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**AUGUST 15, 2013**

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**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **August 22<sup>nd</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dave Cherry** of Big O Tires and **Jim Bowen** of Pleasanton Auto Repair.

The SPOTLIGHTs will be on **The Law Office of Jay A. Woidtke** by **Kathy Lorenz**

The Certified Financial Planners of **Pleasanton Financial Advisors** will be giving the CLASSIFICATION.

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**UPCOMING CLASSIFICATIONS:**

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

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**SPOTLIGHT:**

BY DAVE SILVA

The Pleasanton Financial Advisors team, Gary, Richard, Mark and Bronwyn, specialize in evaluating and creating plans to sustain the financial security of individuals of any age. They are a fee-based company, which can make people a little hesitant to make that first appointment; that is why they provide a 1-time complimentary consultation. A good lead for Pleasanton Financial Advisors is anyone planning for retirement, going through a divorce, that has experienced a death of a loved one, and/or who was the beneficiary of an inheritance.

To make an appointment for yourself or give a referral to Gary, Richard, Mark or Bronwyn, call 846-3768 [advisors@pleasantonfinancial.com](mailto:advisors@pleasantonfinancial.com).

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**OPEN CLASSIFICATION: Dry Cleaner**

As of August 15, Harvey Tulchinsky of Harvey's Cleaners has tendered his resignation from the TVEA. Best wishes to him in all his future endeavors.

If you know of someone that qualifies for this classification and would be a good fit for the group, please invite them to a meeting for a complimentary breakfast.

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**THE WEEKLY "POT" REPORT:**

This week, the TVEA's 50/50 raffle is at **\$60.00** with 7 white marbles (\$5), 1 blue marble (\$10) and 1 red marble (winner takes all).

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**MEMBER NEWS:**

**Kathy Lorenz** of The Healing Journey invites you to "Celebrate your power to heal!" Get 1 ½ hours of nourishment for your body, mind and soul with four experts in their fields, while supporting the Sandra J. Wing Healing Therapies Foundation, which provides no-cost therapy to cancer patients. To schedule your \$75 session 9am-5pm on Saturday, September 21<sup>st</sup> the cost is only \$75, call 596-0145. For more information: <http://www.healingtherapiesfoundation.org/palooza>.

The texting software being created by **Dr. Endre Selmeczy** is progressing and almost ready for testing. Please let him know if you are interested in being in the Beta phase 447-8344.

Healthcare: Although the employer mandate has been postponed, all employers must inform their employees of the availability of Cal Health by 10/1. Contact **Jerry Raney** of Diablo Valley Benefits for more information: 924-1000.

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**CLASSIFICATION:**

Real Estate Appraiser, **Larry Brumm** was born the day after Christmas, and was raised in Kansas City, Missouri. He attended Central Missouri State University, but dropped out before he was kicked out. He eventually decided to go back, and got a Bachelor of Science in Biology and Chemistry with a minor in math. He was set to go to dental or medical school, but at a friend's urging, enlisted in the armed forces to become pilots instead. He was stationed in Corpus Christi, Texas, getting his wings in 1969, and became an instructor pilot, then was sent to Viet Nam.

While stationed at Moffett Field, living in Alameda, California after his tour of duty in Viet Nam he met his wife through his neighbors. They settled in Pleasanton 42 years ago. Larry is an avid golfer. He has a son Steve (who has 15-year-old twin boys with autism), from his first marriage, a son Billy (who has two adopted children ages 9 and 6) and daughter Phyllis (married and living in the Sacramento area) who all graduated from Amador Valley High.

Larry worked for Merrell National Laboratories, a pharmaceutical company for several years before getting in and then out of the real estate business. He worked for Larry Osbourne with Tom Fox & Mike Peel, during which he obtained his Broker's License, but made a career change when interest rates got too high. He sold window coverings and also worked for an industrial rubber distributor for a while before he finally landed as a real estate appraiser with a friend of his.

He went out on his own in 1987. Although he has done both commercial and residential appraisals, stringent licensing has him now doing just residential appraisals.

Earlier in his career he would draw each appraisal floor plan by hand, but now everything is computerized. The computer programs allow him to not only draw the floor plans, but help do the very complicated calculations. All of his reports now go out on PDF files through the internet – he saves a lot of money on printer paper, ink, photography and FedEx!

Two of the most important qualities needed in an appraiser are extreme honesty and being informative. Through the new MLS Alliance, Larry now only has to be a member of two associations to get all of the information to do an appraisal in northern California.

Business was very good, booked out two weeks and with two helpers, until three years ago. Most of Larry's work used to come from the refinance market and purchases. The new laws for appraisers, have caused him to lose 25 years of clients. Whereas he has to be hired by the bank directly (through the AMCs: Appraisal Management Companies), not the mortgage broker, not even being able to speak to the mortgage broker, Larry now finds other sources of revenue mostly through doing appraisals for estate planning attorneys.

If you know of an estate planning attorney who could use Larry's services, or if you need your home appraised call Larry Brumm at 846-1096.

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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*