
JANUARY 9, 2014

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **January 16** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Jerry Raney** of Diablo Valley Benefits and **Allen Eddy** of Cal Coast Plumbing.

Manny Martin will SPOTLIGHT **Patriot Pest Management**.

The DISCUSSION will be lead by **Thomas Tong**.

THE WEEKLY "POT" REPORT:

This week, TVEA's 50/50 raffle is at **\$72.00** with 7 white marbles (\$5 each), 2 blue (\$10 each) and 1 red marble (winner takes all).

DUES:

Invoices for the **first quarter dues** have been sent (via email – verify we have the correct email address on file). Please pay as soon as possible, **by January 15**.

If you didn't receive it or if you need a statement of payments for tax purposes, let Cristin know and she'll get a copy to you.

BROCHURES:

Alpha Omega Print will be printing updated brochures. Please let us know of any changes to your listing.

MEETING SCHEDULE:

The meeting schedule for the first quarter is attached. If you are scheduled to do your classification and would like to have a Road Show, please let Cristin know.

DID YOU GIVE A REFERRAL THIS WEEK?

ELECTIONS:

It's time to choose a new Board. It's an easy gig – get involved!

Our President-elect is **Sheri Facciolla** of the Patriot Pest Management. If you are interested in getting more involved or want to know more how the organization works, please contact Cristin.

We'd like 2 or more new nominees for elections in March to replace outgoing members: Larry Brumm and Jerry Raney.

DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING THIS WEEK?

CLASSIFICATION:

The Yeaw family came to New England from England back in the 1630's. He has parents who live in Nova Scotia and he grew up in Rhode Island as the oldest of 8 brothers and sisters, which was a new family dynamic for his parents who were both only-children. As **Wayne Yeaw** neared his high school graduation, he saw many acquaintances get drafted for the Viet Nam War. He decided that rather than be drafted, he'd enlist. After boot camp, he went to Puerto Rico and then was stationed in Germany, where he was able to serve his entire tour of duty.

After serving in the military for 3 years, Wayne began working for Sears in the finance department, where he met Pam, his wife of 30 years. As fraternization was not allowed, they secretly married and kept their relationship hidden for six months. When Management found out, Pam was transferred. They have 3 sons, all of whom have worked in the business at one time or another, and now have 3 grandchildren with one on the

way. Their middle son, who was disabled when he broke his neck at age 21, is a talented graphic designer at Allegra. Their oldest son is in the Army and is getting ready for another tour in Afghanistan. Their youngest son works SWAT for Alameda County.

Sears offered Wayne an early retirement package, which he accepted and purchased a printing franchise. Thus he started his career as a printer 30 years ago.

There have been many changes in the industry since 1985 and more than 30% of printers have gone out of business. Last year they decided to de-franchise from Allegra Print & Imaging (formerly American Speedy Print) and are now known as Alpha Omega Printing. They are a commercial printer and have four presses. They do everything from simple copying, to digital printing, traditional printing, folding, binding, continuous forms, checks (including Quicken) and a lot more. The majority of their printing is now done digitally. Since digital is constantly evolving, Allegra leases their machines to keep up with the ever-changing technology.

With the advances in print quality, Alpha Omega can now offer more affordable solutions, such as 250 full-color 2-sided business cards for \$39 or get 1,000 for just \$69. Although the variety of colors in cover stock has diminished, the quality has improved. There are metallics and even magnetic stock.

Contrary to popular belief, printing doesn't "kill trees". For every one tree that is cut to produce paper, three are planted in its place; it is a renewable resource. As the only "green business" printer in this part of Alameda County, their largest client is Chevron/Texaco. Alpha Omega Print has over 700 clients of which small businesses are their mainstay. A good lead for them is restaurants or, like their current client, East Bay BMW, auto dealerships.

They are active in Rotary, Pleasanton Partners in Education, Tulancingo Sister City, the Pleasanton Downtown Association and three Chambers of Commerce. Pam Yeaw is also a volunteer policewoman for the City of Pleasanton. Alpha Omega Print has been a member of the TVEA for 18 years.

For all of your printing and copying needs, call Darren, Pam or Wayne Yeaw at Alpha Omega Printing at 426-2511.
