

APRIL 10, 2014

THIS WEEK:

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

GREETERS will be **Kevin Gundry** of Custom Exteriors and **Joe Goulette** of JG Construction.

The SPOTLIGHT will be on **Onstad's Insurance** by **Dave Jones**.

The CLASSIFICATION will be given by our newest member, **Joe Goulette** of JG Construction.

MEMBER NEWS:

Congratulations, **Chuck Eggers** of Barons Jewelers on the announcement of your son's engagement!

A Story – **Dr. Barry Winston** works out at Club Sport with a number of other TVEA Members and former members, one of whom is Jan Batcheller. During their spin class, the instructor, Melinda, in front of the class, thanked Jan for referring **The Door Doctor**. Don't underestimate the power of networking and the relationships we form through the TVEA!

GOOD READS:

- "Poke the Box" by Godin
 - "The Advantage" by Patrick Lencioni
 - "The Power Of Habit" by Charles Duhigg
 - "**Multipliers**" by Liz Wiseman
 - "Crucial Accountability" by Patterson, Greeny & Maxfield
 - "12 Disciplines of Leadership Excellence" by Brian Tracy & Dr. Peter Chee
 - "**Mastering the Rockefeller Habits**" by Verne Harnish
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SPOTLIGHT:

BY MARK VANSLAMBROOK

"Sew it. Ink it. Etch it." - **Cory Pinter**

Logo Boss is located in Dublin near the corner of Dublin Blvd. and Village Parkway; for those who may have been confused last week as to their location, it is between Wendy's and Big O Tires, near the 680 overcrossing. Logo Boss specializes in help you to get your logo everywhere. 82% of people recall a brand because of a promotional item; 74% of people hold onto promotional items. Cory is great with deadlines and is a problem-solver and will help find the right product for you company or event.

To see what he can do for your business, call Cory Pinter at Logo Boss 600-1234 cory@logoboss.com.

THE WEEKLY "POT" REPORT:

Congratulations to **Kevin Gundry** of Custom Exteriors who won the pot last week: \$87!

TVEA's 50/50 starts over this week at **\$50.00** with 10 white marbles (\$5 each), 2 blue marbles (\$10 each) and 1 red marble (winner takes all).

CLASSIFICATION:

Dave Parker is a local boy. He moved to Pleasanton in 1969 at the age of 5. He graduated from Foothill High School in 1982. He then went to Sacramento State, and in 1986 graduated with his Business Administration degree with a minor in Finance.

He worked in the mortgage department at Transamerica until 1991, when a friend of the family opened a mortgage company in Dublin. The brokerage became very successful and grew to 40 agents. In 1998 the offices split. Dave stayed in the Dublin office and worked with his new partner for 11 years.

In 1999 he met his wife Shelly who works in Human Resources at Valley Christian School. Dave & Shelly

have 2 daughters, a fifth-grader at Valley Christian and their other daughter is in college at Azusa Pacific.

Shelly had a friend that was a successful financial advisor for Edward Jones. After Dave & Shelly married, they used him for their investments. For the next 12 years, their friend had tried to lure Dave into the business.

In 2009, when the mortgage market turned, he was presented with an offer that was hard to refuse. One partner in the Danville office at Edward Jones was ready to retire and was interested in turning over his clientele to a new partner, someone he could trust to take care of his clients. After meetings with the partner, and then the partner and their wives, Dave was chosen as Greg's successor.

Dave Parker got his Edward Jones certifications and the partner passed on his thorough knowledge of the markets. After working with Greg for over a year, Dave has now taken over his clients in the Danville office.

Edward Jones was founded in 1922 by Edward Jones, Sr. in St. Louis, Missouri. In 1980 they had 304 offices, which have grown to 11,000 offices today (more than any other in the country) with 12,000 brokers, of which 628 are in California. The offices are not franchises, but are instead a partnership, which provides their clients with proper regulatory oversight. Edward Jones is a commission-based investment firm that has over 7 million clients and over \$570 billion in assets. They have been named as the #1 firm for 19 years on REP Magazine, and for the 14th year was named Best Companies to Work For by Fortune Magazine in its annual listing in 2013. In Dave Parker's office it is him and a wonderful office administrator.

The philosophy of Dave Parker at Edward Jones: *Buy* quality investments; *Hold and Monitor* for long-term value; *Diversify*. He recommends mutual funds for their instant diversification; it would take 30-40 individual stocks in different sectors to be diversified with just stocks alone. He also wants people to know that you don't have to change investments if you wanted to change firms to get better service. Investments are SIPC insured up to \$500,000 value per person/entity.

They have a monthly newsletter with opinions on specific stocks or you can get a complete opinion on a particular stock. Since they are a global company, they are able to give regular updates on stocks and markets based on current events. Edward Jones also helps with retirement-related decisions. Dave advises those who are approaching the age at which they can draw from their Social Security benefit to seek help in creating a strategy that provides the maximum benefits and higher income.

To sign up for the newsletter, to get information or buy a particular stock, or to do a no-charge transfer of your stocks to an account with Edward Jones, call Dave Parker - *Phone:* (925) 837-7730, *Cell:* (925) 640-8860
E-mail: david.parker@edwardjones.com.

NEWLY OPEN CLASSIFICATIONS:

- Insurance – Medical/Dental
 - Heating & Air Conditioning
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MEMBERSHIP PROPOSALS:

2nd Posting:

Proposing Member: Dorn Driggs

Classification: **Business Consulting – Sales**

Proposed 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.
