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**DECEMBER 6, 2012**

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**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **December 13<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Harvey Tulchinsky** of Harvey's Cleaners and Estate Planning Attorney, **Jay Woidtke**.

**Larry Brumm** will give the SPOTLIGHT on **R&S Landscape Maintenance**.

Pleasanton's City Manager, **Nelson Fiahlo**, will be our GUEST SPEAKER.

A BOARD MEETING will follow adjournment.

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**POT REPORT:**

This week's TVEA 50/50 raffle is at **\$165 and 1 marble: winner takes all.**

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**SPOTLIGHT:**

BY DARLENE CRANE-PEEL

**Larry Smario Landscape and Tree Service** does all sorts of tree care, from trimming to stump removal; cement work, including decorative stamped concrete; and fence work. Larry has employees and hires crews when necessary; but Larry is always at every job site – you hire Larry, you get Larry.

To have Larry evaluate your trees and other yard projects, call him at (510) 582-3008.

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**CLASSIFICATION:**

**Mark Van Slambrook** was born and raised in Walnut Creek by his Irish mother and German father. He is the middle of three brothers. He went to De La Salle High School, where he has been on the Alumni Board, and

then graduated from Cal Berkley in 1993. Mark and his wife Krista have a 3-year-old daughter and a 10-month-old son, and he has a stepson who is 20.

After graduating college, Mark got a sales job with the Swenson Group, which was a Xerox rep. After two years, he left Swenson and went to work directly with Xerox where had big accounts such as Computerland and Bechtel. He was with Xerox for 5 years before deciding to go back to Swenson.

Mark has been with The Swenson Group Business Technologies for 11 years now. He was managing 17 reps. but is now part owner of the otherwise family owned business.

The Swenson Group was founded in 1993 as a professional service company. They specialize in multi-function platforms, and provide managed print services and managed network services. With their motto "People. Passion. Purpose." they have had 20% annual growth.

Partnered with Konica Minolta, an \$11 Billion company, they are able to offer reliable engineering solutions. They also provide 24/7 IT services through All-Covered and can do remote diagnostics to figure out what the problem is before coming out to fix it.

All of The Swenson Group's technicians are Pro-Tech certified and have from 4-30 years' experience. They provide a 3-year or life-of-the-lease guarantee on their machines to insure that it works as well on the 59<sup>th</sup> month of the lease as it did on the 1<sup>st</sup> day.

Good Referrals for Mark:

COMPANY NAME, CONTACT, PHONE #, EMAIL

- If you can give an intro in an email to "connect" us = excellent!
- If I can use your name when I call = great!
- If you need me to NOT mention how I got the info = no problem!

Good Opportunities for Mark:

1. Someone's current lease on their MFP is expiring – very time specific
2. Someone opening a new office / branch location
3. Expanding / downsizing current office

4. Moving – very good!

Who Mark Primarily Works With:

1. Companies located / HQ here in the Bay Area (or if a Branch office, have their own local decision making)
2. 5 – 250 employees (professional staff)
3. Paper Intensive industries – (electronic or hard copy)
  - Insurance / Health
  - Professional Services – finance, legal, etc.
  - Non profit
  - Schools & Churches
  - Manufacturing
4. Deliver in-person sales proposals or presentations
  - Hard copy “sells” services or makes the company \$\$\$

People They Primarily Work With:

- “C” Level Executives / Business Owners
- VP Finance / Marketing
- Controllers
- Director of IT
- Facility / Operation Managers

To give Mark a referral (qualified or not) or to have him do a free assessment of your production and show you how you can configure your systems to save you money, call him at 960-8910 x123.

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**HAVE YOU GIVEN A REFERRAL THIS WEEK?**

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**UPCOMING:**

Dec. 13 – City Manager, Nelson Fialho, Guest Speaker

Dec. 20 – Dirty Santa Gift Exchange

Dec. 27 – No Meeting

Jan. 3 – No Meeting

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**NEW MEMBER:**

*Classification:* Jeweler

*Member:* Barons Jewelers

*Represented by:* Chuck Eggers

*Address:* 1044 Stoneridge Mall, Pleasanton

*Phone:* (925) 847-3030

*E-mail:* [chuck.eggers@baronsjewelers.com](mailto:chuck.eggers@baronsjewelers.com)

*Website:* [baronsjewelers.com](http://baronsjewelers.com)

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