
JUNE 7, 2012

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **June 28th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dr. Barry Winston** of Amador Valley Optometric and a **volunteer**.

The SPOTLIGHT on **Diablo Valley Benefits** will be given by **Dr. Barry Winston** and also on **Edward Jones** by **Allen Eddy**.

Wayne Yeaw of Alpha Omega Print & Imaging will be giving the CLASSIFICATION.

SPOTLIGHT:

BY JIM BOWEN

Kevin Gundry has been in the business since 1989, and in 1997 with a partner, started Custom Exteriors.

Custom Exteriors specializes in retrofit and pre-construction windows and are Diamond Certified. They sell and install all types of windows, including green options. Financing is available.

For a no-charge estimate for yourself or a referral, call Kevin at 888-957-7800.

MEMBERSHIP PROPOSALS:

2nd Posting:

Proposing Member: Terri Piazza

Classification: Funeral Services

Member: A Special Touch Funeral & Cremation Service

Represented by: **Sharon Mace**

Associate Representative: **Larry Mace**

Address: 11848 Dublin Blvd., Dublin

Phone: (925) 875-1343

E-mail: sharon@aspecialtouchfuneralservice.com

If you have any questions or comments about or objection to the proposed member, please contact the Chairperson of the Membership Committee: Sheri Facciolla at 447-7100.

A LEAD IS... "information about an event or anticipated happening obtained and disseminated before it becomes public knowledge".

Types of leads are:

- Direct: Specific information of interest and/or concern to a particular member
- General: General information which may be of value and/or interest to more than one member.
- Referred: A third party referral where the prospect is referred to another member or the association member is given a name of a prospect to contact.

If you would be considered a strategic partner of another member, find out from that member what information they consider to be a lead; some welcome general information for a "cold" lead, while others need warm leads (a name and contact information) to be able to follow-up and generate business.

CLASSIFICATION:

Allen Eddy was born in Oakland, California in 1950. Orphaned at a young age, losing one parent at the age of 6 and the other at age 8, Allen was taken in by his cousin who was a plumber.

After graduating from Castro Valley High School, he and a friend enlisted in the service. When he received his discharge only 2 years and 6 months later, Allen went to college. He took psychology classes and computer classes, but decided that there was no future in computers.

While searching for what he wanted to do with his life, a relative told him that he had come from a long line of plumbers. He found out that his great grandfather was a plumber that died in a horse-and-buggy accident, and that his grandfather was also a plumber, whose life ended in a car accident. His father thought it would be

safer to enlist in the service and go off to war rather than be a plumber. But alas, after his discharge from the military, he became a plumber. One day, his truck broke down on the freeway and as he was getting out to assess the situation, he was hit and killed by another driver.

At the urging of a friend's father, despite his grim family history, he took the test for the plumber apprenticeship program. Knowing that there were 900 applicants for only 13 positions, he felt fairly confident that he would not be accepted. He was unable, however, to escape his destiny and was accepted into the apprenticeship program. In 1977 Allen Eddy became a licensed plumber.

In 1974 Allen married a brilliant dental hygienist who had graduated at the top of her class. Joanne, the love of his life, battles multiple sclerosis. Their first son was born in 1979 and the second was born in 1982; both have the initials A.C.E., so that Allen would always have a pair of aces!

In 1982 Allen started teaching, but was never accredited. He was very interested in engineering and took a lot of engineering classes until he found out that he would have to take a significant pay cut to be an engineer; so he went back to plumbing.

In 1990, Allen opened Cal Coast Plumbing. With plumbing "in their blood" both sons are 5th generation plumbers and now work with Allen.

Cal Coast Plumbing does service, repairs and tenant improvements for residential, commercial and industrial clients, including the Zone 7 water district.

As many will attest, Allen is always there in the time of need with prompt and extremely conscientious service. They use state of the art technology to fix even the most complicated plumbing issues, but are just as professional when performing simple jobs such as installing a new faucet.

To recommend Cal Coast Plumbing or to have them exorcize the demons from your plumbing, call Aaron or Allen at 462-1090.

CAL COAST PLUMBING DIAMOND CLUB MEMBERSHIP

Cal Coast is all about providing added value. They want to take care of your plumbing before problems arise. That is why they offer the Diamond Club membership, which now has about 300 members. For a \$9.95 monthly fee, you get an annual plumbing tune-up and performance test, front of the line same-day service, \$100 at year-end toward energy efficient upgrades, and 20% off all services.

Their broad-scope service and straight-forward pricing allows the technician the freedom to thoroughly repair the problem without the homeowner feeling anxious about a growing hourly bill.

To sign up for membership, call Aaron Eddy at 462-1090.

INVOICES:

Invoices for \$275, the third quarter **dues**, were emailed out on the 15th. Please make sure to pay by July 15th to save \$25.

POT REPORT:

This week's TVEA 50/50 raffle is at **\$57** with 10 marbles: 7 white (\$5), 2 blue (\$10) and 1 red (winner takes all).

HAVE YOU INVITED A GUEST THIS WEEK?
