

Business Connection

Strengthening the local economy and serving members for 70 years



925.846.5858

www.pleasanton.org

January 2019



Safeway Division President Brad Street and members of Safeway management present the ValleyCare Charitable Foundation with a \$30,000 check to support cancer patient services.



Safeway leadership helps raise awareness to support local food banks during a live news remote at the Bernal Safeway store during the holiday food drive.

Safeway Donates over \$25 Million in 2018 and Thanks Customers for Helping Those in Need

Safeway contributed more than \$25 million in food and financial support in 2018 to the communities it serves, working in collaboration with local organizations to improve the quality of life in over 280 neighborhoods throughout Northern California, Nevada and Hawaii.

"We take great pride in supporting causes important to our customers and employees," said Brad Street, Safeway Division President of Northern California. "Thanks to their generous support, our neighborhoods are stronger and much-needed resources are

getting to people in need."

Customers and employees support these efforts through donations and activities to benefit local charities. In 2018, the Safeway Foundation distributed over \$5.5 million in grants for its key philanthropic causes, including hunger relief, cancer research, programs for people with disabilities, veterans and education. Some of the local grant recipients include: The ValleyCare Charitable Foundation, Open Heart Kitchen and Pleasanton



Partnerships in Education.

In Safeway's more than 280 stores in the Northern California Division, over 2.5 million pounds of food was donated last year to hundreds of local food banks, pantries and meal programs. Additionally, Safeway hosted two food drives which allowed shoppers to purchase a bag of non-perishable groceries that went directly to their local food bank or pantry, including the Alameda County Community Food Bank and their partner agen-

cies. These efforts yielded more than 2 million meals to combat food insecurity.

Also in 2018, the Safeway Foundation made financial contributions to help people and communities affected by the Carr Fire, Mendocino Complex and Camp Fires. Along with financial assistance, local Safeway stores also provided supplies to assist evacuation shelters and first responders.

Safeway is committed to continuing these philanthropic efforts and creating new opportunities to support worthy causes in 2019 and beyond.

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BOARD MEMBERS & STAFF

2019 Board of Directors

Chair of the Board
Herb Ritter, Ritter Investments, LLC

Chair-Elect
Randall Brown, PMZ Real Estate

Past Chair of the Board
Harold Roundtree, UNCLE Credit Union

Treasurer
Tracey Lewis Taylor, Stanford Health Care – ValleyCare

Directors

Steve Calcagno, Kier & Wright Civil Engineers & Surveyors, Inc.; **Kim Damiani, Summit Financial Group;** **Angela Grisar, ClubSport Pleasanton;** **Sara LeBrun-Scott, Marriott Pleasanton;** **Doug Matkins, Clorox Services Company;** **Todd Moberg, Insignia Designs;** **Lauri Moffet-Fehlberg, Dahlin Group;** **Angel Moore, Alameda County Fair Association;** **Ken Norvell, CMIT Solutions of Pleasanton;** **Arne Olson, CAFO Partners, LLC;** **Nathan Rearick, Chevron Corporation;** **Ed Westmoreland, Eddie Papa’s American Hangout**

Committee Chairs

Ambassadors
Carol Rosenblatt, Crown Trophy
Ricky Walters, Landmark Lending

Chamber Staff

President and CEO
Steve Van Dorn

Manger, Business & Projects
Kate D’Or

Manager, Membership Relations
Dawn Wilson

Manager, Communications & Special Events
Susie Weiss

Administrative Assistant
Yianna Theodorou

Pleasanton Chamber Foundation

Chair
Brock Roby, BKF Engineers

Directors
Mary Arnerich, Arnerich King Homes; **Jeff Bowser, Matt De Pretis, De Pretis Certified Public Accountants;** **Kate D’Or, Pleasanton Chamber of Commerce;** **Jeff Bowser, Craig Eicher, Pleasanton Police Department;** **Julie Harryman, City of Pleasanton;** **Laura Olson, Pleasanton Downtown Association;** **Jeff Peters, Livermore-Pleasanton Fire Department;** **Janeen Rubino-Brumm, Sunflower Hill;** **Gracie Santos, Sandra J. Wing Healing Therapies Foundation;** **Steve Van Dorn, Pleasanton Chamber of Commerce**

Business Connection is a bi-monthly publication of the Pleasanton Chamber of Commerce.

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

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Pleasanton Chamber of Commerce
777 Peters Avenue
Pleasanton, CA 94566
Phone: (925) 846-5858
Fax: (925) 846-9697
www.Pleasanton.org

 facebook.com/pleasantonchamber

 twitter.com/pleasantonchamb

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Ritter takes the helm of Chamber Board in 2019

I am incredibly honored to be selected as the 2019 Chair of the Board for the Pleasanton Chamber of Commerce, and I accept this role with excitement, humility and pride. I want to extend a special thanks to the Past Chair, Harold Roundtree of UNCLE Credit Union, who, along with the board and staff, did an amazing job in 2018 promoting local businesses and helping to build a strong community.

