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SEPTEMBER 12, 2013

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**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **September 19th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Larry Brumm**, Real Estate Appraiser and **Thomas Tong** of Thomas Watch Repair.

The SPOTLIGHT will be on **The Healing Journey** by **Dorn Driggs**.

Joey **Minahan** of The Door Doctor will give the CLASSIFICATION

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**UPCOMING CLASSIFICATIONS:**

9/26 – **Phil Maser** of The Maser Company

10/3 – **Mark Van Slambrook** of The Swenson Group

10/10 – **MEMBERSHIP/GUEST BREAKFAST**

10/17 – **Thomas Tong** of Thomas Watch Repair

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

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**MISC. INFO:**

Search for Unclaimed Property/Money in California:  
<https://scoweb.sco.ca.gov/ucp/Default.aspx>

*(I have \$4.98 coming to me from Microsoft!)*

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**THE WEEKLY "POT" REPORT:**

This week, the TVEA's 50/50 raffle is at **\$90.00** with 4 white marbles (\$5), 1 blue marble (\$10) and 1 red marble (winner takes all).

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**DISCUSSION:**

**Communication:**

Send regular Reminders to clients, including birthday cards, check-up time, etc. to stay "Top-of-Mind" when past clients need service again or hear of someone who needs your service.

**Technology:**

Decrease cost and improve efficiency by using technology to go paper-less, send email promotions, send secure/encrypted documents electronically and keep customer databases.

**Marketing:**

Get search engine optimization using an SEO consultant, partner with other businesses, give promotional items, offer incentives for referrals and follow up with new customers to improve marketing results.

**Service:**

Be responsive to those who contact you, even if it's to say that you'll get right back to them. Smile. Go the extra mile, even if it costs you, because a bad customer can cost a lot more.

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

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**OPEN CLASSIFICATIONS:**

Advertising – Direct Mail	Insulation Contractor	Sporting Goods
Advertising – Internet /Social Media	Investigator	Tailor/Seamstress
Advertising – Newspaper	Janitorial Service	Tile Contractor
Advertising – Radio	Junk/Waste Removal	Title/Escrow Company
Appliances – Sales & Service	Landscape Architect	Towing Service
Architect	Limo/Car Service	Travel Agency
Auto Dealer	Linen Supply & Service	Tree Service
Bakery	Liquor Distributor	Truck Rental
Bank	Locksmith	Tutoring
Boat – Sales & Service	Manicurist	Uniform Service
Bookkeeper	Masseuse	Vending Machines
Burglar/Fire Systems – Sales/Monitoring	Medical Supply	Veterinarian
Car Wash	Med Spa/Esthetician	Water Coolers & Service
Caterer	Moving & Storage	Web Design/Hosting
Chiropractor	Notary	Window Cleaning
Club (Country, Golf, etc.)	Nursery	Wine & Spirits Distributor
Collection Agency	Orthodontist	Winery
Communications (telephone, wireless)	Party Rental & Supplies	
Convalescent Home	Paving Contractor	
Counselor/Psychiatrist	Payroll Company	
Cyclery – Sales & Service	Pet Groomer	
Dermatologist	Pet Shop & Supplies	
Disc Jockey	Photographer	
Dry Cleaner/Laundry	Pool Supply & Maintenance	
Employment Agency	Pressure Washing	
Event Center or Planner	Public Relations	
Funeral Director	Restaurant – Chinese	
Furniture Repair	Restaurant – Coffee Shop	
Glass – Auto	Restaurant – Ice Cream Parlor	
Glass – Residential/Commercial	Restaurant – Italian	
Glass Tinting – Auto/Residential/Commercial	Restaurant – Mexican	
Graphic Artist	Restaurant – Pizza	
Gutters – Sales & Service	Restaurant – Sushi	
Hardware & Building Supplies	Restaurant – Fast-Casual	
Handyman/Home Repair	Roofing Contractor	
Health Club	Safes & Vaults	
Hotel	Secretarial Service	
House Cleaning	Shredding Service	
Interior Designer	Signs	