

Business Connection

Strengthening the local economy and serving members for 70 years



925.846.5858

www.pleasanton.org

January 2017

Orchard Supply Hardware relocating to Rosewood Drive in Pleasanton

Home and garden retailer Orchard Supply Hardware® (Orchard) will officially be moving its Dublin Blvd. location to Rosewood Drive in January. The San Jose-based lifestyle hardware and garden supply retailer is bringing its refreshing approach to shopping for hardware and home enjoyment projects to its new location in Pleasanton. Orchard is in the home enjoyment business and serves both homeowners and renters seeking to enjoy their living spaces through paint, backyard, hardware and lifestyle projects.

The redesigned store will feature a distinctive new interior look that is easy to navigate and fun to shop. The nearly 29,000-square foot store and 4,600-square foot nursery will offer local shoppers over 35,000 of just the right items to tackle their "human-sized" projects. Shoppers can take advantage of specialized services while in-



store, including window and door rescreening, project customization and lock and re-keying at Orchard's signature Workbench. Benjamin Moore's custom color-matching technology in the paint department, lifetime plant guarantees in the nursery and in-house paint, battery and light bulb recycling programs are all amenities



still available to Orchard customers.

Orchard merchandise is thoughtfully curated to make DIY more do-able, offering paint, repair, backyard and seasonal décor solutions that help spread happiness and maximize home enjoyment. Customers will find tried and true brands such as Craftsman and Benjamin-Moore alongside national household names such as Toro, Stanley, DeWalt, Porter-Cable, Rubbermaid and much more.

Orchard Supply Hardware hires happy, talented people who love to help customers get more enjoyment out of their homes. Whether that means easily tackling little projects to express their personal style, keep things running effortlessly, or creating an outdoor oasis to enjoy the beautiful California weather, Orchard is dedicated to serving their neighbors in a warm and welcoming store and as members of the community.

Celebrating UNCLE Credit Union: Serving our Community for 60 Years

A trusted financial partner in our Tri-Valley community celebrates a major milestone this year. UNCLE Credit Union, a full-service, not-for-profit financial cooperative serving more than 22,000 members, marks its 60th anniversary in 2017. Since its inception, the credit union has maintained a steadfast commitment to promoting the financial well-being of its members while playing an essential role in successful efforts to strengthen the larger community.

Founded in 1957 by four employees of the Radiation Lab in Livermore, the credit union was originally known as Radiation Laboratory Livermore Credit Union— providing financial services for those who worked at the Lab. In the

intervening years, UNCLE has grown to more than \$355 million in assets and now offers the benefits of credit union membership and a wide spectrum of financial products and services to anyone who lives, works, worships or attends school in Alameda, Contra Costa, San Joaquin and Stanislaus counties.

With a focus on 24/7 convenience and outstanding service, UNCLE strives to provide a seamless experience for members with continual delivery channel enhancements as well as innovative, high-value products to help members prosper. In addition to five UNCLE Financial Centers and a robust array of online and mobile banking

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UNCLE Credit Union's Business Development Manager Gena Stanley (right) and Marketing Specialist Rachel Johnson (left) delivering clothes to Wardrobe for Opportunity.

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BOARD MEMBERS & STAFF

2017 Board of Directors

Chairman of the Board

Todd Moberg, Insignia Designs

Chairman-Elect

Harold Roundtree, UNCLE Credit Union

Past Chairman of the Board

Matt De Pretis, DePretis Certified Public Accountants

Treasurer

Brian Gentry, Fremont Bank

Directors

Randall Cole Brown, PMZ Real Estate; Danielle Fratellone, Fratellone Family Chiropractic; Scott Gregerson, Stanford Health Care-ValleyCare; Sara LeBrun-Scott, Marriott Pleasanton; Mike Peel, Venture Sotheby's International Realty; Herb Ritter, Ritter Investments; Janice Sangster Phalen, Diablo Meridian Realty; Mark Shawver, Heather Stanek, ClubSport of Pleasanton; Ed Westmoreland, Eddie Papa's American Hangout; Alton Wheeler, Walmart Neighborhood Market

Committee Chairs

Ambassadors

Gena Stanley, UNCLE Credit Union**Ken Norvell, CMIT Solutions of Pleasanton**

Chamber Staff

President and CEO

Scott Raty

Manager, Business & Projects

Kate D'Or

Manager, Communications & Special Events

Susie Weiss

Manager, Membership Relations

Dawn Wilson

Administrative Assistant

Yianna Theodorou

Pleasanton Chamber Foundation

Chairman

Jim DeMersman, Museum On Main

Directors

Sara LeBrun-Scott, Marriott Pleasanton; Jeff Bretzing, City of Pleasanton Police Dept.; Jeff Peters, Livermore-Pleasanton Fire Dept.; Julie Harryman, City of Pleasanton; Mary Arnerich, ClubSport Pleasanton; Brock Roby, BKF Engineers; Brian Gentry, Fremont Bank; Sandra Wing, Sandra J. Wing Healing Therapies; Eija Sommerfield, Heritage Bank of Commerce; Jeff Bowser; Laura Olson, Pleasanton Downtown Association; James Paxson, Hacienda; Matt De Pretis, De Pretis Certified Public Accountants; Scott Raty, Pleasanton Chamber of Commerce

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The positions and views advocated here are solely the responsibility of the Chamber.

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New Board Chair excited to give back to Pleasanton

I am honored and privileged to take on the 2017 Chair position for the Pleasanton Chamber of Commerce. Pleasanton is my home town. I grew up here, my wife and I raised our kids here and then opened a small business here.

