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**OCTOBER 17, 2013**

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**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **October 17<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Manny Martin** of Amador Valley Property Management and **Cory Pinter** of Logo Boss.

**Dr. Barry Winston** will SPOTLIGHT **QES Computers**.

The CLASSIFICATION will be given by **Dr. Endre Selmeczy**.

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**THE WEEKLY "POT" REPORT:**

Congratulations to **Mike Peel** of Keller Williams Tri-Valley Realty for winning the pot, over **\$160.00!**

This week, TVEA's 50/50 raffle starts anew at **\$50.00** with 10 white marbles (\$5 each), 2 blue (\$10 each) 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 DARLENE CRANE-PEEL

In 1986, after being a Realtor for many years, **Larry Brumm** decided to go in a different direction and started his Real Estate Appraisal business. Although he has done both commercial and residential appraisals, stringent licensing has him now doing just residential appraisals.

Industry changes in 2010 have caused him to find other sources of revenue mostly through doing appraisals for estate planning attorneys and tax accountants.

Two of the most important qualities needed in an appraiser are extreme honesty and being informative,

and Larry exemplifies both. 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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**OPEN CLASSIFICATION:**

**Phil Maser, General Contractor**, has decided that it is time to let another contractor take his place. We wish him well, and remind him to stay off of ladders.

If you know of a general contractor and/or handyman that would be a good fit for the TVEA, please invite them to a meeting or give Cristin their information, and she'll send them some information.

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

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**CLASSIFICATION:**

**Mark Van Slambrook** was born and raised in Walnut Creek by his Irish mother and German father. He is the middle of three brothers. He went to De La Salle High School, where he has been on the Alumni Board, and then graduated from Cal Berkley in 1993.

Mark and his wife Krista have been together for over 17 years, and together they have a 4 year-old daughter, Michaela, and a 1 ½ year-old son, Connor, and a stepson who is 23.

After graduating college, Mark got a sales job with the Swenson Group, which was a Xerox rep. After two years, he left Swenson and went to work directly with Xerox where had big accounts such as Computerland and Bechtel. He was with Xerox for 5 years before deciding to go back to Swenson.

Mark has been with The Swenson Group Business Technologies for 14 years now. He was managing 17 reps. but is now part owner of the otherwise family owned business. TSG provides quality office solutions including digital copiers, network printers, faxes, scanning solutions and toner for its customers.

Customer service is their focus, which has definitely been the key to their business growing to over \$30 million. The primary reason for their growth is their willingness to support small products in large offices and their ability to provide cost savings for their clients.

Swenson eventually dropped the Xerox brand because they were becoming more and more difficult and wouldn't service their smaller customers. Swenson is now a dealer for Konica Minolta as well as OkiData and Muratec. They have also partnered with "All Covered" Support to provide IT services to maintain and monitor their clients' networks, as well as work on special projects as needed.

Document management is of the utmost importance in today's business environment. With the scanning capabilities and secure email that offices now use, fax technology seems to be going away, making offices nearly paperless. This makes it imperative that businesses have quality equipment and structured scanning, of which both are specialties for The Swenson Group. It may seem like an overwhelming task to convert to paperless files, but Mark recommends a go-forward strategy and going back to scan older files as needed and during slow times.

Most of the companies can all do the same thing, but post-sale service and support are most important. The benefit for their clients is that parts and service are readily available. Their average response time for a service call is 2 hours. They can also save their clients money by providing equipment that is very efficient: 1 cent on their machines versus 4.5 cents on the typical HP.

Marks best referrals are offices of 5-250 people, but he is also happy to provide equipment and supplies for a one-man operation. Good opportunities for him are someone whose current equipment lease is expiring, who's opening a new office or branch location, expanding or downsizing a current office, or moving.

Good referrals for Mark are a company name and number, even better with a contact person and email.

To give Mark a referral (qualified or not) or to have him do a free assessment of your production and show you how you can configure your systems to save you money, call him at 960-8910 x123.

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

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