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APRIL 10, 2014

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**THIS WEEK:**

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

GREETERS will be **Manny Martin** of Amador Valley Property Management and **Allen Eddy** of Cal Coast Plumbing.

The SPOTLIGHT will be on **Logo Boss** by **Mark Van Slambrook**.

The CLASSIFICATION will be given by **Dave Parker** of Edward Jones.

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**NEWLY OPEN CLASSIFICATIONS:**

- Insurance – Medical/Dental
  - Heating & Air Conditioning
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**SPOTLIGHT:**

BY CHRIS RUGAARD

**Chuck Eggers** has been married for as long as he's been in the jewelry business, 45 years. He's worked some of the top jewelers in the past, but has now been with Barons since 1995.

Barons is a full-service jeweler. They offer full appraisals for insurance, at which Chuck is an expert. As a retailer, they carry the top designer lines, and also offer custom design service.

Come by their gorgeous new showroom in the Hacienda Crossings to meet their customer-service oriented staff, or call Chuck to set up an appointment: 847-3030.

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**THE WEEKLY "POT" REPORT:**

This week, TVEA's 50/50 is at **\$75.00** with 5 white marbles (\$5 each), 2 blue marbles (\$10 each) and 1 red marble (winner takes all).

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**MEMBERSHIP PROPOSALS:**

**1<sup>st</sup> Posting:**

*Proposing Member:* Dorn Driggs

*Classification:* **Business Consulting – Sales**

*Member:* **Sales Acceleration Consulting**

*Represented by:* **Pat Patterson**

*Phone:* 925.735.1778

*E-mail:* pat@instituteforsalesacceleration.com

If you have any questions or comments about or objection to the proposed member, please contact the Chairperson of the Membership Committee: Chuck Eggers 847-3030.

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**GOOD MEMBER CHECKLIST**

- Business Cards:** Keep a supply of business on the brochure table
  - Brochures:** Keep a stack in your office, hand out to co-workers, give to customers
  - Phone numbers:** Program your cell phone with each TVEA member to have quick access for referrals
  - Guests:** Review Open Classifications and list business associates who fit those categories, and invite those individuals to a meeting using invite cards
  - Calls:** Make weekly calls or visits to 1-5 members to say "hi" and get to know his/her business
  - Web links:** Add a Preferred Vendors list to your website and include links to each member's website
  - Yelp:** Using a brochure, spend a few minutes a week to look up 1-5 members and review them on Yelp; you can make positive general statements even if you have not had direct experience with that business. This is to help balance out the negative, if any, comments that irrational customers sometimes make
  - LinkedIn:** Invite fellow members to connect with you and join the Tri-Valley Executives' Association Group
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