

NOVEMBER 13, 2014 NEWSLETTER

THIS WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on **November 20th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dave Jones** of Tiger Carpet Cleaning and **Lawrence Ling** of QES Computers.

Mark Caufield of CDG Insurance will give his TWO TRUTHS and one lie.

The CLASSIFICATION will be given by **Jim Pease** of Pease Tax & Accounting.

NOVEMBER CELEBRATIONS:

Membership Anniversaries:

Chuck Eggers, Barons Jewelers – 2 years

Larry Brumm, Real Estate Appraiser – 10 years!

Birthdays:

23rd: **Dr. Barry Winston** of Amador Valley Optometric

27th: **Lawrence Ling** of QES Computers

THE WEEKLY "POT" REPORT:

Congratulations, **Jay Woidtke**, Estate Planning Attorney! He won the pot this week and is \$75.00 richer. You can't win if you don't play!

TVEA's 50/50 raffle starts over next week at \$50 with 10 white marbles (\$5), 2 blue marbles (\$10) and 1 red marble (the Pot).

BUSINESS CARDS:

Check the table this week; many are running low.

A lot of people still do business this way so make sure yours are easily accessible.

TWO TRUTHS:

By Manny Martin

1. Manny Martin was born in 1950.
 2. Manny started Amador Valley Property Management in 1985.
 3. Manny has three children.
- If you guess 1 or 3, you'd be wrong. Amador Valley Property Management was started in 1985.

To find out how to take the headache out of being a landlord, call Manny: 551-8700.

TWO TRUTHS:

By Dr. Barry Winston

1. Color vision problems are more common in males.
2. Barry decided to go in to optometry after spending the summer working in his uncle's optometric office.
3. Eye exams can be performed on a person as young as 6 months old.

If you guessed 2, you'd be right. Dr. Barry Winston is the first and only one in his family in the optometry field.

To schedule your annual exam before your yearly benefit expires, call Amador Valley Optometric: 462-2600.

DISCUSSION:

Led by Joey Minahan

There are 4 types of communication:

- Verbal
- Non-verbal
- Written
- Visual

The most recognized form is Non-verbal, or Body Language; it speaks louder than verbal communication and is 90% of what people "hear".

There is a saying: "I'm only responsible for what I say, not what you understand". This does not apply in business. As a business owner, it is your responsibility to know that

the customer understands. Repeat your customer's request so that they know you do or you don't understand.

One thing that can be helpful is to have a third person with you to take notes. This will allow you to focus on what the client wants, and not miss anything while writing. It also provides a back-up to what was discussed, eliminating he said/she said, especially when the notes are shared with the client after the meeting.

When emailing a response, respond in-line, meaning in the body of their text, add your response on the same line or below using a font of another color. This can also ensure that you have answered all of their questions or addressed all of their issues.

Keep in mind who your customer/audience is. While older people will want phone calls and proposals in writing, younger people communicate differently and are more "visual" communicators; they will respond better to text, email and internet, as well as posters, signs, banners and maps or graphs.

UPCOMING:

November 27 – NO MEETING – Thanksgiving Day

December 4 – **Jay Woidtke**, Estate Planning Attorney

December 11 – **HOLIDAY DINNER** – No AM Meeting

December 18 – Dirty Santa **Gift Exchange**

December 25 – NO MEETING – Christmas Day

January 1 – NO MEETING – New Year's Day

NEW MEMBER INFO:

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
