
MAY 31, 2012

NEXT WEEK:

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

GREETERS will be **Mike Peel** of Keller Williams Tri-Valley Realty and **Manny Martin** of Amador Valley Property Management.

The SPOTLIGHT on **Cal Coast Plumbing** will be given by **Dan Brown**.

Bob Olsen of Olsen Painting will be giving his CLASSIFICATION.

SPOTLIGHT:

By Dave Silva

Big O Tires is a long-time member of the Tri-Valley Executives. They are a third generation, family-owned and operated business. They take care of their customers and treat them like family. For a one-stop shop for tires and maintenance of your car or truck, call Dave or Josh Cherry at Big O Tires: 462-7650.

POT REPORT:

Congratulations, Joey Minahan on the \$84 win!

TVEA's 50/50 raffle begins again at **\$50** with 13 marbles: 10 white (\$5), 2 blue (\$10) and 1 red (winner takes all).

HAVE YOU INVITED A GUEST THIS WEEK?

MEMBER NEWS:

The **Swenson Group Business Technologies** was just given the prestigious Konica Service Award; congratulations, Mark; we all know you guys deserve it!

DISCUSSION:

Connect2clubs.com has this to say about membership: *"Attracting new members is the lifeblood of any club. No matter how good your club is, statistics tell us that only 60-70% of the members renew year to year. Any higher rate of retention is way above average. This means that in order to actually grow, you have to replace the members who didn't renew, plus some."*

We all know that the TVEA is well above average; we just need to share that with other business owners who would really be an asset to the group and benefit from membership.

Here are some ways to invite potential members and to make sure that our guests feel welcome:

- Introduce yourself before or after the meeting.
 - Spend one-on-one time with each guest.
 - Let the group know in advance that you intend to bring a guest, so that related businesses can make them feel welcome.
 - Create a "procedure" for member follow-up:
 1. Approach the potential member with some standard or suggested dialog that we come up with.
 2. Talk to them about how we are different from other groups and how you have personally benefitted.
 3. Make sure someone talks to them after the meeting to ensure that they understand our membership practices.
 4. Follow-up later prior to the next meeting to invite them to visit again and answer any questions they may have.
 - Figure out a way to create a "buzz" within the business community about the attributes of this networking group vs. others out there.
 - Set a date for a membership breakfast, as a goal for members to invite guests, making it easier to follow-up with that person prior to the meeting and ensure they make it.
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TVEA OPEN CLASSIFICATIONS

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