

# Business Connection

Strengthening the local economy and serving members for 70 years



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July 2019



## DoubleTree by Hilton celebrates 100th anniversary in hospitality

*Where the little things mean everything*

The month of May marked Hilton Hotel's 100th Anniversary. Hiltons all over the world celebrated this huge milestone. In 1919, Conrad Hilton bought his first hotel: The

Mobley in Cisco, Texas. He then set out to "fill the earth with the light and warmth of hospitality."

Being the leading global hospitality company with 17 brands comprising more than

5,700 properties in 113 countries and territories, Hilton is dedicated to fulfilling its mission to be the world's most hospitable company. Hilton earned a spot on the 2018 world's best places to work and has welcomed more than three billion guests in its 100-year history.

In Pleasanton, the only Hilton property is the DoubleTree by Hilton Pleasanton at the Club, which has served our community for more than 30 years. Originally opened in 1985 as Hilton Pleasanton at the Club, it was converted to the DoubleTree by Hilton in 2014. With 297 rooms and approximately 13,000-square feet of meeting space, the DoubleTree by Hilton Pleasanton continues to spread that light and warmth of hospitality.

The Pleasanton property is actively involved in many aspects within the community. The heart of the DoubleTree by Hilton brand culture is C.A.R.E (Creating A Rewarding Experience), spreading C.A.R.E to guests, community and team members. Each guest receives a warm welcome for staying at a DoubleTree by Hilton hotel, the famous chocolate chip walnut cookie, the icon of DoubleTree.

During the week of Hilton's 100th anniversary, the C.A.R.E team gave thanks to community members, delivering their famous cookies to many different organizations.

## De La Torre's – your neighborhood trattoria

De La Torre's, a quintessential Italian trattoria located – not in Italy – but in Pleasanton, has been unassumingly flying under the radar since 1992. It is Pleasanton's best kept dining secret, a neighborhood Trattoria, a local gathering spot – without pretense.

"My first job was in the restaurant business when I was 16 years old in Buffalo, New York," said Leigh De La Torre. "I came out to California and started working in the hotel business, met my late husband whom at the time was a chef whom always dreamed of having his own

restaurant. We ventured out to Pleasanton from the Peninsula and here we are 27 years later," she said.

Their recipe is not a secret — they prepare and serve delicious food using quality ingredients. The menu is distinctly Italian offering trattoria classics and their hallmark special menu which changes daily to accentuate the freshness of locally grown produce, naturally raised meats and small producers and family wineries in Italy

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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 Delivers Benefits

**W**hat does the Pleasanton Chamber do for you? More than 60% of the City's taxpayer revenue comes from businesses located in Pleasanton. It is good to "buy local" and support those businesses that help support our amazing town. The Pleasanton Chamber is an organization with more than 750 business members and volunteers who support Pleasanton by providing local products and services, volunteering at community events, raising fiscal and business development awareness and providing input to city and community leaders.



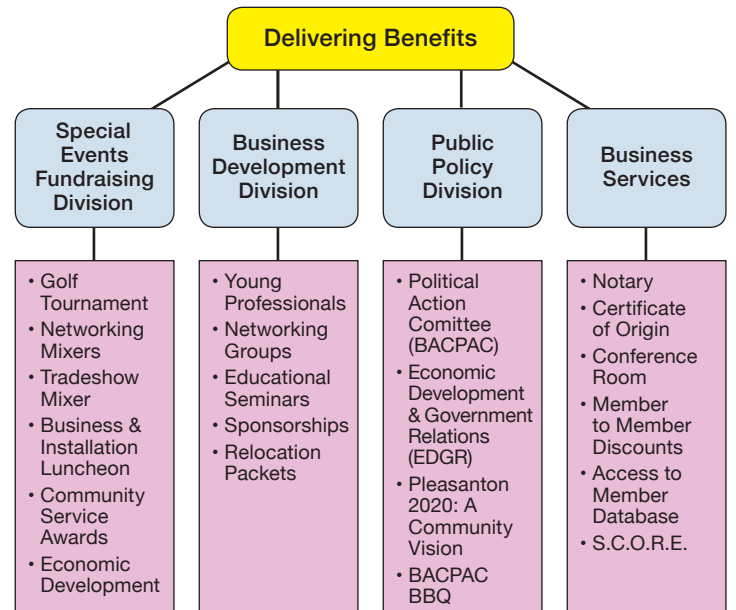
**Herb Ritter**  
2019 Chair  
of the Board

## How can you benefit from the Pleasanton Chamber?

Check out our website at [www.pleasanton.org](http://www.pleasanton.org) to learn more about four key areas you can benefit from as a Chamber Member or a Pleasanton resident.

- 1) Special Events Fundraising
- 2) Business Development
- 3) Public Policy
- 4) Business Services

The next big public event is our Annual Golf Tournament on Friday, August 2 at Callippe Preserve Golf Course in Pleasanton. Sign up early – and bring a friend – at [www.pleasanton.org](http://www.pleasanton.org).



