



*“Being a PEA member is like having a team of powerful sales reps selling for me constantly...a small investment that has paid off over the years.”*

David Wilkinson, Hallmark Personnel, Palo Alto, Member Since 1985

*Since 1978, members of the Peninsula Executives Association have been getting together every week for breakfast.*

*That's a lot of eggs and orange juice.*

It's also a lot of close ties formed between Bay Area business professionals, building and strengthening a network that members have come to rely on. We count on each other for continuing business relationships and new business leads; for information and advice; for thoughtful concern and more than a few laughs.

# What we do

**We network.** Once a week, we meet for breakfast to exchange business and information leading to business. We build connections by attending open houses hosted by members. We get together for occasional optional social events.

**We educate.** We learn about a diverse set of industries and occupations by sharing weekly presentations focused on member businesses. We ask questions. We inform. We teach. We learn.

**We support.** We do business with each other. We refer friends, neighbors, colleagues, associates, clients, customers. We make suggestions, offer advice, lend an ear. We do what we can to build the business of each member.

# What's expected

To be eligible to join PEA, you are expected to maintain high standards of honesty, integrity and responsibility in conducting your business. You must be a firm, corporation, individual or professional person of good standing engaged in business in the San Francisco Bay Area. Your business classification must not conflict with the classification of a current member – this is a cooperative organization, not a competitive one.

## **PEA MEMBERS COMMIT TO:**

**Show up.** You can't build a network without being there. The success of the group depends on you coming to weekly breakfast meetings, to at least half of the evening open houses, to optional social events.

**Give leads.** PEA exists to exchange business and information leading to business. We expect you to patronize PEA members yourself and to refer others.

**Educate us.** We want to know about your business so we can support it. You are expected to give periodic presentations about your business to the group.

**Pay dues.** Paying your quarterly dues on time keeps the organization healthy.

# How to join

- 1.** A current PEA member refers you (based on your interest and their sense of your fitness for the group) by submitting an application.
- 2.** Your name is posted in the PEA newsletter for two weeks, allowing time for any members to raise possible objections.
- 3.** You are invited to visit with us at two breakfast meetings, so you can see us and we can see you.
- 4.** Someone from the Membership Committee interviews you.
- 5.** The Membership Committee votes to submit your application to the Board for approval.
- 6.** The Board votes to approve your membership.
- 7.** You pay your initiation fee, receive a welcome packet, and you're in.

*“It has enabled me to educate the group on fine jewelry, extend trust in my business, and reach people I’d probably never reach otherwise—who will buy from me as well as send in their friends.”*



See our website for  
more information

[www.executives.org](http://www.executives.org)

Georgie Gleim, Gleim the Jeweler, Palo Alto, Member Since 1979