
SEPTEMBER 27, 2012

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **October 4th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be Estate Planning Attorney, **Jay Woidtke** of the Law Offices of Jay A. Woidtke and **Cory Pinter** of Accurate Impressions.

Tom Fox will give the SPOTLIGHT on **Onstad's Insurance**.

The CLASSIFICATION will be given by **Cory Pinter** of Accurate Impressions.

MEMBERSHIP PROPOSALS:

2nd Posting: *Proposing Member:* Terri Piazza
Classification: Mortgages - Reverse
Member: Security One Lending/Reverse Mortgages
Represented by: Richard SanVicente
Address: 2603 Camino Ramon Ste. 200, San Ramon
Phone: (925) 848-6575
E-mail: rsanvicente@comcast.net
Website: www.RickSanVicente.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.

VOLUNTEER & MARKETING OPPORTUNITY:

Dr. Endre Selmeczy's business partner in Hands On Implant Institute, Dr. Robert Brandes, has been involved in a community project for few years now and asked for help to reach out to people Dr. Endre knows. This is the first year this event will happen in Livermore. Check out the info below by clicking on the youtube link. It is a link to a short video. Please keep in mind that this project needs lots of volunteers at the event.

<http://www.youtube.com/watch?v=yzKPwOYQECw>

If you feel that you could help, you could contact me or call Dr. Brandes directly on his cell phone: 925-683-0817

MEMBER NEWS:

At year-end, **Tom Fox** of Keller Williams Tri-Valley Realty, will be resigning from the TVEA. Please keep his daughters and grandchildren in your thoughts and prayers as Tom helps them through this tough time.

The sons of **Wayne Yeaw** at Alpha Omega Print, are also experiencing some tribulations; they could all use your good thoughts and prayers.

DISCUSSION:

Led by Dr. Endre Selmeczy

In the not-so-distant future, all businesses will have to stay present on the Internet to obtain and retain customers; currently the largest presence is shown through Yelp, Google and Facebook.

Take a look at common phrases clients would use to search for a business in your industry in two ways: using a search engine (Google being the most prominent) and inside of Yelp.

To better position yourself in search engines, i.e. Google, and to stand out amongst the competition, add videos and testimonials to your website.

To protect your reputation on review sites, make sure you are monitoring and responding to your reviews. Be carefull to follow Yelp's guidelines for responding to a bad review.

To keep reviews from being "filtered", your clients should be "Yelpers" (people that have Yelp accounts and consistently write reviews). You can ask them to "check in" and review you from your location, which can also increase visibility through the contacts of your client that "follow" him/her.

In January, changes were made to Facebook that created a timeline format. They have improved marketing capabilities that can narrow down your target audience to very specific demographics; it is likely that marketing through Facebook will be fairly inexpensive, yet effective.

POT REPORT:

This week's TVEA 50/50 raffle is at **\$66** and 10 marbles: 8 white (\$5), 2 blue (\$10) and 1 red (winner takes all).

TVEA CODE OF CONDUCT:

The Tri-Valley Executives' Association ("TVEA") wants to have the best available representative in every classification. The TVEA is committed to providing an environment to help connect and support its members, free of harassment*, and therefore provides this Code of Conduct.

Encouraged Behavior includes, but is not limited to, the following:

- MUST take care not to compromise the integrity or damage the reputation of the member, any outside individual or business, or the TVEA. (If you've had a disagreement with another member, please discuss privately, not in the context of a meeting.)
- Speak respectfully to and about each other.
- Maintain a respectful tone and volume when sharing your opinion.
- Value the many different sources of knowledge that exist.
- Listen to the entire message, without interrupting or editorializing.
- Look for places to agree, connect or support.
- Act in ways that edify the group's self-esteem.
- Be respectful of time when making comments.

- Support the facilitator's efforts to moderate discussions.

Prohibited Behavior includes, but is not limited to, the following:

- Verbal conduct such as epithets, derogatory jokes or comments, slurs or unwanted sexual advances, invitations, or comments;
- Visual displays such as derogatory and/or sexually-oriented posters, photography, cartoons, drawings, or gestures;
- Physical conduct including assault, unwanted touching, intentionally blocking normal movement or interfering with work because of sex, race, or any other protected basis;
- Retaliation for reporting or threatening to report harassment.

If you believe that you have been harassed or treated unfairly, inform the Executive Director or provide the Board of Directors with a written account of the complaint in your own words as soon as possible after the incident. The Executive Director will refer all harassment complaints to the Board of Directors of the TVEA and all information will be kept confidential.

*In accordance with the TVEA EEO Harassment Policy

HAVE YOU INVITED A GUEST THIS WEEK?

Please make sure to let Cristin know that you'll be bringing someone and make sure there are no Classification conflicts.