## Valley Veterans Foundation announces 2019 scholarships

**T**he Valley Veterans Foundation awarded a record 25 scholarships to Veterans attending Las Positas College in May. Since 2007 the Valley Veterans Foundation has awarded our returning veterans, active duty and reservists scholarships to continue their educational and career goals. The annual Scholarship Ceremony Recognition Event at Cornerstone

Church included college administrators, Las Positas Board and Foundation members, donors and recipients. The Premiere Scholarship awarded this year was the annual Carl's Stars for Heroes Women in STEM Scholarship. Carl's has been supporting our Veterans at Las Positas College for many years. This year the Star for Heroes recipient was Amy Smith.



The Valley Veterans Foundation has awarded our returning veterans, active duty and reservists scholarships to continue their educational and career goals.

## Summer Party Planning Tips

### From Checkers Catering & Special Events

**I**t's that time of the year again, we've made it through the rainy season and you can put the cushions back on your patio furniture. The scent of BBQ is in the air and party plans are formulating. It's a perfect excuse to plan a celebration and invite family and friends.

The trick is to keep it simple so that you can actually enjoy your own event. Here's some of our no-fail summer time hosting tips:

1. Stock up on pastel tabletop

goodies whenever you find linen and cotton tablecloths, napkins, placemats and runners on sale.

2. Be on the lookout for durable plates, cups, saucers and platters in bright colors as well. And jazz up your table with some colorful local fruits.

3. Don't worry if your serving pieces don't match. Your table setting will be more interesting if it isn't too perfect.

4. Mix old and new pieces for a fun and festive celebration. This

is the time to dust off your antique punch bowl or vintage champagne flutes.

5. Every party needs music, so choose classic, upbeat tunes to complement party conversation. Think classics like Frank Sinatra, modern Country or EDM for a cool vibe.

6. Keep your menu simple, fresh grilled meats and fish with an abundance of our local veggies.

7. Appetizers are always a hit for guests, especially if you're serving cocktails, beer or our local wines.

8. It's always a good idea to provide alternatives for Vegans or Vegetarians or anyone looking for something a lighter healthy option.

7. Something else to consider is having some or even all of your party catered so you can really sit back, relax and enjoy.

Although we all love to entertain, it's much easier when you hire a tried-and-true caterer for a summer brunch, luncheon or BBQ...and don't forget holiday parties, graduation celebrations and wedding showers.

To get a jump on your next summer party, please contact Checkers Catering & Special Events at [www.checkerscatering.com](http://www.checkerscatering.com). We've been entertaining for over 31 years right here in the Tri Valley and we look forward to serving you.

## Young Professionals Fundraising Event set for September 8 at The Pleasanton Hotel

**T**he Pleasanton Young Professional's invite you to attend the 3rd annual Charity on Tap. This community fundraiser will take place on Sunday, Sept. 8 at 1:30 p.m. at "The Square" at the Pleasanton Hotel. All proceeds will benefit the makers space Sunflower Hill Irby Ranch, a residential community for individuals with special needs. The makers space will be a hub for creativity, exploration, skills development and coaching for neurodiverse adults living in the community. The event will have drink specials, food, games, music and more! Purchase your tickets at [Pleasanton.org](http://Pleasanton.org). Porky's Pizza Pleasanton will host a fundraiser ahead of the event on Wednesday, August 21 from 5:00-8:00 p.m. and donate a portion of food and drink sales to Charity on Tap.

**3rd Annual Charity on Tap**  
All proceeds to benefit  
the Makers Space at Sunflower Hill  
Food • Music • Silent Auction • Games  
**Sunday, September 8, 1:30-4:00pm**  
The Square at the Pleasanton Hotel,  
855 Main St., Pleasanton  
\$35 per person lunch included (21 and older)  
Purchase tickets at [www.pleasanton.org](http://www.pleasanton.org).  
No tickets will be sold at the door.





## A Word from the CEO

Our newly elected State Assembly member Rebecca Bauer-Kahan recently hosted her first Business Round Table meeting which included many of the chambers located in District 16 including some key business representatives from Chevron, Albertsons, Innovation Tri-Valley, Livermore Valley Winegrowers Association and Bay East Association of Realtors, to name a few. We discussed a few of the many issues facing the Tri-Valley business community from bills that could add increased costs to small business owners, environmental issues, transportation funding and housing. Most of the representatives in attendance shared their concerns with the various bills and issues that



**Steve Van Dorn**  
President/CEO  
Pleasanton  
Chamber  
of Commerce

were discussed and the Assemblymember listened and took notes. I found the meeting productive and was pleased to hear the Assemblymember explain her thought process and reasoning for supporting and opposing the many bills that are being reviewed in Sacramento. Her main concern was “unintended consequences” that new laws may cause if not considered thoughtfully and carefully.

I left the meeting feeling positive and optimistic knowing that our Assemblymember is willing to consider the impacts of potential bills to all facets of our community and push for a compromise when needed.



