
JULY 12, 2012

NEXT WEEK:

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

GREETERS will be **Larry Smario** of Larry Smario Landscape & Tree Service and **Dan Brown** of Onstad's Insurance.

The CLASSIFICATION will be given by new members **Sharon & Larry Mace** of A Special Touch Funeral & Cremation Services.

SPOTLIGHT:

BY DR. BARRY WINSTON

Diablo Valley Benefits, formerly Raney Insurance, was started Jerry Raney in Pleasanton in 1995. Jerry is licensed to sell all types of insurance, but his focus is health, dental, and disability insurance. They are an independent broker and can write policies for any carrier anywhere in the country. They do some human resources for their clients and handle all of their COBRA administration. Most of his business comes from referrals and Jerry is happy to take a look at anyone's policies to see if he can structure them better or save them money. Call Jerry Raney at Diablo Valley Benefits: 924-1200 jerry@raneyinsurance.com.

SPOTLIGHT:

BY ALLEN EDDY

Dave Parker has been serving his clients at **Edward Jones Investments** in Danville for over 2 ½ years now. He advises and helps people with their stock purchases, sales and trades. Dave also makes sure that his clients have appropriate expectations on their stock's performance. For a consultation on stock you own or would like to purchase call Dave Parker at Edward Jones: 837-7730 david.parker@edwardjones.com.

HAVE YOU INVITED A GUEST THIS WEEK?

HOW DO YOU GENERATE BUSINESS?

- Most say that it comes from referrals, making the TVEA an important part of your marketing strategy. Keep open classifications in mind as you work with other business people, and keep a brochure on your desk to be able to easily give out referral information.
- Optimize the search engines by making sure your homepage contains keywords for popular searches.
- Telemarketing can be effective, but can also be very expensive.
- Utilize the chambers of commerce, taking advantage of their monthly flyer service.
- Set up your Yelp and ask former and current clients to rate you.

WHAT ARE YOU DOING TO KEEP OLD BUSINESS AND RETAIN CLIENTS?

- Set up a blog for your clients to follow and offer online education about your products or services.
 - Send "thank you"s immediately to those who referred you.
 - Send personal "thank you" when the job has been completed.
 - Send business anniversary (i.e. It's been one year since you closed your loan...) cards and birthday cards; make sure they are hand-written.
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MEMBER NEWS:

- **Pleasanton Financial Advisors** will be giving a webinar about mixed signals in the economy on July 24. Call Gary Smith for more information: 846-3768 advisors@pleasantonfinancial.com.

- New info. for **Darlene Crane-Peel**, Sr. Mortgage Advisor at Opes Advisors:
349 Main Street #202, Pleasanton 94566
Cell: 699-4377, Direct: 474-2951
E-Fax: 866-526-1183
dcrane@opesadvisors.com
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POT REPORT:

This week's TVEA 50/50 raffle is at **\$63** with 9 marbles:
7 white (\$5), 1 blue (\$10) and 1 red (winner takes all).

NEW MEMBER:

Please welcome... **Sharon & Larry Mace** of A Special Touch Funeral & Cremation Service!

Classification: Funeral Services
Address: 11848 Dublin Blvd., Dublin
Phone: (925) 875-1343
E-mail: sharon@aspecialtouchfuneralservice.com
larry@aspecialtouchfuneralservice.com

MEETING SCHEDULE:

Be sure to check the new meeting schedule and note the dates that you will be helping out.
