
JANUARY 16, 2014

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **January 23** 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.

Manny Martin will SPOTLIGHT **Patriot Pest Management**, and **Dan Brown** will SPOTLIGHT **The Door Doctor**.

The CLASSIFICATION will be given by **Dr. Barry Winston** of Amador Valley Optometric.

THE WEEKLY "POT" REPORT:

This week, TVEA's 50/50 raffle is at **\$84.00** with 6 white marbles (\$5 each), 2 blue (\$10 each) and 1 red marble (winner takes all).

MEMBER NEWS:

Please keep our President, **Wayne Yeaw** of Alpha Omega Print, in your prayers. His mother passed away last Monday, and his father is not doing well.

The Rotary Club of Pleasanton North will be having its 2nd Annual Pasta Feed and Family Carnival on Sunday 1/26 from 4-8pm. See **Dave Cherry** or for more information: <http://www.pnr-rotary.org/>

The Kiwanis Club of Pleasanton will host a Texas Hold 'Em tournament at the Keller Williams office at 5994 W. Las Positas, on Saturday 2/8 at 6pm. See **Mike Peel** or for more information: <https://www.facebook.com/KiwanisPleasanton>.

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?

DISCUSSION:

The beginning of the year is a time for resolutions, but also a great time to really look at your company.

- **Evaluate:** Take time to understand why your business "works" or doesn't.
- **Focus:** Stop trying to be "all things to all people". Concentrate on what works and eliminate what doesn't.
- **Diversify:** Look at other possible sources of revenue to see if they would be a good fit for your company.
- **Customers:** Review your client base. See what they have in common to evaluate your marketing targets. Choose customers that you want to continue doing business with and remove from your marketing database those that you don't. You may have to come up with a strategy to professionally "fire" clients.
- **Staff:** Evaluate your employees and put people in the right place. Are there duties of a position

that would make more sense under the responsibility of a different position?

- **Unity:** Share your performance results with employees and staff so that they feel connected and have shared responsibility for the outcome.
 - **Reputation:** Look at your reputation in the marketplace and the community. Are you perceived how you want to be?
 - **Reading:** “Good to Great” by Jim Collins
 - **Ongoing:** Don’t just look at this now and make a plan without scheduling time to periodically review and reevaluate the goals you’ve set.
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