

OCTOBER 4, 2012

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **October 11th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Allen Eddy** of Cal Coast Plumbing and **Dr. Barry Winston** of Amador Valley Optometric.

Mike Peel will give the SPOTLIGHT on **Onstad's Insurance**.

The DISCUSSION will be led by **Jerry Raney**.

OPEN CLASSIFICATIONS:

Nutritional Products - After months of thinking about it, John Quintanal of USANA Health Products has decided to resign. It's been 10 years, and it wasn't easy decision for him.

Auto Glass – Due to changes in the company, David Sanchez, Jr. and Hacienda Auto Glass have resigned from the TVEA.

Correction – Tom Fox has left the group as of the end of the third quarter, not year-end. Mike Peel will remain as the representative for Keller Williams Tri-Valley Realty.

POT REPORT:

This week's TVEA 50/50 raffle is at **\$73** and 9 marbles: 8 white (\$5), 2 blue (\$10) and 1 red (winner takes all).

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.

CLASSIFICATION:

Born in 1977, Cory Pinter was the middle child with two sisters, one older and one younger. His father was in the Air Force, so his family moved every three years. To keep up with friends and family, they made sure to always get out a family Christmas card, each one with its own wacky theme. The Pinter claim to fame is the Family Tree card that Cory sold the rights to, and is now being sold at Target and has been made into a board game.

His family lived all over the US, Holland, Germany and Turkey, giving Cory the cultural experience of a lifetime. He graduated high school in Turkey, a third-world country, and learned to really appreciate all that the US offers and provides.

After high school he returned to the US, and got his Mass Communications and Advertising degree from the University of South Florida. His focus was web graphics and design.

A friend of Cory's got a job in the Bay Area, so he followed him west to be near Silicon Valley. He drove out with his wife (girlfriend at the time) who got a job quickly. While waiting to land a job in his field, Cory worked temporarily at the Pleasanton Golf Center and as a host at Casa Orozco. He ultimately got a job in Emeryville mass producing websites. In 2007 Cory got married and in 2009 they had a son, Stone.

The company he was working for got bought by Motorola and moved to Alameda. He got a lot of corporate experience there, but found that the human element he enjoyed was missing. In 2010, Motorola cut his department and he was laid off. Near the end of that year, Cory found Accurate Impressions.

Accurate Impressions was founded by Tim Smith in 1996 in Pleasanton. Their main focus was trophies and awards, until in 1998, Tim met Lisa, his wife, and they expanded their business to do embroidery and screen-printing. In 2000, they moved the business to Dublin, giving them more visibility, and the Pleasanton office

now serves as the screen-printing workshop. All of their employees are very experienced in their fields: embroidery, laser engraving, sandblasting, signage and screen-printing. Jason, the engraver, and Alicia, the embroiderer, have each been with the company for 10 years.

Tim is very high-energy, but had no time for website design and social media, the essential element of business today. Cory was able to fix their website and now helps clients with graphics, enhancing a current logo or developing a new one. He loves designing and seeing his designs printed in mass quantities. They charge \$75/hour for graphic design. It is \$89 to have your image digitized for embroidery, and you will own a copy of the digitized file for future use.

Accurate Impressions produces awards, apparel, promotional products and signage. They can also create custom gift packages for business or personal intentions. All pricing is quantity based; the more you buy, the better the price. Standard turnaround time is 10 days; clients should plan 2 weeks to avoid a rush charge, which could be 25-75%.

One way to maximize your company's dollars and exposure is to have office staff wear embroidered shirts and field employees wear the screen-printed articles. Screen printing is an art and all of theirs are done by hand. The minimum order is 10 and part of the cost is based on the number of colors. The set-up fee is \$15 and one color is \$25 with a maximum of 6 colors.

For any type of promotional product, and there are thousands, call Cory who can help you find just the right item to reward employees or promote your company: 600-1234 or cory@accuratei.com.

MEMBERSHIP 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

Due to a current, but expiring, schedule conflict, Rick will begin his membership near the end of the month.

UPCOMING:

Dec. 6 – Holiday Party at Pasta's, 6:30pm
Dec. 13 – City Manager, Nelson Fialho, Guest Speaker
Dec. 20 – Dirty Santa Gift Exchange
