
JULY 4, 2013

NEXT WEEK:

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

GREETERS will be **Dorn Driggs** of Aflac and Family Law Attorney, **Chris Rugaard** of the Law Office of Christopher P. Rugaard.

The SPOTLIGHT will be on **Aflac** by **Joey Minahan**.

The CLASSIFICATION will be given by mortgage broker, **Darlene Crane-Peel** of Opes Advisors.

The **Board** will meet directly following adjournment.

NEW SCHEDULE:

The meeting schedule for the **third quarter is attached**. Please review and note your responsibility in your calendar; let Cristin know ASAP if you have any scheduling conflicts or need to switch with someone.

SPOTLIGHT:

BY DR. ENDRE SELMECZY

Silmar Flooring was started by Dave Silva and his father 42 years ago. Today it is a third generation business with son, Chris, managing the residential side of the business. Commercial customers make up 86% of Silmar Flooring's business, which Dave Silva directs. They are experts in the business which is evidenced by their customers, the Ritz-Carlton, Club Sport, Marriott and Castlewood Country Club to name a few.

The team at Silmar Flooring uses their expert knowledge to select the right product for all types of installation.

To consult with Dave, Chris or Eileen, or to refer their business, call 846-7600, dsilva@silmarflooring.com.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at **\$107.00** with 1 white marble (\$5), and 1 red (winner takes all).

PRESENTATION: TWO-WAY COMMUNICATION

BY DR. ENDRE SELMECZY

Where for a long time there was only one way of two-way communication, there is now four common forms: Mail, Phone, Email and Text.

- **Mail** is the slowest and is not used as much, but is good for proof of receipt.
- A **phone call** will get an immediate response, unless a message has to be left, but can be disruptive and there is no documentation to verify information communicated in a call.
- **Email** has been a very effective way to communicate, providing carefully worded transfers of information and documentation. However, due to the sheer volume of email messages on a daily basis, email has become very time-consuming and therefore less efficient.
- **Texting** is the newest form of two-way communication and is growing in popularity due to the instantaneous and concise response. The one drawback is its inefficiency for conversation. However, customers have responded favorably to this form of contact. There is new software being developed, in beta testing, that will allow someone to text (or "ping") directly from their computer. The setup will be approximately \$250 and the monthly charge for a standard account will be \$99.

If you would be interested in being a test account, you could have 50% off of your monthly charge. Please get in touch with Dr. Endre to find out more information: call 447-8344, text to 447-2761 or email selmeczy@pacbell.net.

DID YOU GIVE A REFERRAL THIS WEEK?

DUES:

Invoices have gone out via email. Please pay **\$275 by July 15th** to avoid a late charge. Please feel free to prepay your dues for the remainder of the year: \$550.

DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING?

NEW: Good Member Checklist

- Business Cards:** Keep a supply of business on the brochure table
 - Brochures:** Keep a stack in your office, hand out to co-workers, give to customers
 - Phone numbers:** Program your cell phone with each TVEA member to have quick access for referrals
 - Guests:** Review Open Classifications and list business associates who fit those categories, and invite those individuals to a meeting using invite cards
 - Calls:** Make weekly calls or visits to 1-5 members to say "hi" and get to know his/her business
 - Web links:** Add a Preferred Vendors list to your website and include links to each member's website
 - Yelp:** Using a brochure, spend a few minutes a week to look up 1-5 members and review them on Yelp; you can make positive general statements even if you have not had direct experience with that business. This is to help balance out the negative, if any, comments that irrational customers sometimes make
 - LinkedIn:** Invite fellow members to connect with you and join the Tri-Valley Executives' Association Group
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