My first experience with the Pleasanton Chamber of Commerce was back in 2011.

We believed in Pleasanton enough to have the courage to put our profitable corporate lives aside and start our own small business, Insignia Designs. In true Pleasanton spirit, our very few, and therefore precious first clients, were a direct result of being Chamber members. Our business,

like many others, has continued to benefit from this town and this association, and this is why I gratefully welcome this opportunity to give back to the very organization that invaluable helped me, my family and my business.

As a fortunate member of the Ambassador Committee, I have had the opportunity to attend inspiring mixers, trade-shows, Ribbon Cutting ceremonies, and many other public testimonials to our community's solidarity. The Ambassador Committee of 40 volunteers uphold its promise to put membership in the forefront of all of their endeavors.

In 2015, I was recruited to the

Board of Directors and am a recent graduate of the Leadership Pleasanton 2016 class. My community involvement continues to reward and inspire me. The City of Pleasanton has taught me that the commitment to help others means everyone wins. The Chamber is all about working together to create an environment where everyone can succeed.

Much of the credit to the Pleasanton Chamber's successful history and prominent reputation goes to the amazing Chamber staff, as well as the outstanding Ambassador team. These people are why 2016 was such an outstanding year, including 140 new members. We are currently among the largest Chamber's in the Bay Area and growing.

Through the Chamber, I have met many amazing people. This includes staff, Ambassadors, Board Members, city and elected officials and most importantly, our members. I take great pride in volunteering my time to help Pleasanton remain among the very best cities in the country to live, work and raise a family. This is a wonderful opportunity for me to give back to my friends, fellow Chamber members and our community.

With Pleasanton 2020: A Community Vision as the Board's key driver, focusing on important topics like our local economy, public safety, transportation, education, arts, culture, recreation, housing and leadership, the future looks bright!



Todd Moberg
2017 Chairman
of the Board

2017 Chamber Ambassadors

The Pleasanton Chamber's Ambassador Group is a committee of 45 chamber members. They are instrumental in furthering the Pleasanton Chamber's reputation as one of the most engaging and successful Chambers in the Bay Area.

Throughout the year, they visit existing members ensuring they are utilizing the benefits of membership. They participated in over 50 ribbon cuttings celebrating the opening of the new business and welcoming them into the organization.

The majority of the time you order a drink at one of the monthly mixers, it is an ambassador who serves it to you with a smile! They also volunteer for our annual Community



The Ambassador team of 2016 at its annual breakfast in December at the DoubleTree by Hilton Pleasanton at The Club.

Service Awards, Golf Tournament, State of the City Luncheon, and Beyond the Cloud event.

This year, the committee will

be chaired by Gena Stanley from UNCLE Credit Union and the co-chair will be Ken Novell from CMIT Solutions of Pleasanton.

Gena and Ken are looking forward to working with this dynamic group and incorporating some new programs and bonding activities.

Ambassador Team

Bernie Billen..... Bay Commercial Bank
Joseph Bradley..... J Rockcliff Realtors/The Bradley Team
Randall Brown..... PMZ Real Estate
Carla Butler..... N2 Publishing
Kae Chen..... Photography by KC Chen
Courtney Coats..... GoSmallBiz.com/Legal Shield
Kim Damiani..... Wealth Management Associates
John DeKoven..... Your Digital Handyman
Gary Dominguez..... Legacy Real Estate Associates
Tom Dote..... Tom Dote Farmers Insurance
Kay Fogarty..... Real Protection, Inc.
Kaitlin Foley..... Comerica Bank
Danielle Fratellone, DC..... Fratellone Family Chiropractic
Leon Gundersen..... Select Imaging
Joanie Hahn..... Boisset Collection
Mary Hanson..... Horizon Wealth Solutions
Kristen Hayes Kuse..... Integrated General Counsel
Frances Hewitt..... PrinterBees
Robert Johnson..... PrideStaff
Alice Jones..... SF Bay Cosmetic
Jeff Leuchi..... Proforma J.C.L. Print Associates
Michael Levy..... LPL Financial
Patty Manzi..... Action 1 Properties
Carol Marshall..... The Write Business
Pat Mayfield..... Pat Mayfield Consulting, LLC
Greta Minnis..... BBSI
Todd/Carol Moberg..... Insignia Designs
Shirley Moore..... Ricks Performance Auto Repair
Ken Norvell..... CMIT Solutions
Deanna Ortuno..... Hairlights Salon
Jen Oxe..... Agape Villages Foster Family Agency
Stephen Phalen..... Stephen Phalen Farmers Insurance
Christina Rice..... Keller Williams Realty
Carol Rosenblatt..... Crown Trophy

Kurt Rushlow..... 1 + 1 Technology
Gena Stanley..... Uncle Credit Union
Jan Sunzeri..... Patriot Pest Management
Brenda Sylva-Meuser..... Chromagraphics
Daryl Thomas..... Diversified Mortgage Group
Kathi Vermont..... Randick O'Dea & Tooliatos, LLP
Ricky Walters..... Landmark Lending
Ron White..... WealthSmart America
Kash Yajnik..... Yajnik & Mehta Associates



Gary Dominguez of Legacy Real Estate Associates was honored as the Rookie of the Year for the 2016 Ambassador Committee.



UNCLE Credit Union's Gena Stanley (left) was awarded the Ambassador of the Year for 2016. Stanley and Ken Norvell (right) of CMIT Solutions will co-chair the Ambassador Committee in 2017.

