the road hazard warranty does not allow sidewall or shoulder repairs; however the damaged tires will be replaced during the first year.

They really focus on educating people about how they should maintain their tires, and strongly recommend having your tires rotated and checked every 3 months or 5,000 miles, or you may find that the warranty may be void. Periodic maintenance, such as rotating and alignment, should be done to ensure safety and improve gas mileage. It is also important to routinely check your tire pressure to avoid unequal wear. Tires lose about 1-4 lbs. of pressure per month, which is not the case for those filled with nitrogen as it is a bigger molecule than air.

The reputation in the community and giving back is important to Dave and Josh and they provide a lot of services free of charge to local non-profits. Because of the high level of integrity at this Big O, they receive job referrals from the corporate offices. That and the customer loyalty they have says a lot about their business.

They are open Monday through Friday 7:30-5:30 and Saturday 8:00-4:00. Early-bird drop off is available. Drop in or call Dave to have your vehicle inspected for the safety of all who ride in your vehicle: 462-7650.

POT REPORT:

TVEA's 50/50 raffle is at **\$56** with 9 white marbles (\$5), 2 blue (\$10) and 1 red marble (winner takes all).
