
OCTOBER 3, 2013

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **October 10th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dr. Endre Selmeczy** and **Dave Silva** of Silmar Flooring.

Since this will be our **Guest Breakfast**, we will spend extra time networking, therefore there will be no CLASSIFICATION.

Any prospect that fills out an application for membership on Thursday 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.

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

THE WEEKLY "POT" REPORT: ONLY 2 MARBLES LEFT!

This week, the TVEA's 50/50 raffle is at **\$99.00** with 1 white marble (\$5) and 1 red marble (winner takes all).

DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING?

SPOTLIGHT:

BY CHUCK EGGERS

Knowing that they could do a better job than the people running the company that **Kevin Gundry** and his business partner, Jeff worked for, they went out on their own starting Custom Exteriors in 1997. Nine years ago, they moved the business to Pleasanton. They sell, install and replace windows, as well as repair and remodel home exteriors including stucco and stone. They have 50 employees, are Diamond Certified, and above all, ensure that their customers are satisfied. To refer Custom Exteriors, call Kevin Gundry 249-2280 kgundry@custom-exterior.com.

CLASSIFICATION:

Although his family was considered quite wealthy in Viet Nam, his mother knew that her children would not be able to learn the trade that would sustain that status. **Thomas Tong** was brought to the United States with his three siblings and his mother in 1979 to give them the opportunity they would never have otherwise.

They were from an island that had no running water and no electricity, so at the age of seven, arriving in Los Angeles International Airport two days after Christmas was more than dazzling to Thomas as he marveled at the holiday lights. They stayed in a one-bedroom apartment with seven other families, until their sponsor was able to move them to the East Bay and help through the citizenship process.

He went to Hayward High and in 1997, graduated from Cal State Hayward (now known as Cal State East Bay). After graduation, he traveled to Europe. When he came back from Spain he got a job at E-Trade and obtained all of his licenses, including his Series 6 & 7 among others.

He was living with his sister, when his mother talked about her friend's daughter. Thomas wasn't even aware that she had children, but his sister invited her over. When she arrived, Thomas snuck a peek and ran out the other door, when he saw how beautiful she was. The next time he saw her, he wanted to ask her out, but after talking to her, she asked for his number... to get more investment advice. He vowed that the 3rd time would be a charm. He finally got up the courage to ask her out. After dating for a while, he bought Brianna an engagement ring, and much like asking her out, it took him four months to propose... on a bridge in the middle of traffic.

About seven years ago, his view of the Market changed, and with his wife's support, he gave up all of his licenses. Thomas started getting into life insurance, but discovered that he was a terrible salesman – he could talk someone into it, but then right back out again. He thought about getting his CCIE Cisco certification, but knew that he would become discontent again unless he went with something he was passionate about.

That passion would become watch-making. He loved to "tinker" and figure out how things worked. They had a friend that was a watchmaker, who after much convincing granted Thomas a two-year apprenticeship. He is thankful for his beautiful, loving wife who put up with being the sole wage-earner in their house during those two years. And now Brianna is doing the same thing: studying to be a watch-maker; however, she will be spending her apprenticeship in Florida for the next year and a half.

He started off polishing and then learned the lathe. He spent his first six months on his hands and knees looking for tiny parts that he had dropped. During the two years, his friend not only taught him watch repair, he showed him how to run a successful business by

taking care of the customer. Finally, in 2011, he had the certification from the American Watchmakers-Clockmakers Institute and the experience he needed to open his own shop.

Always with the thought in mind that this is a gift or family heirloom that means a lot to his client, Thomas begins a repair by taking the watch apart and meticulously placing each piece in its own case.

He polishes the band and cleans each part, kept in a compartmentalized box. Watch repair requires very specialized tools, of which some are only used on one make and model. He always uses "finger cots" to avoid any fingerprints, oil or moisture that may transfer from his hands. Some missing or damaged parts, unavailable from the manufacturer, have to be tooled, which provides him with great challenges. Other parts require AWCI certification to even be obtained.

Much of the work has to be done using a jewelers loop or microscope, and always requires a steady hand. Since the average age of AWCI members is 64, Thomas' business should prosper well into the future.

The average watch repair would cost 30% more at any other shop, but Thomas keeps his prices down and creates customer loyalty. The average price to tune up a Rolex is \$450-500, elsewhere that would be \$600-800.

If your watch needs a major repair, tune-up, or only a \$10 ultrasonic cleaning, trust only a true craftsman and call Thomas Watch: 872-0108.

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:

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| 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 | |