Reserve seats now for State of the City address February 22

#PleasantonProud

“Pleasanton Proud” was the message and mantra Mayor Jerry Thorne introduced for the first time last February during his 2016 State of the City address. “Pleasanton Proud is accepting that we are not an island unto ourselves, that we are a part of this great state of California and that we can make gradual changes in the size of our community, our revenue base and the amenities we offer, and we can do it all without promising more than we can deliver, and we can do it without ignoring state laws and subjecting our community to expensive lawsuits by housing advocates and the Attorney General,” said Thorne.

The message caught on, he never wavered from it, and he rode ‘Pleasanton Proud’ to a decisive re-election in November.

With elections behind us, it’s time for the mayor and City Council to establish a new list of city-wide priorities, roll up their sleeves and go to work accomplishing as many good things as possible in 2017 and 2018 to ensure Pleasanton remains among the best cities in



Mayor Jerry Thorne

the country in which to live, work and raise a family.

Join us at the Doubletree by Hilton for the annual State of the City address and hear first-hand what’s foremost on the mind of Mayor Thorne as he begins his third of four possible two-year terms in the City’s highest elected office. Will he talk about East Pleasanton; construction of new senior housing; Costco; the future of downtown and the potential for a new library and civic center?

We anticipate Mayor Thorne will have lots of good news to share about the past year, like how the City will use its \$4 million budget surplus, and the completion of a beautiful new Veteran’s memorial at the Pioneer Cemetery.

Thorne was first elected to the City Council in a special election that took place June of 2005, and re-elected by wide margins in November 2006 and again in 2010. He ran successfully for Mayor in 2012, 2014 and 2016. Active in the League of California Cities, Mayor Thorne is also expected to talk about the League’s efforts to minimize state government’s interference with local governance, a perennial hot button for Thorne.

A retired executive from Hewlett Packard, Thorne has lived in Pleasanton for more than 30 years with his wife Sandi.

The annual State of the City luncheon is open to the public and will take place Wednesday, February 22, from 12 to 1:30 p.m. To make a luncheon reservation, visit www.pleasanton.org or call the Chamber at (925) 846-5858.



Honorees of the 53rd annual Community Service Awards.

Know Someone Doing Great Things in Pleasanton?

Last call for nominations for Community Service Awards

The Pleasanton Chamber of Commerce is accepting nominations for its 54th Annual Community Service Awards. Community members are encouraged to nominate deserving businesses, non-profit organizations and individuals for five awards: Business Philanthropy, Excellence in Business, Excellence in Service, Distinguished Individual and Green Service.

Honorees will be recognized at the Community Service Awards Event in March of 2017. The efforts of these businesses, organizations and individuals make a real difference in the quality of life for everyone in Pleasanton. Nomination forms and information regarding the criteria for each award category are available at www.pleasanton.org.

Nominations are due January 20, 2017 and may be submitted online at www.pleasanton.org. Sponsorship opportunities are available for this event celebrating amazing people who go the extra mile to make Pleasanton a great place to live and do business.

The Pleasanton Chamber presented seven Community Service Awards in March of 2016: Business Philanthropy Award: Fratellone Family Chiropractic; Excellence in Business Award: Wealth Management Associates; Excellence in Service Award: Sandra J. Wing Healing Therapies Foundation; Distinguished Individual Service Award: Eleanor Flatley; Lifetime Achievement Award: Frank Capilla; Green Business Award: Pleasanton Corporate Commons / Hines.

FACT:

85% of core brain structure is developed by age four.

PRIMROSE WAY:

Recommending the right activity at the right time is child’s play.

CALL FOR A TOUR.

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Business Spotlight

PsiNapse Technology - Your Pleasanton-based Staffing and Recruiting Firm

Are you facing an increased workload due to growth or an upcoming project, medical leave or another matter? Let PsiNapse provide you with professional staffing solutions to meet your business goals this year.

PsiNapse can help you:

- ✓ Manage your work overload. Keep your team productive and morale high by bringing on an additional team member, allowing your key contributors to focus on what they do best.
- ✓ Consider a contract/temporary individual before hiring full time, to ensure you have the right fit for the role, and that the role exists correctly.
- ✓ Avoid unemployment claims, payroll problems, insurance coverage concerns and other worries. Our contract individuals are employees of PsiNapse, not your employees, saving you headaches and overhead.
- ✓ Reduce your business liability. Staffing costs are a business expense, not an employer cost.

PsiNapse provides Technology, Business and Administrative recruitment services for contract, contract-to-hire, and direct hire employment opportunities in the Greater Bay Area. With nearly 20 years of experience providing human talent to both government and commercial clients, PsiNapse has developed the protocols necessary to provide tailored, high-quality service to you. Established in 1998, PsiNapse Technology is a 100%-woman-owned enterprise, headquartered in Pleasanton, CA.

PsiNapse can place professionals in many positions including:

- | | | |
|-----------------------------------|-----------------------------|--------------------|
| ✓ Application/ Mobile Development | ✓ Project Managers | ✓ Office Managers |
| ✓ Desktop Specialists | ✓ QA Professionals | ✓ HR Professionals |
| ✓ Operation Managers | ✓ Technical Writers | ✓ Paralegals |
| ✓ System Engineers | ✓ Administrative Assistants | ✓ Receptionists |

Need top talent? Have a specialized position to fill? Call PsiNapse today at **925-225-0400** and let them help you find just the right fit. Learn more at www.psinapse.com.