Scott Raty, who had been the Pleasanton Chamber of Commerce CEO since 2007, announced his retirement in 2018. We are so grateful to the many years of top-notch service and leadership provided by Scott, and we wish him well on his retirement. Harold and the executive team, led by past Chamber chair John Sensiba, interviewed many qualified candidates to fill the CEO position, and they selected



Herb Ritter
2019 Chair of the Board

an awesome new CEO, Steve Van Dorn, who has over 30 years of experience working in Chambers throughout the Bay Area. 2018 was a great year.

I am excited about 2019 and energized to work with such a wonderful new board. You will be hearing more from our board members throughout the year, as each will be focused on different areas of the Chamber’s goals, which are centered around helping to support the business community and our residents by driving the Chamber’s Mission.

The 2019 Pleasanton Chamber Mission will benefit businesses & residents by being the “3 C’s”:

- The catalyst for business and economic growth
- The convener of leaders and influencers
- The champion for a stronger and healthy community

In addition, our talented Chamber staff of five bring more than 65 years of combined experience to the table each day providing continuity and support to our more than 100 active volunteers. Thank you all for your hard work and support. Pleasanton businesses contribute over 60% of the local tax base and collectively act as the economic engine that produces the jobs, incomes, investments and contributions that support our extraordinary quality of life. One of my primary goals as Chair is to show residents and members many of the wonderful benefits and tools the Chamber

can offer your business to help expand your business network and increase your bottom line. Listed below are some of the issues the board and staff will focus on in 2019:

- Grow Chamber membership by showing a “value proposition” as a member to help your business meet its goals
- Continue to support the highly energized Ambassadors, who help to educate our community on the value of the Chamber of Commerce
- Help support the Pleasanton Young Professionals mission



Olivia Sanwong, Todd Moberg, Kim Damiani and Kay Fogarty were all recognized at the 2018 business luncheon.

Many accomplishments will highlight annual business luncheon

The holidays have past, but the celebrating will continue as preparations are made for the annual transition of the chamber’s volunteer leadership on Wednesday, January 30, at The Club at Ruby Hill. 2018 Chair of the Board Harold Roundtree will pass the gavel to 2019 Chair Herb Ritter, of Ritter

Investments, LLC. Under Roundtree’s leadership, the chamber experienced a very productive year. He was instrumental in guiding the Board and President/CEO Search Committee in hiring Steve Van Dorn due to Scott Raty’s retirement. Roundtree was also very involved with supporting the Chamber’s 2020 Vision,

I am pleased to introduce you to the 2019 Chamber Board:

2019 Pleasanton Chamber of Commerce Board of Directors	
Board Chair	Chair-Elect
Herb Ritter Ritter Investments, LLC	Randall Brown PMZ Real Estate
Past Chair	Treasurer
Harold Roundtree UNCLE Credit Union	Tracey Lewis Taylor Stanford Health Care — ValleyCare
Directors	
Steve Calcagno Kier & Wright Civil Engineers	Angel Moore Alameda County Fair Association
Kim Damiani Summit Financial Group	Ken Norvell CMIT Solutions of Pleasanton
Angela Grisar ClubSport Pleasanton	Arne Olson CAFO Partners, LLC
Sara LeBrun-Scott Marriott Pleasanton	Nathan Rearick Chevron Corporation
Doug Matkins Clorox Services Company	Steve Van Dorn Pleasanton Chamber of Commerce
Todd Moberg Insignia Designs	Ed Westmoreland Eddie Papa’s American Hangout
Lauri Moffet-Fehlberg Dahlin Group, Inc.	

of growing and supporting our future leaders

- Work closely with the business community and the City leaders to update the 2020 Vision to a 2025 Vision
- Focus on Workforce Development with the Tri-Valley Chamber Alliance; Consider holding a local job fair, women’s conference, diversity inclusion seminar.
- Focus on philanthropic service groups and build stronger relations with our non-profit members. We have a lot to do in 2019 and I hope you will get involved. Join

me at our Business and Installation Luncheon on Wednesday, January 30, 2019. Get your tickets today before the event sales out. Everyone is invited to come and visit one of our monthly networking mixers. Bring a prospective member to learn more about what the chamber can do for you and what you can do for the Chamber. We want to hear from you. Stay tuned for the best is yet to come!!!!

