
NOVEMBER 29, 2013

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **December 5th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dave Parker** of Edward Jones Investments and **Dave Sanchez** of B&S Hacienda Auto Body.

The CLASSIFICATION will be given by **Kathy Lorenz** of The Healing Journey.

HOLIDAY PARTY AT PASTA'S NEXT WEEK:

The Annual TVEA Holiday Party is next week, Thursday **December 12th at 6:30pm at Pasta's Trattoria** on Main Street in Pleasanton. Dinner will be \$38.50 per person due in advance. Please let Cristin know if you will attend. The sign-up sheet will be going around. There will be **no morning meeting on 12/12**.

UPCOMING:

12/12 – Holiday Party at Pasta's (NO A.M. MEETING)
12/19 – Dirty Santa Gift Exchange
12/26 – NO MEETING (Merry Christmas!)
1/2 – NO MEETING (Happy New Year!)

THE WEEKLY "POT" REPORT:

This week, TVEA's 50/50 raffle is at **\$72.00** with 8 white marbles (\$5 each), 2 blue (\$10 each) and 1 red marble (winner takes all).

SPOTLIGHT ON KELLER WILLIAMS:

BY ALLEN EDDY

Mike Peel started his real estate career in 1975. In 1978 he got his broker's license and started Hometown Real

Estate with 6 partners and 20 agents. The company changed brokerages over the years, including Better Homes and GMAC. Today, Mike is the Broker for Keller Williams Tri-Valley Realty. With 120 agents and their dedication to customer service, they were awarded the Best Real Estate Office in the 2013 Pleasanton Weekly Reader's Choice, in addition to the 2012 J.D. Power award for "Highest Overall Satisfaction for Home Buyers and Home Sellers". To inquire about selling your home, buying a property or to refer someone, call Mike Peel at 963-2449 mike@mepeel.com.

DID YOU GIVE A REFERRAL THIS WEEK?

CLASSIFICATION:

In 1977, Star Wars hit the theaters, the Raiders won the SuperBowl, Love Boat premiered on TV, Elvis Presley died and **Cory Pinter** was born.

Born in 1977, Cory Pinter was the middle child with two sisters, one older and one younger. His father was in the Air Force, so his family moved every three years. To keep up with friends and family, they made sure to always get out a family Christmas card, each one with its own wacky theme. The Pinter claim to fame is the Family Tree card that Cory sold the rights to, and is now being sold at Target and has been made into a board game.

His family lived all over the US, Holland, Germany and Turkey, giving Cory the cultural experience of a lifetime. He graduated high school in Turkey, a third-world country, and learned to really appreciate all that the US offers and provides.

After high school he returned to the US, and got his Mass Communications and Advertising degree from the University of South Florida. His focus was web graphics and design.

A friend of Cory's got a job in the Bay Area, so he followed him west to be near Silicon Valley. He drove out with his wife (girlfriend at the time) who got a job quickly. While waiting to land a job in his field, Cory

worked temporarily at the Pleasanton Golf Center and as a host at Casa Orozco. He ultimately got a job in Emeryville mass producing websites. In 2007 Cory got married and in 2009 they had a son, Stone.

The company he was working for got bought by Motorola and moved to Alameda. He got a lot of corporate experience there, but found that the human element he enjoyed was missing. In 2010, Motorola cut his department and he was laid off. Near the end of that year, Cory found Accurate Impressions.

Logo Boss, formerly Accurate Impressions, was founded by Tim Smith in 1996 in Pleasanton. Their main focus was trophies and awards, until in 1998, Tim met Lisa, his wife, and they expanded their business to do embroidery and screen-printing. In 2000, they moved the business to Dublin, giving them more visibility, and the Pleasanton office now serves as the screen-printing workshop. All of their employees are very experienced in their fields: embroidery, laser engraving, sandblasting, signage and screen-printing. Jason, the engraver, and Alicia, the embroiderer, have each been with the company for over 10 years.

Tim is very high-energy, but had no time for website design and social media, the essential element of business today. Cory was able to fix their website and now helps clients with graphics, enhancing a current logo or developing a new one. He loves designing and seeing his designs printed in mass quantities. It is \$89 to have your image digitized for embroidery, and you will own a copy of the digitized file for future use.

Logo Boss produces awards, apparel, promotional products and signage. They can also create custom gift packages for business or personal intentions. All pricing is quantity based; the more you buy, the better the price.

Seventy-five percent of their production is done on-site. Their tag line is "Sew it, Ink it, Etch it". Sew it: they can do complex custom embroidery using their 10-head embroidery machine or more simple projects on one of four single-head machines. Ink it: Logo Boss offers custom screen printing, which is done on a 6-head manual machine run by Minh who loves this work. Cory does a lot of design for the screen-printing aspect of the

business, and there is a 10-item minimum order. Etch it: for awards and other personalized items they can do sandblasting and engraving on one of two flatbed engravers.

For any type of promotional product, and there are thousands, call Cory who can help you find just the right item to reward employees or promote your company: 600-1234 or cory@logoboss.com.

DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING?