Sylvia Luneau, President and CEO of PsiNapse Technology

Healthcare Changes On The Horizon

It's hard to believe almost six years have passed since the Affordable Care Act went into effect. During that time, we've seen various changes aimed at expanding coverage and curtailing costs. The paradox, however, is that these two priorities run in direct conflict with each other. As long as we U.S. citizens continue to expect instant and complete healthcare services for everyone, all the time, regardless of cost, we will be challenged to keep premiums and out-of-pocket costs in check. Add to that an aging population with growing healthcare needs and it's easy to understand the complexity of our situation.

So what's next as a new federal administration comes into office? Clearly more change! We will like-



Dan Copenhagen
President
Mindshare Group

ly see some immediate steps in early 2017 to modify or remove current ACA laws, and longer term efforts will surface to solve this multipart puzzle. Will this affect the bottom line for each of us? Probably not. Even if less-regulated healthcare and insurance industries emerge over the coming years, the ongoing challenges of controlling costs will remain. I predict that we're still many years away from fundamental, structural changes in our healthcare system that will truly limit rising costs for employers and individuals.

Regardless of the macro-economic developments in healthcare, which are difficult for any one of us to impact, there is one proven method to limiting your own costs – stay active and healthy. When you do need to leverage the benefits of our advanced healthcare system, remember to be a smart consumer and appreciate the value.

Here are a few tips to consider when using your health insurance plan in 2017:

- ✓ Most annual Deductibles and Out-of-Pocket maximums reset January 1 each year.
- ✓ Stay in network! You will pay less if you see contracted providers. Check your health insurance website to confirm if your doctor or facility is a contracted, Preferred Provider.
- ✓ Consider telephone appointments or virtual visits for non-urgent care, which can cost less than an office visit.
- ✓ Ask for generic prescriptions whenever possible.

Here's to a Happy and Healthy 2017!



Accomplishments of many to highlight annual business luncheon

The holidays are over, but the celebrating will continue as preparations are made for the annual transition of the organization's volunteer leadership on Tuesday, January 24, at Ruby Hill Golf Club.

2016 Chairman of the Board Matt DePretis will pass the gavel to 2017 Chair Todd Moberg, who, along with his wife Carol, own Insignia Designs.

Under DePretis's leadership, the chamber experienced an outstanding year with record growth of the Pleasanton Young Professionals group to more than 80 participants, 140 new members, outstanding networking events and significant progress on key economic objectives in Pleasanton 2020: A Community Vision.

"It's been a great year in so many ways, and because of the efforts of so many people. I'm incredibly grateful to our many selfless volunteers; the Ambassadors, the Economic Development and Government Affairs Committee,



Todd Moberg, who grew up in Pleasanton, will be installed as Chairman of the Board for 2017.

BACPAC, Golf, Leadership and more," said DePretis.

Moberg, a product of Pleasanton schools, is excited to take on the



Matt DePretis, DePretis CPAs, remains on the Board for one more year as past chair.

chairmanship in his home town. "I grew up here, and after a number of years in the corporate world that required living out of state

and engaging in lots of travel, Carol and I were really happy to return home a number of years ago, open up our own small business, immerse ourselves in the community and chamber and now is just a great time to give back," said Moberg.

Joining Moberg and DePretis on the Board in 2017 are Sara LeBrun-Scott from the Marriott Pleasanton; Randall Brown, PMZ Real Estate; Herb Ritter, Ritter Investments; Dr. Danielle Fratellone, Fratellone Family Chiropractic; Janice Phalen, Diablo Meridian Realty; Ed Westmoreland, Eddie Papa's American Hangout; Brian Gentry, Fremont Bank; Scott Gregerson, Stanford Health Care – ValleyCare; Mike Peel, Venture Sotheby's International Realty; Harold Roundtree, UNCLE Credit Union; Heather Stanek, ClubSport of Pleasanton Mark Shawver, Graphic Design and Alton Wheeler, Walmart Neighborhood Market

The annual luncheon will take

place at Ruby Hill Golf Club on Tuesday, January 24, 2017. Doors will open at 11:30 a.m. for networking with lunch and program from 12 noon to 1 p.m.

"This is the one time during the year we turn our attention inward and say thank you to the countless individuals and businesses who bring their time, talent and resources to the table year in and year out for the chamber and the greater good of our community," said Scott Raty, Chamber President/CEO.

Chamber Foundation Recognition

The Chamber's Foundation Chair Jim DeMersman from Museum on Main will announce the Jenny Doehle Leadership Award winner, an honor bestowed upon a Leadership Pleasanton graduate who exemplifies the program's goals for community engagement.

For reservations, visit www.pleasanton.org or call the Chamber offices (925) 846-5858.

Business Spotlight

Begin the New Year with a New You – at SF Bay Cosmetic Medical Group

SF Bay Cosmetic Medical Group combines a variety of services to enhance your health and beauty. Whether it be losing weight, enjoying a relaxing facial, or wiping away the signs of age with our injectable, filler and laser treatments, we have the results you want and deserve. The firm, formally known as NorCal Medical on St. Mary's Street, expanded this past year into a larger, more airy facility at One Peters Avenue. SF Bay is supervised by Dr. Jeff Riopelle, who also has two other offices in San Ramon – a general medical practice and a cosmetic surgery and laser center.

SF Bay's Rapid Weight Loss program is medically supervised by nurse practitioner, Tiffany Morris, and, for many patients, it is the "only thing that works for me" when they need to lose more

than a few pounds. Remarkably, several of our patients have safely lost more than 60 pounds in just a few months!