Herb Ritter is on social media at twitter.com/RitterHerb and online at www.herbritter.com.

growing membership, supporting our Ambassadors and Leadership Program, and attending many of the chamber events throughout the year. Roundtree was also very proud of the efforts made by the volunteer committees and staff of the Chamber. “Without engagement from our volunteer and excellent staff, the Chamber would not be able to continue its work in being the Catalyst for Business Growth, Convener of Leaders and Influencers and the Champion for a Stronger Community.” Ritter, a long-time Pleasanton resident and Bay Area native, has already hit the ground running, as he’s served on the chamber board since 2016. Joining Ritter and Roundtree on the Board in 2018 are Sara LeBrun-Scott from the Marriott Pleasanton; Randall Brown, PMZ Real Estate; Ed Westmoreland, Eddie Papa’s American Hangout; Angela Grisar, The Bay Club of Pleasanton; Tracey Lewis Taylor, Stanford Health Care; Arne Olson, CAFO Partners, LLC; Ken Norvell, CMIT Solutions of Pleasanton; Doug Matkins, Clorox Services Company; Todd Moberg, Insignia Designs; Nathan Rearick, Chevron Corporation; Angel Moore,

Alameda County Fair Association; Steve Calcagno, Kier & Wright; Kim Damiani, Summit Financial Group and Lauri Moffet-Fehlberg, Dahlin Group Architecture Planning. The annual luncheon will take place at The Club at Ruby Hill on Wednesday, January 30, 2019. Doors will open at 11:30 a.m. for networking with lunch and program from 12 noon to 1 p.m. “This is an opportunity for us to focus our attention on our organization and say thank you to the countless volunteers and businesses who invest their time, talent and resources year in and year out for the chamber and the greater good of our community,” said Steve Van Dorn, Chamber President/CEO.

Chamber Foundation Recognition

The Chamber’s Foundation Chair Brock Roby of BKF Engineers 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.

A Word from the CEO

Our Board of Directors and staff recently completed a productive 2019 Planning Session at member winery Wente Vineyards. We have set some exciting goals that you can learn more about by reading our incoming Chair of the Board Herb Ritter's article on page two.

We also reviewed the results of our recent membership survey developed by the Western Association of Chamber Executives. We received 144 responses that were compared with over 16,952 members of local chambers across nine states. I am happy to share with you that our performance scores were all above average compared to the other chamber members. We scored highest in the following areas; "Trusted Convener," "Hub of Info" and "Generational Diversity." We also learned that we need to do a better job of communicating our successes



Steve Van Dorn
President/CEO
Pleasanton
Chamber
of Commerce

when it comes to "Electing Business Friendly Candidates," being a "Catalyst for Business Growth" and "Representing Business Interests." Finally, we asked the ultimate question, "If a friend of yours was not a member of the Chamber, would you recommend they join the Chamber?" This is commonly referred to as a Net Promoter Score (NPS). We scored a 48% which is 10% higher than the average of 293 Chambers surveyed!

This information is vital to the Chamber's success as it affords us the opportunity to update our programming so that we continue to meet your needs and stimulate your growth as a business. If you were unable to participate in our survey and have suggestions on what we can do differently to support your business, please contact me at steve@pleasanton.org. Wishing you continued success in 2019!



Photography by KC Chen

Honorees of the 55th Annual Community Service Awards on the stage at the Firehouse Arts Center after accepting their awards.

Know Someone Doing Great Things in Pleasanton?

Chamber now accepting nominations for Community Service Awards

The Pleasanton Chamber of Commerce is accepting nominations for its 56th 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 Service and Green Business.

Honorees will be recognized at the Community Service Awards Event on March 25, 2019. The Community Service Awards began in 1963 to recognize good people doing great things in the community and since then hundreds of recipients have been honored.

Anyone may submit nominations for these awards. 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 on the

Pleasanton Chamber website at www.pleasanton.org

Nominations are due January 25, 2019 and may be submitted online at www.pleasanton.org, via email to susie@pleasanton.org,

faxed to 925.846.9697 or mailed to the Pleasanton Chamber of Commerce, 777 Peters Avenue, Pleasanton, CA, 94566. 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 five Community Service Awards in March of 2018 Business Philanthropy Award: Gina Piper, Better Homes and Gardens Tri-

Valley Realty; Excellence in Business Award: James Paxson, Hacienda; Excellence in Service Award: CityServe of the Tri-Valley; Distinguished Individual Service Award: Kirstin Litz and Pam Yeaw; Green Business Award: Go Green Initiative, Summer Intern Program.



Photography by KC Chen

At the State of the City Luncheon, held annually in February, the elected Mayor of Pleasanton gives an address on city priorities for the upcoming year. This event has a great turnout of elected officials, key city department heads, influential business and community leaders. Members of the Chamber's Circle of Influence are recognized during the program. This event usually draws more than 200 people.

