

SEPTEMBER 11, 2014 NEWSLETTER

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**THIS WEEK:**

The next regular meeting of the Tri-Valley Executives' Association will be held on **September 18<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dr. Barry Winston** of Amador Valley Optometric and **Bob Olsen** of Olsen Painting.

The SPOTLIGHT will be on **Law Office of Jay A. Woidtke** by **Dorn Driggs**.

**Richard Gross** of BlueSky Wealth Advisors will be giving his CLASSIFICATION.

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**NEW PROGRAM: TWO TRUTHS**

It's time to try something different! Each week one scheduled member will come up with TWO FACTS about their business and ONE NON-TRUTH.

The other members will guess and then the scheduled member will explain.

Optionally, that member will also give their cell phone number, and the group will have the opportunity to get added to his/her address book by texting their name to that number.

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**UPCOMING:**

September 25 – **Larry Brumm**, Real Estate Appraiser  
October 2 – **Sheri Facciolla**, Patriot Pest Management  
October 9 – DISCUSSION  
October 16 – **Darlene Crane-Peel**, Opes Advisors  
October 23 – ASSOCIATE LUNCHEON  
October 30 – **Dave Silva**, Silmar Flooring

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**THE WEEKLY "POT" REPORT:**

TVEA's 50/50 raffle is at **\$56.00** with 8 white marbles (\$5), 2 blue marbles (\$10) and 1 red marble (the Pot).

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**MEMBERSHIP PROPOSALS:**

**2<sup>nd</sup> Posting:**

*Proposing Member:* Dr. Barry Winston

*Classification:* Locksmith

*Member:* Transbay Locksmiths

*Represented by:* Earl Woodson

*Address:* PO Box 2497, Castro Valley CA 94546

*Phone:* 925-580-2194

*E-mail:* [transbaylocksmiths@yahoo.com](mailto:transbaylocksmiths@yahoo.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 [chuck.eggers@baronsjewelers.com](mailto:chuck.eggers@baronsjewelers.com).

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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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