Our rejuvenation treatments include Botox, Dysport, Juvederm, Kybella, Restylane and Voluma, and are backed by the skilled eye and delicate touch of Leslie Littlefield, Dr. Jeffrey Riopelle and Dr. Donna Riopelle. Others love the effect created by our IPL photo facial laser, which evens out skin tone and stimulates collagen for a soft, smooth result.

Christina Aguilar is our extremely knowledgeable aesthetician, who has years of experience in anti-aging and anti-acne treatments including microdermabrasion, facials and peels. She will even combine and customize services to provide each patient with the ultimate satisfaction.

What makes us different? Well



Left to right is Alice Jones, Patient Coordinator, Tiffany Morris, Nurse Practitioner, and Trish Hardman, Assistant Office Manager.

you probably guessed by now! It is our caring and expert staff!!!

Our customers also appreciate our special deals and monthly discounts!

Wouldn't you like to begin the New Year with a new you?

**SF BAY COSMETIC
DERMATOLOGY MEDICAL GROUP**
Visit us at One Peters Avenue in Pleasanton,
or call us at 925-846-5614

TRAVEL DESTINATIONS FOR 2017



Gardens & Mansions

Featuring New Orleans & Cajun Country

April 2-8, 2017

\$2,350 pp double

There's still room! Deadline to sign-up is January 17th



The Best of Eastern Canada

Featuring French-speaking Quebec City, Montreal, Ottawa, Toronto, and Niagara Falls

July 11-18, 2017

\$2,999 pp double



Spain and the Costa Del Sol

Featuring an optional Madrid extension

November 1-9, 2017

\$3,049 pp double

(If reserved by 4/29/17)

Information Meeting

Tuesday, January 17th, 7 p.m.

Pleasanton Chamber office, 777 Peters Ave., Pleasanton

Stay tuned! We are considering an amazing Danube River Cruise aboard the 5-star Amadeus Royal departing September 28, 2017. Cruise down the Danube with city tours of Budapest, Linz, Bratislava, Vienna, Passau, and Melk Abbey. More information to come!

For more information, visit www.pleasanton.org/chamber-travel or Kate at kate@pleasanton.org, 925-846-5858 ext. 203.

Business Spotlight

You define success, together we achieve it

Vista Wealth Management is a comprehensive wealth management firm serving individuals and families throughout the Bay Area. Formed in 1999, we have steadily grown our practice to serve approximately 475 families with assets in excess of \$1.5B. We have offices in San Francisco, Palo Alto, Scottsdale, and now in Pleasanton.

We take on the role as the "Family CFO." We are passionate about knowing our clients. That means spending time to fully understand their unique financial concerns and goals. The only one who matters in our discussions is our client - their needs, their goals, and their peace of mind. The result is a personalized comprehensive action plan that limits risk and enhances opportunity. As the Family CFO, we then coordinate the planning with our client's other professionals and make sure the action plan is completed.

Several firms use the words "Wealth Management" in the company name, but spend most of their days managing investment portfolios. At Vista, wealth management not only includes portfolio management, but also advanced planning. Advanced Planning includes retirement planning, cash flow planning, estate and tax planning, as well as charitable and family gifting.

We use sophisticated asset allocation models based on rigorous academic (Nobel prize winning) research. This not only provides



Vista Wealth Management takes on the role as the "Family CFO." They are passionate about knowing their clients.

clients with a world class investment experience, but also allows us to leverage low cost institutional funds that are tax efficient.

What sets us apart from other advisors is the CFO role we take on as well as the depth of knowledge our advisors have. Our team is comprised of CPA, CFP®, and PFS credentialed professionals, purposefully assembled to provide all of the in-depth counsel our clients need.

If you have investable assets in excess of \$1M and would like to start a conversation with us, you can reach us at 925-239-1232 or myfamilycfo@vistawealth.com.

vista™

You define success,
together we achieve it.

Membership Anniversaries



During the past two months, over 100 businesses renewed their investment in the Chamber, thereby demonstrating their continued commitment to community excellence while realizing the benefits, services and representation associated with membership in Pleasanton's leading business organization.

We recommend that you look first to Chamber members for your business and consumer needs.

37 Years

Precision Auto Repair, Inc.

30 - 34 Years

JHS CPAs, LLP

DoubleTree by Hilton Pleasanton at The Club
Costello Accountancy Corporation
Four Points by Sheraton
Marriott Pleasanton
Bay Valley Medical Group, Inc.

25 - 29 Years

Pleasanton Partnerships in Education Foundation
Huff, Charles A.I.A. Architect
Yorkshire Roofing of Northern California Inc.
Strizzi's Restaurants
Fox, Tom - Venture Sothebys International Realty
Valley Tire Service
Heritage Valley Mortgage, Inc.
Culligan Water Conditioning

20 - 24 Years

Gatan, Inc.
Craig Property Management
California Youth Soccer Assn.
Giles Studio Inc.
Van Sloten & Laranang CPAs, PC
Oracle
California Financial Advisors
Fremont Bank

15 - 19 Years

Valley Plaza II
Sensiba San Filippo LLP
Harsch Investment Properties, LLC
Farmers Insurance Group
Hap's Original
Pleasanton Weekly
Roche Molecular Diagnostics
Pacific Valley Financial
BKF Engineers
ClearPath Business Advisors
Fine Pueblo Pottery
Alexandria's Flowers