Reserve seats now for State of the City address February 26

Please join us at the Doubletree by Hilton for the annual State of the City luncheon and hear first-hand what's foremost on the mind of Mayor Jerry Thorne as he serves his fourth and final two-year term in the City's highest elected office before terming out. We hope to hear his thoughts about how the City Council priorities are shaping up for 2019 and if they will include updating the East Pleasanton Specific Plan. Other exciting projects we may learn more about include the Stoneridge Shopping Center's Master Plan; additional parking for downtown and the ACE Train; the Valley Link transportation infrastructure plan; update on the Costco project and the future of downtown as well as the potential for a new library and civic center.

No doubt there'll be plenty of good news to share about the past year as the City declared a \$6.7 million surplus and is engaged in a comprehensive Capital Improvement Program that rivals many other cities in the East Bay.

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, 2016 and 2018. 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, governmental control is not likely to be any less in 2019 with the legislature's passage of AB 2923, giving BART the authority to develop housing on property it owns in Pleasanton.

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

The annual State of the City luncheon is open to the public and will take place Tuesday, February 26, from 12 to 1:30 p.m. To make a luncheon reservation, visit www.pleasanton.org or call the Chamber at (925) 846-5858.



Jerry Thorne
Mayor of Pleasanton

Annual State of the City Luncheon

Open to everyone

Tuesday, February 26, 2019

DoubleTree by Hilton

www.pleasanton.org



Monthly Open Houses at Amos Pro

Getting married?

Our next monthly open house is January 10 and is a great opportunity for you to meet our staff, see the gear we use, and learn more about what Amos Productions has to offer. Our warehouse will be set up with DJ Systems, Video Demos, popular A/V gear, and a variety of lighting to enhance your event. With all the RSVP details we collect, we will set you up to meet with a team member that best fits your needs. Please be sure to let us know if you want to meet a specific DJ or if have any special needs (ie: bilingual DJ or videographer, specialty music, etc). From there, we will give you a complete tour of our shop, introduce you to our office staff, walk you through our event planning forms and answer all your questions. For more information, visit www.amospro.com or call 925-449-3847.



Business Spotlight

Team600Sold: Where your satisfaction is our top priority



If you're looking to buy or sell a home in the Bay Area, Team600Sold is here to help. With more than 100 years combined experience and more than 500 million dollars in closed business, Team600Sold has 10 offices throughout the East Bay, including Pleasanton.



THE
RE/MAX
COLLECTION®

Xers, first-time home buyers, down-sizers, investors and business owners, the broad base of buyers and sellers keeps the team busy.

"Real Estate is a chosen full-time profession for all us," said Portela. "We are constantly striving to be number one in client service and market knowledge."

The top priority of the agents at Team600Sold is to provide a luxury experience for the client, regardless of the value of the sale or purchase. Providing clients with concierge services, such as contractors, plumbers, landscapers, stagers and cleaners is also a priority.

For more information, contact the real estate experts located in Pleasanton at 925-600-SOLD or www.team600sold.com.



Team600Sold members: Charlie Lui, Mina Hamkar, Shashi Raj, Kathleen Nohr, Antero Portela, Varsha Upadhye, David Weiss and Stacy Piecuch.

Team600Sold: Beyond full-service

- Over 75 homes listed and sold in 2018
- Dedicated escrow coordination and marketing
- Concierge services always available
- Consistent support and knowledge you can rely on
- Neighborhood expertise - macro real estate knowledge

Total Team Sales through mid-December 2018:
75 units and nearly 100 million in closed sales

Business Spotlight

Olivia Borges serves with a passion for real estate

Passionate Realtor Olivia Borges is a shining example of caring for family, clients, and her community.

As a dedicated, licensed Realtor since 2012, Olivia is fervent in what she does to help others thrive. She champions buyers and sellers and feels blessed to know and work with each one. She also offers various loan program options for home buyers, as she feels strongly about helping her audience save money.

Understanding the importance of home-ownership and what this privileged step in one's life can mean for her clients, this Real Estate expert partners with out-of-state agents for those who are interested in relocating. She has an array of resources who are ready to assist and greet a newcomer.

Olivia has two sons; her eldest serves his country in the Air Force, and her youngest, a student in SoCal. While residing in Southern California, Borges provided support resources for



Olivia Borges

The Associates Realty Group
DRE# 01913423, DRE # 01872176

Veterans – giving back to those who have sustained her son in the military. Her children are her life and what she does reflects on them as men with a heart for serving others.

With a give-back attitude, Olivia serves as the Public Relations and Fundraising Coordinator for Women Achieving Success (WAS), a non-profit advocating

for women who were once emotionally and physically disrespected. She is compelled to help others overcome their emotional scars and reclaim their dignity.

Proud to be an Ambassador with the Pleasanton Chamber of Commerce, Olivia, again, offers her time to help others – in this case, the business community in Pleasanton.

Olivia, in her spare time, enjoys the creative peace that both crafting, and blanket-making brings. She is a staunch believer in the Christian faith, and enjoys an endless variety of music: Christian, Country, 80's and Alternative Rock. Ms. Borges is also a Notary Public.



