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**AUGUST 8, 2013**

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**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **August 15<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dave Silva** of Silmar Flooring and **Dave Parker** of Edward Jones.

The SPOTLIGHTs will be on:

**Pleasanton Financial Advisors** by **Dave Silva**, and on **Harvey's Cleaners** by **Andy Anaya**, and maybe even on **Pleasanton Auto Repair** by **Jerry Raney**.

Real Estate Appraiser, **Larry Brumm** will be giving his CLASSIFICATION.

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**UPCOMING CLASSIFICATIONS:**

8/15 – Larry Brumm, Real Estate Appraiser

8/22 – The CFPs of Pleasanton Financial Advisors

8/29 – NO MEETING (Labor Day weekend)

9/5 – Lawrence Ling of QES Computers

**LOOKING FARTHER AHEAD:**

10/10 – Membership/Guest Breakfast

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**THE WEEKLY "POT" REPORT:**

This week, the TVEA's 50/50 raffle is at **\$57.00** with 8 white marbles (\$5), 1 blue marble (\$10) and 1 red marble (winner takes all).

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**DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING?**

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**SPOTLIGHT:**

BY PHIL MASER

It's important to know the integrity of the person who is reporting your taxes to the government. Jim Pease of **Pease Tax & Accounting Service** is a modest family man of the utmost integrity. He not only assists in preparing annual tax filings, he really tries to educate his clients to help people make informed financial decisions during tax planning.

To refer Pease Tax & Accounting Service or to add Jim as the tax professional to your group of trusted advisors call 230-9380 [jim@peasetax.com](mailto:jim@peasetax.com).

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**DISCUSSION:**

It's interesting to know how people see themselves and how differently or similarly a person can be viewed by others.

It is important to find out how you are viewed by people and discover the differences, good and bad. Working to change the bad can be challenging

Successful growth comes when you can change your approach to become what you want your client to see and what they expect from a person in your field.

If it's not what you want your clients' opinion of you to be, how do you adapt?

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**DID YOU GIVE A REFERRAL THIS WEEK?**

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## POTENTIAL NEW MEMBERS

*(Gleaned from the Pleasanton Chamber of Commerce by Richard Gross)*

If you know someone on this list, invite them to a meeting or let Cristin know that it would be okay to use your name for a “warm” invite.

- A Touch of Health Day Spa
- Adams Pool Solutions
- Leslie’s Swimming Pool Supplies
- Alexandria’s Flowers
- Amador Valley Chiropractic Health Center
- Ignacio Chiropractic & Nutrition
- Premiere Upper Cervical Chiropractic
- Sohl Chiropractic
- Bella Luna Studios – Photography
- Kree Photography
- Sue Evans Photography
- Filigree Cakes & Pastries
- Nothing Bundt Cakes
- Edible Arrangements
- Graham-Hitch Mortuary
- Merry Maids
- Quality for Life Coaching
- Jay Bennett Coaching
- Richard’s Heating & Air
- Service Champions
- Solar Universe Tri-Valley
- Western Garden Nursery
- Yorkshire Roofing

Joint TVEA/Pleasanton Chamber Members: *Wayne Yeaw, Manny Martin, Dave Sanchez, Chuck Eggers, Dave Cherry, Kevin Gundry, Darlene Crane-Peel, Joey Minahan, Cory Pinter, Jim Pease*