

**OCTOBER 9, 2014 NEWSLETTER**

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**THIS WEEK:**

The next regular meeting of the Tri-Valley Executives' Association will be held on **October 16<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dave Parker** of Edward Jones and **Thomas Tong** of Thomas Watch Repair.

The TWO TRUTHS will be given by **Joe Goulette of J.G. Construction**.

**Darlene Crane-Peel** of Opes Advisors will give the CLASSIFICATION.

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**THE WEEKLY "POT" REPORT:**

TVEA's 50/50 raffle is at **\$42.00** with 8 white marbles (\$5), 1 blue marbles (\$10) and 1 red marble (the Pot).

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**NEW PROGRAM: TWO TRUTHS**

Joey Minahan of **The Door Doctor**

1. The Door Doctor started doing garage doors before entry doors.
2. It has been a family owned and operated business since 1978.
3. They sell more insulated doors than non-insulated doors.

This was a tough one, but numbers 2 and 3 are the truths. Mike Minahan, the Door Doctor transitioned to include garage doors.

To have your doors serviced, adjusted or to get a quote for replacement doors, call Joey Minahan: 484-4290 [joey@thedoordoctors.com](mailto:joey@thedoordoctors.com).

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**UPCOMING:**

October 23 – GUEST BREAKFAST at VIC'S  
October 30 – **Dave Silva**, Silmar Flooring  
November 6 – **Joey Minahan**, The Door Doctor

November 13 – GUEST SPEAKER

November 20 – **Jim Pease** of Pease Tax & Accounting

December 11 – HOLIDAY DINNER – No AM Meeting

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**MEMBERS NEWS:**

**Mike Peel**, formerly of Keller Williams Tri-Valley Realty, is now the broker of record at **Venture Sotheby's International Realty**. His new office will be at 5880 West Las Positas Blvd. Suite 34 in Pleasanton.

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**WELCOME NEW MEMBERS!**

*Classification:* Insurance – Medical/Dental  
*Member:* Cook, Disharoon & Greathouse, Inc.

*Represented by:* **Mark Caufield**

*Address:* 1900 Embarcadero, Ste.206, Oakland 94606

*Phone:* 925-570-8566, 510-437-1900

*E-mail:* [mcaufield@cdginsurance.com](mailto:mcaufield@cdginsurance.com)

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*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)

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**DISCUSSION:**

**A Lead:** identification of a person or entity that has interest, authority and budget to be a prospective consumer of a product or service.

- Know that a good lead is different for different members and businesses; learn what those preferences are.
  - "Listen" for leads.
  - Keep brochures ready to hand to a referral; likewise, store each member's contact information in your phone so that you can share it at any time.
  - Add a page on your website for Preferred Vendors; copy and paste from the TVEA website member directory.
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**TVEA OPEN CLASSIFICATIONS**

|   |                               |                            |
|---|-------------------------------|----------------------------|
| Advertising – Direct Mail                   | Investigator                  | Towing Service             |
| Advertising – Internet /Social Media        | Janitorial Service            | Travel Agency              |
| Advertising – Newspaper                     | Landscape Architect           | Truck Rental               |
| Advertising – Radio                         | Limo/Car Service              | Tutoring                   |
| Appliances – Sales & Service                | Linen Supply & Service        | Uniform Service            |
| Architect                                   | Liquor Distributor            | Vending Machines           |
| Auto Dealer                                 | Manicurist                    | Veterinarian               |
| Bakery                                      | Masseuse                      | Waste/Junk Removal         |
| Bank  | Medical Supply                | Water Coolers & Service    |
| Boat – Sales & Service                      | Med Spa/Esthetician           | Web Design/Hosting         |
| Bookkeeper                                  | Moving & Storage              | Window Cleaning            |
| Burglar/Fire Systems – Sales/Monitoring     | Notary                        | Wine & Spirits Distributor |
| Car Wash                                    | Nursery                       | Winery                     |
| Caterer                                     | Orthodontist                  |                            |
| Cement Contractor                           | Party Rental & Supplies       |                            |
| Chiropractor                                | Paving Contractor             |                            |
| Club (Country, Golf, etc.)                  | Payroll Company               |                            |
| Collection Agency                           | Pet Groomer                   |                            |
| Communications (telephone, wireless)        | Pet Shop & Supplies           |                            |
| Convalescent Home                           | Photographer                  |                            |
| Counselor/Psychiatrist                      | Pool Supply & Maintenance     |                            |
| Cyclery – Sales & Service                   | Pressure Washing              |                            |
| Dermatologist                               | Public Relations              |                            |
| Disc Jockey                                 | Restaurant – Chinese          |                            |
| Employment Agency                           | Restaurant – Coffee Shop      |                            |
| Event Center or Planner                     | Restaurant – Ice Cream Parlor |                            |
| Funeral Director                            | Restaurant – Italian          |                            |
| Furniture Repair                            | Restaurant – Mexican          |                            |
| Glass – Auto                                | Restaurant – Pizza            |                            |
| Glass – Residential/Commercial              | Restaurant – Sushi            |                            |
| Glass Tinting – Auto/Residential/Commercial | Restaurant – Fast-Casual      |                            |
| Graphic Artist                              | Roofing Contractor            |                            |
| Gutters – Sales & Service                   | Safes & Vaults                |                            |
| Hardware & Building Supplies                | Secretarial Service           |                            |
| Handyman/Home Repair                        | Shredding Service             |                            |
| Health Club                                 | Signs                         |                            |
| Hotel                                       | Sporting Goods                |                            |
| House Cleaning                              | Tailor/Seamstress             |                            |
| Interior Designer                           | Tile Contractor               |                            |
| Insulation Contractor                       | Title/Escrow Company          |                            |