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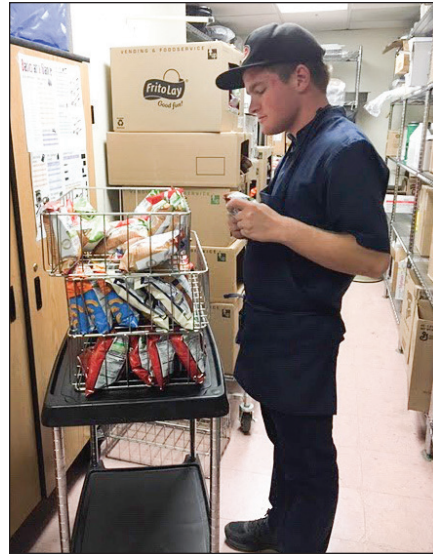
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Above: Workability students working at ClubSport in Pleasanton. **Right:** Adult intern working at central kitchen at Amador Valley High School.



Enhance your workforce through PUSD's Workability program

Pleasanton Unified School District (PUSD) leverages government funding to provide work training programs for students and young adults with intellectual and developmental disabilities at no cost to employers.

The PUSD WorkAbility Program offers students ages 14-22 a variety of work related activities which include career exploration and preparation, resume writing, job application and interview practice, as well as on-site job coaching and supervision.

Students have an opportunity to obtain real work experience for one to two hours per week at various local businesses.

PUSD Adult and Career Education offers a Paid Internship Program for young adults with intellectual and developmental disabilities. This program provides vocational training and education and real work experience through a 10-month internship. Interns learn three different jobs at various sites

throughout the school district, such as clerical assistant, librarian assistant or food service assistant. They are also proud to be the educational provider for the Project SEARCH Paid Internship Program at the DoubleTree by Hilton in collaboration with Futures Explored, Inc.

Please contact Jamie Renton at jrenton@pleasantonusd.net if you are interested in enhancing your workforce through WorkAbility students or Carolyn Murphy at carolyn_murphy@pleasantonusd.net if you are interested in having an adult intern or employee enhance your workforce.

Chamber of Commerce members are also encouraged to join the Tri-Valley Inclusion Business Advisory Council which will meet four times each year for small and large employers to develop strategies to increase employment outcomes for individuals with intellectual and developmental disabilities in our region.

Pleasanton Unified School District



Travel with the Chamber in 2019

Learn more about these two destinations

Colors of New England Iceland's Magical Northern Lights

Information Meeting

Thursday, February 21, 2019 at 7:00 p.m.

Pleasanton Chamber Office
777 Peters Avenue, Pleasanton

For more information: 925-846-5858 or kate@pleasanton.org



Colors of New England

September 30-October 7, 2019



Iceland's Magical Northern Lights

October 28 – November 3, 2019

Three additional trips – look for more info coming soon to

www.pleasanton.org/chamber-travel

Heritage of America – Summer 2019 (A trip for your whole family!)

Exploring Greece and Its Islands – Fall 2019

Rhine River Cruise – Fall 2019

Business Spotlight

Brian Dunkel Consulting & Coaching - “Helping businesses grow through process and people.”

Brian Dunkel is a sales and leadership consultant and coach with a proven history of helping business owners and executives grow top-line sales revenue and turnaround underperforming individuals and teams. Brian focuses on the three primary influencers of growth, including personal leadership development, opportunity development, and simple strategies, tactics, and management tools to support the growth effort. Brian's clients are often those involved in the manufacturing and or selling of products or services but has helped others in

various industries as the principles apply to all businesses.

Brian is driven by a calling to help others possessing an open, positive, and growth mindset to perform at their very best, proving them with clarity, focus, direction, and a sense of empowerment. In his career, Brian had noticed a pattern that while many business owners excel at what they do from a technical standpoint, they often have a shortcoming when it comes to growing sales and maximizing the value and valuation of their business. Having over 20 years of experience in sales and marketing,

along with a working knowledge of operations, finance, and M&A, Brian felt he had to do something to help business owners become unstuck and further their success.

Keys to success as a consultant and coach are a direct, straightforward approach to strategy and execution with an objective, empathetic, accountable, and holistic approach. This, coupled with a strong desire to cultivate and share wisdom, Brian receives a great sense of satisfaction in helping someone who may have been in a place of frustration and stagnation breakthrough and realize their

personal and professional goal of having a successful business or career. With a vast track record of professional sales experience, international travel, exhilarating life experiences, and varied leadership roles, Brian enjoys giving back through his church, Rotary, and various other community and charity organizations.