10 - 14 Years

Amici's East Coast Pizzeria
Agape Villages Foster Family Agency
De Pretis Certified Public Accountants
Marketing Solutions Group
Thorne, Jerry
Heritage Bank of Commerce
Oilpress!
Cherry Creek Mortgage
Spring Street Studios
Maverick Networks, Inc.
Ng, John & Daisy, Coldwell Banker Real Estate
Eden Villa
Sola Brite

5 - 9 Years

Wealth Management Associates
Diablo Meridian Realty

KCommons, Executive Homes
Body Balance Fitness & Massage, Inc.
Nothing Bundt Cakes
Coldwell Banker Real Estate and Mortgage
Chase Electric
Cornerstone Fellowship
University of San Francisco Pleasanton Campus
Allstate Insurance-Bob McGlinchy, CLU, CLTC
Collette
Floor Coverings International, East Bay
Barry Swenson Builder
Martin, Wardin & Eissner Financial Group
Pease Tax & Accounting Services, Inc.
Kiewit Infrastructure Co.
Outer Visions Landscape Design
E & S Ring Management Corporation
Mortensen & Son
Nearon Enterprises
LegalShield

1 - 4 Years

Casino 580
Darlene Crane - RPM Mortgage
Thomas Watch Repair Services
Office Spots, LLC
Technology Credit Union
Atlas Document Preparation Services
Black Bear Diner
Axia Home Loans
Title21 Health Solutions
Great Clips
Next Play Consulting, LLC
Two Men and a Truck
Healing Through Homeopathy
Sunflower Hill
Rocky Mountain Chocolate Factory
Jill Denton - Keller Williams Realty
Irby Ranch
Ritter Investments, LLC
AMEYA Infotechnologies
Intero Real Estate Services
Venture Sotheby's International Realty
Jen Lee Law
East Bay Assisted Living Services
Valley Health Mill
Minuteman Press
Tri-Valley Automotive
Flavor Brigade
Barbara Berlogar, doTerra
Venture Sotheby's International Realty-Brian Cullen
Cain Communications
Sabio on Main
Koll Center Dental Group
Fulcrum BioEnergy, Inc.
Longevity Architectural Products
Maggie & Me!

Business Spotlight



Find a Healthier You at ChiroSports USA

Dr. Clinton Cabero, D.C., C.E.A.S.



Dr. Clinton Cabero

Dr. Clinton F. Cabero has been improving people's health and well-being throughout the rehabilitation spectrum for more than 17 years, as he serves as the Pleasanton Chamber of Commerce Ambassador, as well as Chiropractic Physician, for our Pleasanton clinic.

With a Doctorate of Chiropractic from Cleveland Chiropractic College of Los Angeles and his Bachelor of Science degree in Kinesiology, Dr. Cabero provides the highest level of personalized care for each patient who comes thru the door, enriching Pleasanton with a one-stop integrated clinic that serves a wide range of healthcare needs.

The Benefits of Short-Term and Regular Chiropractic Care

DECREASE: Stiffness, muscle spasms, tissue inflammation

REDUCE: Degeneration and risk of injury

RELIEF: Spinal and extremity, headache, arthritic joint pain

INCREASE: Mobility, range of motion, joint health, performance, energy, balance, coordination, sense of well-being, and relaxation

How We Help YOU find a Healthier YOU!

Some suffer with chronic pain and are looking for relief. Others prefer a holistic approach to health care. Are you searching for results that will improve the quality of your life?

We know the body has innate recuperative powers affected by and through the nervous system. Correcting spinal abnormalities which irritate the nervous system can lead to a number of favorable results in patients suffering, seemingly non-spinal health conditions.

ChiroSports USA believes that correcting the cause of the problem provides significant long-term benefits over only treating the symptoms. Chiropractic care emphasizes the recuperative power of the body to heal itself without the use of drugs and surgery.



ChiroSports USA believes that correcting the cause of the problem provides significant long-term benefits over only treating the symptoms.

Your Path to Wellness

Let us help find the one that is best for you. We offer a comprehensive treatment plan so you can feel the difference. Get you back to healthier living through a variety of techniques customized just for you.

- ✓ Whole Body Cryotherapy (WBC)
- ✓ Massage Therapy
- ✓ Electrical Muscle Stimulation
- ✓ Therapeutic Low Level Cold Laser Therapy (LLLT)
- ✓ Power Vibe – Whole Body Vibration
- ✓ Physiotherapy
- ✓ Kinesio Taping
- ✓ Custom Orthotics
- ✓ Spinal & Postural Screening
- ✓ MiyoDac Manual Therapy
- ✓ Nutritional Counseling
- ✓ Spine Force
- ✓ Active Release Technique

ChiroSports USA is located at 4439 Stoneridge Drive, Suite 200 in Pleasanton. We gladly accept most health insurance. Call 925-462-2225 for more information or visit online at www.chirosportsusa.com

Mandatory Organics and Recycling Collection for Pleasanton Businesses Now in Effect

As of January 1, 2017, Pleasanton businesses that generate significant* quantities of compostable materials (organics) and all multi-family properties with five or more units will be required to provide adequate on-site collection service for organics, under Alameda County's Mandatory Recycling Ordinance. This includes food scraps, food-soiled paper, and plant debris.

In addition, all of these entities must provide adequate on-site collection service for recyclable materials, including businesses with less than 4 cubic yards of weekly garbage service. For larger business generators and for multi-family properties (5+ units), the recycling requirement has been in

effect since March 2013.

