
JUNE 7, 2012

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **June 14th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Wayne Yeaw** of Alpha Omega Print and **Allen Eddy** of Cal Coast Plumbing.

The SPOTLIGHT on **Custom Exteriors** will be given by **Jim Bowen**.

We'll be having a group DISCUSSION.

There will be a **Board Meeting** directly following adjournment.

SPOTLIGHT:

By Dan Brown

Cal Coast Plumbing was started by Allen Eddy when he was licensed in 1979. Their motto is one of the reasons that they've been in business for so long: "Do it once and do it right". They provide quality service and responsive follow-up.

Their business consists of both commercial and residential almost equally, and is Diamond Certified.

Cal Coast Plumbing offers a Diamond Club membership that for a nominal monthly fee, gives you front-of-the-line service, discounted service fees and an annual tune-up on your plumbing.

Call Allen or Aaron Eddy at Cal Coast Plumbing to sign up: 462-1090.

POT REPORT:

This week's TVEA 50/50 raffle is at **\$56** with 12 marbles: 10 white (\$5), 2 blue (\$10) and 1 red (winner takes all).

HAVE YOU INVITED A GUEST THIS WEEK?

GUESTS:

Thank you to those who brought guests this week and those who have invited others to join!

Terri Piazza of GoSmallBiz introduced us to Charles Crohare of Tri-Valley Bank and Larry & Sharon Mace from A Special Touch, funeral services in Dublin.

Please try to get in contact with the prospective members to make them feel welcome and invite them to join as members.

CLASSIFICATION:

Bob Olsen is a California native who grew up in the Palo Alto/Menlo Park area. He was the son of a home-maker and an engineer working in the machine shop at HP for 25 years. During that time, he got to meet Mr. Packard and went to company barbecues at his ranch every year. He has an older brother with a high-tech machine shop in Placerville, a retired brother living in Santa Cruz and a younger brother who passed away a few years ago. Bob spent two of his elementary years in Catholic school, but returned to public school after being expelled. After graduating from Fremont High School in Sunnyvale in 1964, he took engineering classes at Foothill Junior College.

Finding school boring, he dropped out. This was during the Viet Nam war and to avoid being drafted, he joined the Army reserve. Unable to maintain an acceptable GPA, Bob was called into active duty and shipped off to Fort Ord. After basic training, he was sent back home where he joined his brother in Laguna Beach. He eventually realized that partying in Laguna Beach, although great fun, was not a sustainable pastime, so he moved back to the Bay Area.

He soon got a job as a line technician at Stewart Warner Micro Circuits, a semiconductor company, and from there he moved on as a line supervisor at Fairchild, then National Semiconductor. With that experience, he was

able to get a job with Applied Technology, which at that time, was making radar warning systems for fighter planes. He started in the quality assurance department as QA inspector and when his supervisor left the company, he was promoted to acting supervisor. Applied Technologies is where he met Carol, and 35 years ago, after two years of dating, they were married.

Applied Technologies scaled back from 2,000 employees to a little more than 200 when they lost several government contracts. As one of the lucky ones to keep their jobs, Bob was transferred into the engineering department where he designed and fabricated computer chassis for fighter jets. He worked as the Mechanical Sustaining Engineering Department Manager until 1980, when he was not-so-lucky as the last time, and was laid off.

During that recession he had met up with a buddy of his who was in real estate. Having done some painting together back in their younger days, he asked Bob to do some painting for him while he was looking for a way to become independent and self-employed. It didn't take long for the Realtors to come running and he soon had plenty of business.

He was painting more and more, but Bob didn't want to paint, he just wanted to run the business. He contemplated leaving the industry, but on the advice of his wife, he committed to working in the field for 3-5 years and then would hire people they knew they could trust. 3-5 years turned into 15, because after less than 4 years working toward his goal, he and Carol decided to relocate to Pleasanton. It took another 10-11 years after that before he found himself stepping out of the field and realizing his goal of running his business.

During the recent recession, he cut his workforce and found himself going back into the field to help out. However, he does have a roster of people that he can draw from when needed. Bob is proud of his wife Carol who even helps out from time to time; Carol and her brother run a very successful wholesale party supply business. She helped Bob start the business over 30 years ago and has been a very big asset to him and Olsen Painting.

Along the way he learned that you have to be diversified to survive in this business. He's done a lot of HOA work, hotels, light industrial and tenant improvements, remodels and some new construction. His was one of the first businesses to use a high pressure hose reel, with which he called upon his engineering background and built his own. His was also one of the first companies to have all of their crews cellular, and people were always amazed that when they called him for a job, they were actually speaking with a live person.

He's been in the business for over 30 years now, always using state-of-the-art equipment. They do a lot of high-end painting, and as a testament to the quality of his work, Olsen Painting Company is the only painting contractor Joseph Cristiano, the retired CEO of Kelly Moore Paints, has used for the past 25 years.

Oil-based paint is being phased out by Federal regulations set in motion by the EPA and the State of California. There are a lot of new zero VOC paints. A new product that is as good, if not better, than the oil-based paint is now on the market: Durepoxy, which is a latex-based epoxy, and can be found at Kelly Moore and Sherwin Williams. There is also a new "green" paint that can be used for those with severe latex allergies. He has a "lead abatement" certification, but prefers not to specialize in that part of the industry due to the many regulations.

His company prides itself on very high production and proficiency. Their quality is excellent and his crew is very experienced and knowledgeable. In this economy he is working a crew of four guys including himself, and has decided to keep a crew no larger than eight as the economy rebounds. Their business is generated by referral only; they do no advertising.

Bob has a son from a previous marriage who is 38, married and living in Maryland as a computer software analyst. Bob has two granddaughters, ages 9 and 12, and he and Carol enjoy golfing and motor-homing.

If you have a paint project or know of someone who does, call Bob Olsen, Olsen Painting at 484-2228.



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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	