When a business owner or executive gets to the point of fatigue or frustration, most often evident in the numbers and comments to trusted advisors, understand that there is help and no reason to delay and continue to suffer. For a no



Brian Dunkel
Growth advisor –
business, sales, leadership

obligation consultation to see if Brian can help, please contact Brian Dunkel at brian@briandunkel.com, or by phone at 925-621-8711.

Membership Anniversaries



During the past two months, nearly 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.

53 Years

Pleasanton Glass Company

35-39 Years

Precision Auto Repair, Inc.
Stoneridge Shopping Center
ClubSport Pleasanton
KKIQ
JHS CPAs, LLP

30-34 Years

Four Points by Sheraton
DoubleTree by Hilton
Pleasanton at The Club
Costello Accountancy Corporation
Marriott Pleasanton
Bay Valley Medical Group, Inc.
Huff, Charles A.I.A. Architect
Yorkshire Roofing of Northern California Inc.

25-29 Years

Fox, Tom - Venture Sothebys International Realty
Strizzi's Restaurants
Valley Tire Service
Heritage Valley Mortgage, Inc.
Alberto's Cantina
Gatan, Inc.
Craig Property Management

20-24 Years

Giles Studio Inc.
Van Sloten & Laranang CPAs, PC
Oracle
Fremont Bank
California Financial Advisors
Valley Plaza II
O'Neill & Associates
Harsch Investment Properties, LLC
Amador Valley Property Management
Sensiba San Filippo LLP
Farmers Insurance Group

15-19 Years

Pleasanton Police Officers Association
Hap's Original
BKF Engineers
Fine Pueblo Pottery
ClearPath Business Advisors
Agape Villages Foster Family Agency
De Pretis Certified Public Accountants
Amici's East Coast Pizzeria
Thorne, Jerry
Heritage Bank of Commerce
Clorox Services Company
PayChex
Oilpress!

10-14 Years

BumbleBee Marketing Services
Spring Street Studios
Maverick Networks, Inc.
Sakyo, Joan - Venture Sotheby's International Realty
Miracle Auto Painting & Body Repair
Ng, John & Daisy, Coldwell Banker Real Estate
The Parkview Assisted Living
Wealth Management Associates
Body Balance Fitness & Massage, Inc.
KCommons, Executive Homes
Nothing Bundt Cakes

5-9 Years

University of San Francisco Pleasanton Campus
Allstate Insurance-Bob McGlinchy, CLU, CLTC
Cornerstone Fellowship
Martin, Wardin & Eissner Financial Group
Swenson
Kiewit Infrastructure Co.
Dahlin Group, Inc.
Pease Tax & Accounting Services, Inc.
Stoneridge Creek Pleasanton
A.J. Amstrup, State Farm Insurance
Darlene Crane - RPM Mortgage
Blue Oaks Church
Office Spots, LLC
Neighborhood Market
Title21 Health Solutions

1-4 Years

Uhaul of Pleasanton
Sunflower Hill
Ritter Investments, LLC
Next Play Consulting, LLC
Venture Sotheby's International Realty-Brian Cullen
Fulcrum BioEnergy, Inc.
Cain Communications
Sunrise of Pleasanton
Smog King
Enhanced Staging
Preet Brows
Brogan Video
FirstLight Home Care of Tri-Valley, CA
Huntington Learning Center
Reliable Concepts Corporation
Experience Burma
Restaurant & Bar
CityServe of the Tri-Valley

Business Spotlight

Providing the unique opportunity of land banking to individuals

Brad Warren is a land banking consultant with Velur Enterprises, Inc., a 40-year-old land investment company that specializes in protecting and enhancing their buyers' retirement portfolios.

"I help patient investors buy pre-developed land in the path of growth, hold it for seven to 10 years, and then eventually sell it to developers for three to seven times the return," said Warren. He says this is a longer term, buy and hold type of investment to diversify a portfolio from the ups and downs of the stock market, and builds generational wealth. Ideally,

investors will use a dormant or underperforming IRA or 401(k) to buy the land.



Brad Warren
Velur Enterprises, Inc.

The core competency at Velur is providing the unique opportunity of land banking to individuals as a long-term real estate equity investment.

Warren says the research they do at Velur before they even purchase the land is unequalled in the industry. In fact, because of their stringent criteria,

they only purchase one out of every 30 properties they see. The parcel is completely mitigated to reduce the risk to the investor. Plus, their three free after-purchase serv-

ices are completely unique and not offered by any other land banking company.

Warren became an investor in March of 2014, and he and his wife now own 10 properties and control over 1.7 million square feet of land. He joined Velur Enterprises as a licensed real estate salesperson in February of 2018. Warren became the number one referral partner before being offered his position with Velur, based on his passion and dedication to their land banking model.

"I also pay a 2% referral fee to any Chamber member who refers friends, family, or colleagues to me who wind up buying a property," said Warren. For more information, contact Brad at brad@bradwarren.com or 510-537-0107.