For details, including a definition of "significant quantities," as well as available services and support materials, please visit www.RecyclingRulesAC.org/city-of-pleasanton or call 510-891-6575 to leave a message for a call back.

To set up recycling and/or organics collection service, contact:

Pleasanton Garbage Service:
www.PleasantonGarbageService.com, Tel. (925) 846-2042.

Free Indoor Green Bins

To make separating food scraps, food-soiled paper, and plant debris easier, the Alameda County Waste Management Authority is

offering free indoor green containers and lids, up to \$500 per approved site. Apply online at www.RecyclingRulesAC.org/containers.



Ribbon Cutting Creating new jobs, stronger economy



Do Pilates. Do Life.

Club Pilates Pleasanton — We believe Pilates is the finest strength-training workout available for anyone, at any age. It's a path to a fuller, richer, healthier and more satisfying life. The functional strength and flexibility you will gain at Club Pilates won't just benefit you while you're exercising. It will become the key to living a happier, healthier and more fulfilling life. We invite you to Do Pilates. Do Life. Learn more at www.clubpilates.com/location/pleasanton or call 925-255-0880. Club Pilates Pleasanton is located at 6766 Bernal Avenue, Suite 530 in Pleasanton.



Stanley Blvd., downtown, largest selection of cake pops in town

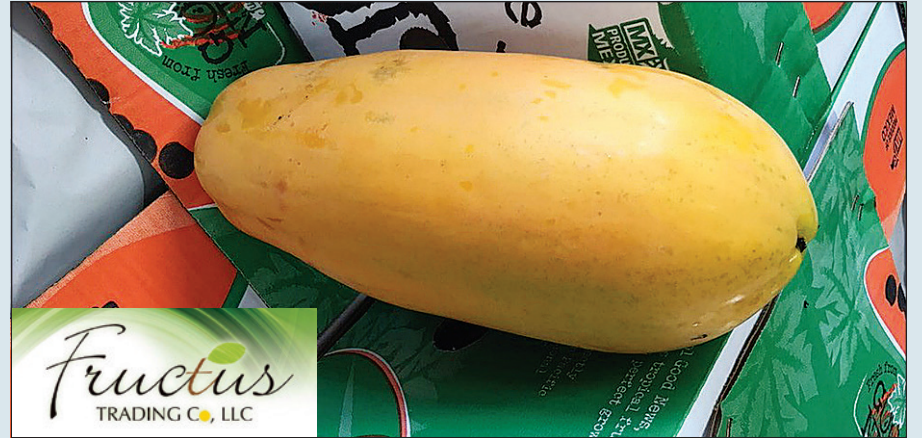
Sweetart Creative Baking — Sweetart Creative Baking, owned by Nermana, has been proudly serving customers with custom designed cakes for over five years. With great satisfaction and excellent feedback from customers, Nermana decided to take her creative baking to the next level and open the shop. Sweetart Creative Baking continues to offer great cakes, fresh baked and decorated per customer's request, as well as other unique desserts and gifts. In the shop, located at 4290 Stanley Blvd. in Pleasanton, you will find many desserts from simple cakes by the slice, cookies and the largest cake pops selection in town, to decorative individual gifts and edible arrangements. Come to the shop or visit www.pleasantoncakes.com for more information.



Kenneth Williams, direct energy consultant helping homeowners in Pleasanton

SUNPOWER — Kenneth Williams is a direct energy consultant professional for the SUNPOWER Corporation that has been manufacturing solar panels since 1985 and Kenneth is currently serving the Pleasanton and Tri-Valley area to help homeowners with solar energy needs for their homes. With SUNPOWER being the highest energy producing solar panels available and a friendly knowledgeable professional like Kenneth, you will know that your home will have the very best solar panels. For more information, call 925-425-0775 or email directly to Kenneth.Williams@sunpower.com to schedule your free consultation today. Visit www.sunpower.com and make sure to mention Kenneth Williams sent you to get your special offer.

Business Spotlight



Fructus Trading Co. CEO Hector Jimenez says, "We estimate that from the time the fruit is cut from the tree, you should be able to have it on your table in five to eight days."

From the farm directly to your table

Fructus Trading Co., founded by Héctor G Jimenez, offers a wide variety of products by importing fresh produce from Mexico.

"We are new in the USA as an importer but our partners in Mexico have been in business for more than 50 years," said Jimenez.

Fructus imports everything from papayas, pineapples and avocados to guacamole and bottled salsa.

"Our mission is freshness," said Jimenez. "We estimate that from the time the fruit is cut from the tree, you should be able to have it on your table in five to eight days."

Jimenez said being a grower representative is a fun business with a lot of travel-

ing. "Going to Mexico to see the fruit grow and then selling it is amazing."

Fructus has created a partnership with several top-of-the-line companies in Mexico in order for Jimenez to be the grower representative for their best produce. This enables Jimenez to bring and distribute the very freshest and top products right here in the USA. These companies include Los Compadres, Promega, Agromega, Abba Logistics and the brand Good News.

As a company that goes after a good product to put on your table as fresh as possible, Fructus Trading Co. prides itself on its top quality, freshness and customer service. For more information, email Sales@fructustrading.com.

UNCLE Credit Union

(continued from page 1)

services, the credit union provides members with access to more than 5,000 branches and ATMs throughout the country via the CO-OP Shared Branching Network. And beginning this month, UNCLE will be offering a new suite of business products and services to meet the needs of local business owners.

