
JANUARY 24, 2013

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **January 31st** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Mike Peel** of Keller Williams Tri-Valley Realty and general contractor, **Phil Maser** of the Maser Company.

The SPOTLIGHT will be on the **Law Office of Jay A. Woidtke** by **Kevin Gundry**.

Lawrence Ling of QES Computers will give the CLASSIFICATION.

GUEST BREAKFAST:

On Thursday, **March 7th**, we will be having a Guest Breakfast. This is to give potential members an exact date rather than an open-ended invitation.

Any prospect that fills out an application for membership on that day will have their initiation fee waived.

A printable invitation is attached for you to forward or hand out to your prospects.

The member who brings in the most new members in one year, will have dues waived for one quarter (a tie splits the dues equally).

All members who bring a guest (to any meeting) will have fines waived for that meeting.

MEMBER NEWS:

- Regretfully, **Mike Wallace** of Roman Holiday Salon has resigned from the TVEA. He will be joining Christopher 7 Salon in Dublin, partnering

with the owner to make the shop more profitable.

- Our condolences to **Joey Minahan** of The Door Doctor and her family on the passing of her mother.
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SPOTLIGHT:

BY MIKE WALLACE

Mike & Joey Minahan and The Door Doctor are celebrating 35 years in business. What sets them apart from their competition?

- They schedule and show up at an exact time, not a window of time that you have to wait around for them.
- They will give quotes over the phone.
- As long as the technician doesn't take his tools out of his truck or attempt a repair, they can give you a free quote (no trip charge).
- All doors can be completely finished and painted in their facility, and then installed.
- They do door adjustments and tune-ups.
- Their pricing is competitive.

If you know someone who needs new doors or is having trouble with their existing door, give them the information for The Door Doctor: 484-4290 www.thedoordoctors.com.

CLASSIFICATION:

The life of **Harvey Tulchinsky** has been like a kaleidoscope, one little move and everything changes. He began his journey in Chicago, IL. Unable to care for him, his mother sent him to a group home where Harvey lived with 33 other children. As a teen he encountered some trouble, which led him to join the military, using a fake ID, at the age of 14.

He served 1½ years in the Navy, but just before he was to be shipped to Korea, the government discovered that he was only 15 ½ years old. He was given an honorable discharge and they welcomed him to re-enlist when he turned 17, which he did. He describes his service as the "best years of my life". After serving in the Marine

Corps, he returned to Chicago where he worked for many years as a postal carrier.

After suffering an injury that put him on disability, he moved to California with his aunt and uncle. He sold gym memberships, briefly sold shoes, and then secured a position with a leasing business, where he was a fleet manager, getting rid of lease contracts for government cars that were no longer used, and did very well.

Everything changes when you meet a girl... Her father was a drycleaner, who was caught skimming from the business and accused of tax evasion. He pleaded with Harvey to keep his business running while he served his time, and promised to compensate him when he got out (which he didn't). So, in 1967, Harvey opened Harvey's Cleaners in the little-known town of Dublin, CA.

Harvey became actively involved in the little community, where he helped the town to incorporate and he worked as the 1st mayor's campaign manager. For a time Harvey was known as the Honorary Mayor of Dublin. He started the Dublin Historic Society as well as Dublin's sister city in Bray, Ireland. He has been TVEA President, Rotary President, Chamber President, President of San Ramon Men's Golf Club, a director of Rowell Ranch, director of Private Industry Council, and has spent time working with the Alameda County Cal-Trans Authority. He is an active Rotarian and was voted the 2003 Chamber Volunteer of the Year.

Harvey has been married three times, has 6 children, 11 grandchildren and 3 great grandchildren. He married his 4th wife, former member and divorce attorney, Karen Johnson, in June 2010. He enjoys waterskiing and golf.

Dry cleaning is a heavily regulated business. Although the solvent Harvey uses is not hazardous, he is restricted by 7 government agencies. He believes in saving the earth and therefore, nothing he uses goes into the ground or sewers. In 2020, the most effective chemical will be completely eliminated from the market, as it has been in Southern California, and just a few weeks ago his most effective cleaner, percoethylene was outlawed. Harvey's was forced to buy a "green" machine that uses hydro- carbon as the

solvent, but was able to find a rebuilt machine for \$40,000. Other CO² machines can be as high as \$200,000. Harvey is faced with a new challenge: the new machine is all computerized, but he's learning quickly.

At Harvey's Cleaners they "spot" every item, looking for areas that need special attention. The items are spot-treated, colors are separated, garments are tagged and then cleaned. Each load takes about an hour. Many products that people wear, such as deodorant, cologne and perfume can affect the outcome of the cleaning.

Over the years Harvey has become a "guru" when it comes to wedding gown cleaning and restoration. His talent is so widely known that Nordstrom sends him work, including customers with very expensive, very delicate St. John fashions.

According to Harvey, the worst thing a person can do when dropping something, such as food on their garments is rub the fabric, which actually pushes the stain farther into the fabric and can chafe the fabric, which only becomes visible after dry cleaning. Best thing to do: call Harvey! For free pickup and delivery call 828-7214.

MEMBERSHIP PROPOSALS:

2nd Posting

Proposing Member: Dave Jones

Classification: Insurance – Supplemental Disability

Member: Aflac

Represented by: **Dorn Driggs**

Phone: (925) 895-4805

E-mail: dorn_driggs@us.aflac.com

If you have any questions or comments about or objection to the proposed member, please contact the Chairman of the Membership Committee: Sheri Facciolla 447-7100 patriotone@att.net.

DID YOU GIVE A REFERRAL THIS WEEK?



P.O. Box 985 ♦ PLEASANTON CA 94566
PHONE & FAX 736-4522 ♦ www.trivalleyexecs.com

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at **\$67.00** with 7 white marbles (\$5), 2 blue (\$10) and 1 red (winner takes all).

ELECTIONS:

It's time to choose a new Board. It's an easy gig – get involved!

Our President-elect is **Wayne Yeaw** of Alpha Omega Print. If you are interested in getting more involved or want to know more how the organization works, please contact Cristin.

Thank you to Kevin Gundry for volunteering! We need **one more** nominee for elections in March to replace outgoing members.

DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING THIS WEEK?

Wouldn't you have breakfast with a potential client every week, if it meant getting their business? How about 30+ clients *and* referral sources?

Please join us at the TVEA Guest Breakfast
March 7, 2013 at 7:00am

Vic's All-Star Kitchen, 201-A Main Street, Pleasanton



The camaraderie within the Tri-Valley Executives' Association is different from other networking organizations, and we'd like to invite you to see the way our members help each other's businesses grow and develop through support and referrals. The TVEA allows only one person per profession to join and we have a few open classifications with which the existing members could benefit from networking.

There is no charge to be a guest and no obligation to join; however we will be **waiving the membership initiation fee** for those who decide to join the day of the Guest Breakfast (a \$100 savings!).



Seating may be limited, so please RSVP by emailing the Executive Director at cristin@sanchmail.com. For more information please call us at 736-4522.

We hope to see you on Thursday, March 7th!

To see other executives who already benefit from membership, visit our website www.trivalleyexecs.com.