The Chamber's Ambassador committee is instrumental in furthering the Pleasanton Chamber's reputation as one of the most engaging and successful Chambers in the Bay Area.

Rubino-Brumm Named Ambassador of the Year

The Pleasanton Chamber's Ambassador Group is a committee of 40 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 Chamber is pleased to announce that Janeen Rubino-Brumm of Sunflower Hill has been named the 2018 Ambassador of the Year. Janeen serves on the Board of Directors for Sunflower Hill as the Vice President of External Communications. Sunflower Hill is a nonprofit, working to create a community for individuals with developmental disabilities that provides for life-long residency options and quality activities/programming – akin to 'senior living.' She is honored to receive

an award for the work with the Pleasanton Chamber that she absolutely loves to do!



Janeen Rubino-Brumm, holding certificate, was honored as the Ambassador of the Year.

Ambassador Committee

Danielle Fratellone, DC.....Fratellone Family Chiropractic
Leon Gundersen.....Select Imaging
Mary Hanson.....Horizon Wealth Solutions
Susan Hayes.....Professional Writer
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
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
Janeen Rubino-Brumm.....Sunflower Hill
Vicki Salinas.....Enhanced Staging
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

Business Spotlight

Créatif, an Art Studio where YOU are the Artiste

“Technology married with liberal arts, married with humanities, that yields us the results that make our heart sing.” Créatif founder Jaya Aiyar loves this quote by Steve Jobs and believes it. Having worked in the technology industry, she realized that integrating art with technology was an important aspect in creating a space that would be relevant and fun for all ages.

Créatif is an art studio where you can paint, learn, create and celebrate art. They believe that everyone is an artist and their goal is to help you find your artistic voice. By bringing technology and art together, Créatif has been able to create a one-of-a-kind space. The studio's modern vibe is appealing for everyone. Art is therapeutic as it allows freedom of expression. The bright and vibrant interiors, fun music, self-paced lessons and a friendly vibe creates the perfect spot for creative imagination.

Créatif offers drop-in art sessions, ideal for individuals and groups of all ages, where you walk-in and paint your favorite item. These sessions include mini video lessons

“My vision for Créatif is to see it grow into a brand that redefines an Art Studio. By integrating Art with Technology, I think we can achieve this. I want to see us becoming an integral part of our customer's meaningful experiences, their artistic development and their cherished memories.”

Jaya Aiyar, Founder of Créatif

for canvas paintings and guided instructions, using ArtPads (their proprietary iPad app).

It is a great place to host private art parties to celebrate special events in an innovative way. With multiple painting surfaces, such as ceramic, canvas, pottery and rock, there is always something interesting for everyone, that stirs the imagination. Créatif will soon be introducing art explorer sessions for little artists. These classes will focus on creative development via simple and easy to follow projects for the

young minds. It will include a multicultural perspective, to make learning relevant in today's connected world.

The idea to start Créatif sparked when Aiyar realized that there was a dearth of art studios where kids and adults could experience art, that also offered a clean, modern, inviting and inspiring space.

Most newer studios being a part of the paint-and-sip trend had resulted in a lack of family-friendly art places. The older art studios focused only on ceramics, where the customers created their art and waited for a week, to see it in its finished form.



Conveniently located near downtown Pleasanton at 5480 Sunol Blvd. Suite 2, Créatif offers customers many ways to explore their artistic talents. Learn more at www.creatif.com or call 925-500-8315.

Business Spotlight

It's not what you make,
it's what you keep

Van Sloten & Laranang CPAs
will help you maximize your deductions.

Van Sloten & Laranang CPAs, PC, is a full-service, tax preparation, CPA firm focusing on small business and personal IRS taxation. They also provide review and auditing services to non-profit organizations, in particular to homeowners associations where they serve nearly 200 on an annual basis. We have two offices in the Bay Area; Pleasanton and Fremont, and one in Southern California. Their primary services include accounting, taxation, and business consulting.

“We started in Fremont in September of 1988,” said Troy Van Sloten. “We’ve just completed our 30th year in business. Our Pleasanton office opened in November of 1994 and Southern California was added in June of 2006,” he continued.

Van Sloten said they also offer

a host of specialty services to cater to the unique needs of their California clients. The partners and staff accountants serve a wide range of individuals, corporations, partnerships, and non-profit organizations and are experts in the accounting issues and tax laws that impact their clients.

“My favorite part about the business is how different each project is and the diversity of the types of individuals and businesses we work with,” said Van Sloten. “I also actually enjoy dramatic changes in the tax law we work with, such as what has taken place this past year with new legislation. It will be a very interesting tax season when we’ll actually see the impact on our clients and plan accordingly for future years. As it turns out, running a comparison for each client during the 2017 filing



The team at Van Sloten & Laranang CPAs just completed their 30th year in business.

season resulted in about 85% of our clients doing better with the new rules,” said Van Sloten.

