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**FEBRUARY 20, 2014**

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**THIS WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **February 27<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Richard Gross** of Pleasanton Financial Advisors and **Thomas Tong** of Thomas Watch Repair.

The SPOTLIGHT will be on **Cal Coast Plumbing** by Thomas Tong.

**Dave Cherry** of Big O Tires will give his CLASSIFICATION.

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**SPOTLIGHT:**

BY LARRY BRUMM

At **Thomas Watch Repair**, Thomas not only repairs watches, but can replace any kind of watch battery and most key fob batteries.

His prices are very reasonable. Where you'd pay a starting price of \$500 when sending your Rolex to the manufacturer and wait a minimum of two weeks to get it back, Thomas' prices are considerably less and your watch is local, so you get it back much quicker.

Thomas also does full restoration of antique watches.

If you or someone you know, has a watch they'd love to wear, but can't because it's not working or isn't looking it's best, call Thomas Watch Repair 523-3768 [thomaswatchrepair@gmail.com](mailto:thomaswatchrepair@gmail.com).

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**THE WEEKLY "POT" REPORT:**

This week, TVEA's 50/50 raffle is at **\$133.00** with only 2 white marbles (\$5 each) and 1 red marble (winner takes all).

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

**INSPIRATION OF THE WEEK:**

FROM JOEY MINAHAN

"Integrity has no need of rules." – Albert Camus

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**SOCIAL:**

**We're ordering tickets now! Please let Kevin and/or Cristin know if you'd like to join.**

Oakland A's vs. Giants on **July 8<sup>th</sup> at 7pm.**

We can BBQ before the game in the parking lot at 5pm then head into the game.

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**SPOTLIGHT:**

BY DAVE CHERRY

In 1985, Wayne and Pam Yeaw opened American Speedy Print and then in 1998 became a franchise under Allegra Print. In 2012, they disfranchised and are now known as **Alpha Omega Print & Marketing**, located on Serpentine in Pleasanton.

They do all types of printing including letterhead, stationary, business cards, pamphlets, mailers and banners. They do digital printing, have a professional designer and offer direct mail services.

Alpha Omega Print & Marketing is very involved in the community and does a lot of printing for fundraisers.

For all types of printing and digital design at excellent prices, call Alpha Omega Print at 426-2511 [wayne@alphaomegaprint.com](mailto:wayne@alphaomegaprint.com).

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**CLASSIFICATION:**

Due to a friend's persuasions, talking about how much money they could make, **Terry Johnston** left college and moved to the Bay Area. The money was higher, but so

were the expenses, and school never re-entered the equation.

For 15 years, Terry managed a supply house and focused on teaching his contractor clients how to properly set up irrigation systems and outdoor lighting. They were so successful that they added other product lines such as fertilizers. Their success was due in part to the education that Terry provided.

In 1993 Terry got married and now has 3 children: a high-school Junior, a Senior and one attending Montana State.

One of Terry's clients was Steve Grimes of R&S Landscape. About 4 years ago, Steve started talking with Terry about selling the business. In 2008, Terry purchased the business and is focusing on growing his own business the same way he helped grow his employer's business before.

About 67% of a household's water consumption is used for outdoor landscaping. Most yards are overwatered by 20-30%. By using "smart" controllers that use weather conditions and ET (evapotranspiration) to "decide" what days are appropriate to water, you can cut your usage and cost.

Although the new controllers customize each zone's irrigation, calculating ET value for each zone based on location, soil type, landscape slope, plant type/density, sun exposure, sprinkler type and root-depth requirements, they will overwater if not programmed properly. Rainbird has one of the best and most advanced controllers, which gathers on-site weather data (others gather data from a central service based on zip code). There are newly designed heads that can cut water use in half, if programmed properly, and water longer with less runoff. Each irrigation valve releases 12 gallons of water per minute. New pressure regulators can also save 50% of the flow of water.

