
SEPTEMBER 26, 2013

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **October 3rd** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Phil Maser** of The Maser Company and **Lawrence Ling** of QES Computers.

The SPOTLIGHT will be on **Custom Exteriors** by **Chuck Eggers**, and also on Real Estate Appraiser, **Larry Brumm** by **Darlene Crane-Peel**.

Thomas Tong of Thomas Watch Repair will give the CLASSIFICATION.

UPCOMING CLASSIFICATIONS:

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

10/17 – **Mark Van Slambrook** of The Swenson Group

10/24 – **Phil Maser** of The Maser Company

10/31 – **Kathy Lorenz** of The Healing Journey

DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING?

THE WEEKLY "POT" REPORT:

This week, the TVEA's 50/50 raffle is at **\$93.00** with 3 white marbles (\$5) and 1 red marble (winner takes all).

GUEST BREAKFAST:

On **Thursday, October 10th**, we will be having a Guest Breakfast. This is to give potential members an exact date rather than an open-ended invitation.

Any prospect that fills out an application for membership on that day will have their initiation fee waived.

A printable invitation is attached for you to forward or hand out to your prospects.

The member who brings in the most new members in one year, will have dues waived for one quarter (a tie splits the dues equally).

All members who bring a guest (to any meeting) will have **finer waived** for that meeting.

CLASSIFICATION:

Dave Jones was born and raised in California in the Hayward/Castro Valley area. He went to private junior high and high schools, graduating from St. Mary's High School in Berkeley.

He met Lori (his wife of 30 years) immediately after graduating in 1980, but he stayed in the area and went to Chabot College, while she went out of state to the University of Washington. They continued a long-distance relationship, but after about a year and a half, she came back to California to finish her degree from UC Berkeley. They married in 1983, and now have two daughters at Monte Vista High, Taylor 18, and Megan age 16.

Finding that college was just not for him, he started building a commercial maintenance business, while working as a high school janitor at night. He noticed that he was subcontracting out a lot of carpet cleaning jobs, so he began learning about carpet cleaning, which he added to his business in 1997. However, he only did dry/chem. cleaning and only commercially, so he still referred business out to an associate who did steam cleaning.

About 15 years ago, that associate, Paul of Tiger Carpet Cleaning, was looking to get out of the business and began talks to sell. Dave Jones bought the business from him in 1999.

Tiger has many good customers including developers that keep them busy in seasons that are typically not busy for carpet cleaning. The busy season is October through the end of the year.

Dave admits that they are not the cheapest carpet cleaner in the area, but they work mostly on a referral basis and really take their time to do the job right. Dry/chem. cleaning is more expensive because it is a two-step process, whereas steam cleaning takes less time so costs less per foot. There is a minimum charge for any cleaning. Their business is mainly in the Tri-Valley and the 680 Corridor, but go out as far as Brentwood and Fremont for an extra charge.

Steam cleaning is better for heavily soiled carpets and dry cleaning is better for the longevity of the carpet. To keep up most warranties on carpeting, many manufacturers require hot water extraction cleaning every 18 months.

Besides carpet cleaning, they do upholstery cleaning and scotchguarding as well as clean area rugs (off-site).

If you should have a spill (after hours) the best thing to do is use cool water (no cleaner) and blot (don't rub) as much of it as you can (standing on the towel can pull a lot out). Repeat, then call Tiger.

If you or someone you know needs their carpets cleaned, please call Dave Jones of Tiger Carpet Cleaning at 443-1100.

DID YOU GIVE A REFERRAL THIS WEEK?

Wouldn't you have breakfast with a potential client every week, if it meant getting their business? How about 35+ clients *and* referral sources?

**Please join us at the TVEA Guest Breakfast
October 10, 2013 at 7:00am**

Vic's All-Star Kitchen, 201-A Main Street, Pleasanton

The camaraderie within the Tri-Valley Executives' Association is different from other networking organizations, and we'd like to invite you to see the way our members help each other's businesses grow and develop through support and referrals. The TVEA allows only one person per profession to join and we have a few open classifications with which the existing members could benefit from networking.

There is no charge to be a guest and no obligation to join; however we will be **waiving the membership initiation fee** for those who decide to join the day of the Guest Breakfast (a \$100 savings!).

Seating may be limited, so please RSVP by emailing the Executive Director at cristin.realtor@gmail.com. For more information please call 580-7719.

We hope to see you on Thursday, October 10th!

To see other executives who already benefit from membership, visit our website www.trivalleyexecs.com.



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	