Van Sloten worked for a large regional CPA firm, which he says created many learning opportunities, but he knew he wanted to venture

out on his own at some point. That time came when he was introduced to a retiring CPA in Fremont who wanted a suitable transition for their clients. Over time, many individuals and businesses moved to the Tri-Valley area and it made

sense to set up a permanent office in Pleasanton to serve the needs of that growing client base.

For questions about your own personal or business taxes contact Troy Van Sloten CPA, MT at 925-484-5801.



VAN SLOTEN & LARANANG
Certified Public Accountants, P.C.

Ribbon Cuttings



Creating new jobs, stronger economy



Sculptology Life: when you feel good, you do good

Sculptology – Sculptology is the process of making non-invasive body contouring scientific again. To us, body sculpting is more than just a treatment - it's an exciting science! From the moment you walk through the doors of Sculptology and speak with our remarkably skilled providers, see a next generation digital body imaging version of yourself, to the moment you show off your head-turning result, you'll notice the difference and we will be able to measure them. We don't simply offer CoolSculpting - we focus on it exclusively, as it is the catalyst to your wellness-focused lifestyle. It's our belief that when you feel good, you do good, precisely why we refer to our outreach as Sculptology Life. Wellness is so much more than your figure, workout, or diet. We are advocates for total wellness - that of our families, our community, and our world. Call (925)-660-7111 or visit www.sculptology.com to book your complimentary consultation to discover what Sculptology can do for you.



Cruises, flights, hotels, vacation packages and more

Expedia CruiseShipCenters — I'd like to take this opportunity to give a big Thank You to our community for your support over the year. Of course, to my all consultants, Thank You for your hard work and dedication. Expedia CruiseShipCenters in Pleasanton provides exceptional value and expert advice for travelers booking cruises and vacations. As part of the Expedia, Inc. family of brands, we sell a wide range of vacation products including cruises, flights, hotels, vacation packages, tours, excursions and more. We are located at 4811 Hopyard Road, G-6 in Pleasanton to serve our community. For more information or to research vacation options, visit www.cruiseshipcenters.com/900207 or call (925) 621-8822.



Gourmet burgers, sandwiches, salads, full bar and more

SideTrack Bar + Grill — Located just off Main Street in downtown Pleasanton, SideTrack Bar + Grill is the vision of Pleasanton resident Todd Utikal and Skip Hinsley, owner of the former Girasole in Pleasanton. From gourmet burgers to sandwiches and small plates to entrée salads, we offer something for everyone alongside a full bar program highlighting craft beer, signature cocktails and wines on tap or by the bottle - many from our neighbors in Livermore. Join us for a family dinner, night out with friends or snag a seat at the bar to catch the game. SideTrack is open for lunch and dinner seven days a week and features happy hour Monday through Friday from 3pm - 6pm. Weekend brunch is launching early this year. We are excited to call Pleasanton home and hope to see you soon! Visit www.sidetrackeats.com for more information or stop by SideTrack at 30 West Angela Street.



Affordable clothing, styles and fashion

Macy's — Macy's Stoneridge celebrated the Grand Opening of their Backstage - a store within a store concept - with the Chamber of Commerce, Cheer SF a local Non-Profit and about 250 customers from the community. At Macy's Backstage, you can experience the thrill of the style hunt with fresh deals and the promise of an ever-changing assortment of merchandise. There's nothing like the fun of finding a really good deal on fashion, home, beauty, toys and more. Off price. On trend. Arriving daily. Visit Macy's Backstage at Stoneridge on the first floor.



Begin your wellness

Ayurway — The Ayurway goal is to create a powerful grassroots health culture based on an integrative and preventive approach, blending the best of East and West in both traditional and modern medical sciences. To achieve this, we at Ayurway, have developed a unique diagnostic approach coupled with therapeutic techniques from all over the world to provide holistic healthcare for your physical, psychological and spiritual well-being. Ayurway's services include therapeutic ayurvedic head and body massages, shirodhara for stress management, beauty therapies, cancer support care, aromatherapy and yoga and meditation. Learn more at www.ayurway.com.

PLEASANTON YOUNG PROFESSIONALS

*The premier networking group for emerging
and established Young Professionals*

The Goals of the PYPs are:

- LEARN** - to focus on professionalism, leadership, and community service
- GROW** - to cultivate and promote career growth
- EMPOWER** - to provide a professional arena for ages 21-40

PYPs Executive Committee

A.J. Amstrup
State Farm Insurance
Billy Buckley
ENT Networks Inc.
Kim Damiani
Summit Financial Group, LLC

Nick Valenziano
Farmers Insurance
Ricky Diefenderfer
First Republic Bank