Although its primary mission is to improve the financial health of its members, UNCLE's investment in the Tri-Valley extends far beyond this purpose. UNCLE has earned distinction among employers in the area for fostering a positive and motivating workplace, and it excels at providing opportunities for employees to find fulfillment in work and in service to the community. The credit union's commitment to corporate responsibility is

reflected across all organizational levels at UNCLE with donations of time and money to help dozens of efforts such as those of the American Cancer Society's Relay for Life, Children's Miracle Network Hospitals and Tri-Valley Haven. UNCLE also initiated and continues to lead impactful initiatives to help local young people develop the practical money management skills that will improve their chances of financial success throughout their lives.

As UNCLE approaches its diamond anniversary, it finds plenty of reasons to celebrate in the confidence its members have placed in the credit union over the past sixty years, and in the meaningful contributions it has made as a financial provider for the Tri-Valley community and as an unwavering supporter of important causes and critical services to improve lives and help those in need.



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Creating new jobs, stronger economy



Located off of Airway exit in Livermore, call 925-980-8130

Spine and Sports Physical Therapy — Spine and Sports Physical Therapy has expanded to Livermore, opening its third clinic. We provide physical therapy services to enhance the physical health, fitness and quality of life for our patients. Whether it is post-surgery, athletic injury or orthopedic dysfunction, our therapists are held to the highest of standards and participate in on-going continuing education to ensure our patients receive the most up to date treatment available. We accept most insurances and are located at 2492 Nissen Drive, right off Airway on the freeway in Livermore. Call us to schedule your appointment today (925) 980-8130.



What's Body Morph? Find out at Fit Style, on corner of Hopyard & Stoneridge

Fit Style — We just want to give a warm heart-felt THANK YOU to everyone that contributed to making the first year in our new studio a successful one. Fit Style is a local family-owned and operated fitness center that's been involved in the Pleasanton fitness community since 2005. We offer personal training, group HIIT circuit training classes including PiYO, nutrition planning, and a 20 lb. comprehensive weight loss challenge called Body Morph. Give us a call at 925-872-3504 for a free assessment session with a trainer or to try a class! You can also email us at info@fitstyle.com. We are located in the Gateway shopping plaza on the corner of Stoneridge and Hopyard, same parking lot as Chili's and Eddie Papa's. We hope to see you soon!



Fun - Tough - Fitness. Complete wellness and fitness studio in Livermore

Omni Fight Club — Omni Fight Club is excited to be a part of the Tri-Valley community. Our team and efforts are dedicated to community building and creating pathways to a healthy lifestyle for people of all walks of life and fitness levels. We have already coached more than 2,000 workouts in our short time here in Livermore. We bring a vast amount of industry experience and have built a studio to serve all people and goals. Our program is signature kickboxing and weight-training circuits with a new focus every day that is tied together each week/month. We include nutrition, injury prevention and women's self-defense with every membership. We are FUN.TOUGH. FITNESS and we are a complete wellness and fitness studio! Call us today at 925-231-1969 or look us up on Facebook @ Omni Fight Club Livermore and read our reviews and member posts.



TopShelfBeautyBar.com, downtown at 30 W. Neal Street

Top Shelf Beauty Bar — Top Shelf is a splendid escape from your day in a bar type atmosphere. Visitors can spend their "happy hour" enjoying the services of our beauty-tenders ranging from eyelash extensions to massage, or spray tans and facials. We have something to satisfy both men and women on our decadent "Bar" menu. A complimentary "juice" bar is located in each treatment room where guests can recharge their electronics while relaxing during their services. Retail therapy is offered with a perfect blend of luxury and wellness products. Please remember to visit our touch up bar before you leave to try the latest trends in cosmetics. Reservations recommended. 925.750.7656 or visit topshelfbeautybar.com



No-cost refinance at landmarklendingnetwork.com

Landmark Lending — Landmark Lending in Pleasanton has been serving the Bay Area since 2001. Mortgage Broker, Rick Walters, helps his clients save money with No-Cost, or Free Refinances. A resident of the Tri-Valley since 2000, one of Rick's specialties is to secure loans for those wanting to refinance at a lower rate without having to pay for closing costs. This essentially is a free loan. He has found much success in helping his clients keep more of their own money without any cost to them. Rick's role as a lending consultant proves to be beneficial to his potential first-time homebuyers, as well. He discusses the possibilities of home buying affordability in the current market, as he calculates the after-tax benefit of purchasing versus renting a home. As a Pleasanton Chamber of Commerce Ambassador, Rick serves with a give-back attitude as he engages and leads within the business community. You may visit Rick's website at www.landmarklendingnetwork.com and you may reach him at 925-600-1470.



Chick-fil-A (Now open at Hopyard & 580 in Pleasanton)

Chick-fil-A — Chick-fil-A Pleasanton is open Monday through Saturday from 6:30 a.m. to 10 p.m. Nearly everything on the Chick-fil-A menu is made from scratch daily, including salads made from whole vegetables and fruits that are hand-chopped throughout the day. The lemonade is fresh-squeezed and is made from three simple ingredients: lemon, sugar and water. Like all Chick-fil-A restaurants, the chicken served at Chick-fil-A Hopyard & 580 will be 100 percent whole breast meat, without any fillers, hormones or additives. Each chicken breast is hand-breaded to order and pressure cooked in 100 percent refined peanut oil, which is naturally trans-fat- and cholesterol-free. By the end of 2019, every Chick-fil-A restaurant will serve chicken raised without antibiotics.