
MARCH 28, 2013

NEXT WEEK:

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

GREETERS will be **Mark Van Slambrook** of The Swenson Group Business Technologies and **Dave Cherry** of Big O Tires.

This is our **Annual Awards and Installation Breakfast**.

We will thank past directors for their service, welcome our new Board of Directors and present the award for **Executive of the Year**.

NEW MEMBER:

Please welcome our newest member, **Kathy Lorenz of Zen Strength!**

Classification: Health Care - Wellness Center
Member: Zen Strength
Represented by: Kathy Lorenz
Address: 3950 Valley Ave. Suite B, Pleasanton
Phone: 925.596.0145
E-mail: zenstrength@kathylorenz.com
Website: www.kathylorenz.com

DID YOU GIVE A REFERRAL THIS WEEK?

MEMBERSHIP PROPOSALS:

2nd Posting:

Proposing Member: Sheri Facciola & Joey Minahan
Classification: Electrician
Member: Anaya Electric, Inc.
Represented by: Andy Anaya & Linda Anaya
Address: 1462 Whittingham Dr., Tracy
Phone: 209-814-5253
E-mail: anayaelectric07@yahoo.com

If you have any questions or comments about or objection to the proposed member, please contact the Chairperson of the Membership Committee: Sheri Facciola at 447-7100.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at **\$76.00** with 6 white marbles (\$5), 1 blue (\$10) and 1 red (winner takes all).

CLASSIFICATION:

Dave Silva was born in Oakland and raised in San Lorenzo. He's been living in Pleasanton for 36 years. He met his wife in high school in 1965. They have been married for 44 years and have a son, Chris - 37, who works with him in the flooring business, and has a daughter, 33, who is an elementary school teacher in Pleasanton with 1-year-old boy/girl twins, Dave & Eileen's first grandchildren.

After high school, he attended Cal State Hayward where he played baseball. Due to a lack of credits, he was drafted into the military and joined the Air Force. When he got out of the military he dreamt of becoming a baseball coach. Needing money to finish college and marry his sweetheart, he got a job working as an apprentice for his father who was a carpet installer. Their company handled mostly contracts from Montgomery Wards, who was the third largest carpet dealer at the time.

While renting an apartment, the property manager noticed his occupation and asked him if he could do some of their work. He said he could, and then found that they managed complexes with a combined total of 5,000 units and the work would keep him busy full-time. He asked his father to join him in starting their own business and became very successful for a while. After getting a couple of bad jobs, they were forced to close down.

He and his father went to work for Neil's in Hayward and Dave became very good at sales; better, in fact than

the owner's children, who had become a drain on the business.

Dave and the office manager, Marge, were offered positions at Glenmoore Properties. Neil didn't want them to go, so he offered to back Dave and Marge in their own business. SILMAR Flooring started in Hayward where Dave was a member of the Executives' Association of Southern Alameda County. After starting the Tri-Valley Executives' Association in 1985, he opened their store in Pleasanton in 1988.

In 1989 Dave had the opportunity to buy the building, which he did. That same year, his partner, Marge, retired and the recession hit. It was a tough year and a half.

But with their quality and expertise in their industry, business thrived. Eileen started working with the company when Marge left; and his son started with them 9 years ago when he graduated from college. Dad finally fully retired about 7 years ago.

SILMAR Flooring sells and installs carpet, hardwood, laminate, "engineered" hardwood (which looks and wears better than real wood), tile, luxury vinyl tile, outdoor carpet (putting greens) – anything you walk on except concrete. Only 15-20% of their business is residential. Commercial jobs account for the majority of their business with apartment complexes and hospitality such as hotels, casinos and senior centers, as their niche market.

All but 1 of their installers are individual contractors who work out of Silmar's warehouse. They are experts in "fancy" commercial installations and are referred by the manufactures of those carpets. They are often called in to consult or to fix the installations of less experienced companies.

They started the company only selling and installing carpet, linoleum, vinyl and vinyl asbestos tile; there wasn't really a market for tile or hardwood. Today, everyone wants "green" products; so they offer a large variety of bamboo, strand-woven bamboo, rubber, cork and wool and no-dye natural product carpet.

They specialize in product selection and installation to insure your satisfaction. Although warranties cover wear, wear is subjective. So it is very important to choose the correct product for the installation and to know how long a product will look good, not how long it will last. All Silmar installations are guaranteed and can be done in some offices without moving partitions or even unplugging a computer.

Their commitment to excellent customer service allows them to work and live in the same community. To update the one thing you use most in your business or home, call Dave, Eileen or Chris at 846-7600.

SAVE THE DATE:

On Thursday evening, May 2nd we will be returning to Campo di Bocce for a friendly game of lawn bowling.

There will be no meeting that morning; so we hope you'll be able to join us for a little competition and dinner!

NEW MEMBERS:

Classification: Attorney – Family Law
Member: **Law Office of Christopher P. Rugaard**
Represented by: Christopher Rugaard
Address: 2641 Crow Canyon Rd. Suite 3, San Ramon
Phone: 925.820.8288
E-mail: crugaardatty@aol.com

DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING? OPEN CLASSIFICATION – TREE SERVICE:

Larry Smario Landscape & Tree service has resigned.

DUES:

Invoices for the second quarter have gone out. Please pay as soon as possible and by April 15th to save \$25.