Your controller is only as good as what is in the ground and you should have your lines inspected for wear and leaks. Terry also suggests that you keep your water on in the winter, watering at least once a week, to keep the rubber on the valves from becoming brittle, thus

causing leaks. It also helps keep your plants from freezing.

Going to a drip system, which waters only one plant with each line is the most efficient and cuts down on weeds. Watering should be done in the early morning and not after 8:00am. Lawns and "color" should be watered daily because of the shallow roots; optimally, trees and shrubs should be watered for 30 minutes, 2 times a day, 3 days a week. Fertilization ideally should be done four times a year, but November 15 and March 15 are the two crucial dates.

Many cities are currently offering rebates to switch to the new irrigation head and/or remove turf to save water consumption, which is something to consider having evaluated before rates increase in June.

R&S Landscaping provides weekly maintenance service to residential and commercial customers throughout the Tri-Valley. They have 6 crews running daily. If you're looking for a whole new look, they offer design services at \$95.00/hour.

If you or someone you know needs their yard re-landscaped, a new landscaping service or would like a water-conscious irrigation system, contact Terry Johnston at R&S Landscaping: 846-6821.

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#### ELECTIONS:

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 need 2** or more new nominees for elections in March to replace outgoing members: Larry Brumm and Jerry Raney.

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#### GUEST BREAKFAST:

In 4 weeks, on **Thursday, March 6<sup>th</sup>**, we will be having a Guest Breakfast. This is to give potential members an exact date rather than an open-ended invitation.



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Any prospect that fills out an application for membership on that day will have their initiation fee waived.

A printable invitation is attached for you to forward or hand out to your prospects.

All members who bring a guest (to any meeting) will have **fines waived** for that meeting.

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

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**Open Classifications:**

Advertising – Direct Mail

**Advertising – Internet /Social Media**

Advertising – Newspaper

Advertising – Radio

Appliances – Sales & Service

**Architect**

Auto Dealer

**Bakery**

**Bank**

Boat – Sales & Service

**Bookkeeper**

Burglar/Fire Systems – Sales/Monitoring

**Car Wash**

**Caterer**

Cement Contractor

**Chiropractor**

Club (Country, Golf, etc.)

**Collection Agency**

Communications (telephone, wireless)

**Convalescent Home**

**Counselor/Psychiatrist**

Cyclery – Sales & Service

Dermatologist

Disc Jockey

Employment Agency

Event Center or Planner

Funeral Director

Furniture Repair

**Glass – Auto**

**Glass – Residential/Commercial**

**Glass Tinting – Auto/Residential/Commercial**

**Graphic Artist**

**Gutters – Sales & Service**

Hardware & Building Supplies

**Handyman/Home Repair**

Health Club

Hotel

**House Cleaning**

**Interior Designer**

Insulation Contractor

Investigator

**Janitorial Service**

Junk/Waste Removal

**Landscape Architect**

**Limo/Car Service**

Linen Supply & Service

**Liquor Distributor**

**Locksmith**

Manicurist

Masseuse

Medical Supply

Med Spa/Esthetician

Moving & Storage

Notary

Nursery

Orthodontist

**Party Rental & Supplies**

Paving Contractor

Payroll Company

Pet Groomer

Pet Shop & Supplies

**Photographer**

**Pool Supply & Maintenance**

**Pressure Washing**

Public Relations

Restaurant – Chinese

Restaurant – Coffee Shop

Restaurant – Ice Cream Parlor

Restaurant – Italian

Restaurant – Mexican

Restaurant – Pizza

Restaurant – Sushi

Restaurant – Fast-Casual

**Roofing Contractor**

Safes & Vaults

Secretarial Service

**Shredding Service**

**Signs**

Sporting Goods

Tailor/Seamstress

Tile Contractor

Title/Escrow Company

Towing Service

**Travel Agency**

Truck Rental

Tutoring

Uniform Service

Vending Machines

Veterinarian

Water Coolers & Service

**Web Design/Hosting**

Window Cleaning

**Wine & Spirits Distributor**

**Winery**