Assemblymember  
Rebecca Bauer-Kahan

## Business Spotlight

### Want to make a difference and save a life?

*Dogs, puppies, and kittens ready to be adopted or fostered by you*

Tri-Valley Animal Rescue (TVAR) has adopted out nearly 15,000 dogs, cats, kittens, and puppies over the last 26 years. You can often find TVAR’s bright red tee-shirted volunteers at adoption events at the Farmers Market in Pleasanton, Pet Supplies Plus in Pleasanton, Pet Smart in Dublin, and Pet Food Express in Danville.

“My experience with TVAR was great from start to finish,” said Erika Hernandez about TVAR after adopting her pet, Luna. “They were very responsive through the whole process and did their best to make sure that our new dog and we were a good fit for each other.” Tri-Valley Animal Rescue is staffed mostly by volunteers who work tirelessly in their mission of preventing the unnecessary euthanasia of animals.

TVAR seeks to find forever homes for all their rescued animals through at-home foster programs and volunteer programs at the East County Animal Shelter, where TVAR facilitates adoptions of shelter animals. There, volunteers in the TVAR Shelter Program are paired with experienced trainers to learn the best way to care for the dogs and cats. Volunteers are rewarded with loads of unconditional love from the animals and it is a spe-



cial experience for the kids in TVAR’s Teen/Junior Program (ages 10-17), who provide fresh air outings for the dogs and playtime/socialization for the dogs and cats.

In addition, with TVAR’s financial support for medical care and food, volunteers in our Dog, Puppy, and Kitten Foster Programs care for the animals in their homes until they are adopted. TVAR also has a Bottle Baby Kittens Foster Program where volunteers give round the clock care every two hours, so the newborn kittens can thrive.

“The animals are fostered in loving and caring environments and are healthy and well-tended,” said Hernandez. If you are looking for a rewarding volunteer experience by caring for animals, or if you prefer to help with TVAR’s annual gala, please visit [www.tvvar.org](http://www.tvvar.org) to register to become a volunteer. Visit our Facebook page or website to see and register for our animals up for adoption.

COMING SOON!

## HAPPY DELIGHTS

HEALTHY VEGETABLE AND FRUIT JUICES

SALADS VEGAN FOOD SMOOTHIES ICE CREAM

A new concept from the owners of Rancho Grande Taqueria, located a few doors down at 2771 Hopyard Road in Pleasanton.

**1 DAY | 100 HOLES**  
**SEPTEMBER 30, 2019**  
Castlewood Country Club, Pleasanton  
Register at [Hope100GolfMarathon.com](http://Hope100GolfMarathon.com)



Join an exclusive group of passionate golfers completing 100 holes in one day, all for a good cause. Proceeds benefit patient care and community services provided by Hope Hospice, a non-profit serving the Tri-Valley area for 40 years.

**HOPE 100**  
**GOLF MARATHON**

**HOPE**  
Hospice | Home Health



## De La Torre's

(continued from page 1)

and in California. The service is friendly, efficient and professional. Simply put, De La Torre's fea-



De La Torre's is Pleasanton's best kept dining secret, a neighborhood Trattoria, a local gathering spot – without pretense.

tures delectable food at a fair price, food people want to eat every day. De La Torre says she always remembers that their diners have a choice of where they're going to eat, and they choose us. "All of the wonderful customers over the years who are like family to me and the restaurant staff" are De La Torre's favorite parts of owning her own restaurant. "We continue to meet great people from all over every day," she said.

Let us be your home away from home. Dress casually, bring along friends and a healthy appetite – you won't be disappointed. De La Torre's is located 6025 West Las Positas Blvd. in the Lucky's shopping center at Hopyard Road in Pleasanton. Call 925-484-3878 for more information.

## Business Spotlight



Pure Barre features an effective total body workout focused on low-impact, high-intensity movements that lift and tone muscles to improve strength, agility and flexibility for everybody.

## Pure Barre: Be your best self in and out of the studio

Pure Barre is the largest, most established barre franchise with more than 500 studios across North America. With a dedicated following of 550,000+ clients, Pure Barre features an effective total body workout focused on low-impact, high-intensity movements that lift and tone muscles to improve strength, agility and flexibility for everybody.

Their mission is to provide the best barre-based workouts, which strengthen both body and mind, empowering

you to be your best self in and out of the studio. They have four different class types to sculpt, lift, tone, and burn. It is a full body, low-impact but high intensity workout where you target specific muscle groups to create lean and long muscles. Pure Barre is musically driven, and we go to the beat of the music. Their choreography is very challenging, but easy to modify for all ages and all levels.

During your first visit, you receive a consultation with their trained staff sharing what your first 30 days will

look like depending on your goals. While you are in class, you will receive one-on-one instruction from an educated and experienced teacher. Their Pure Barre teachers are experts in what they do. After class, you will feel rejuvenated from the mental and physical work. After just 10 classes you will be able to see and feel the difference.

"I graduated from college with a BS in Kinesiology and I have always loved the study of the human body and how it functions," said Pure Barre owner Adrienne Richmond. "After taking my first class, I knew I loved Pure Barre and had found my calling."

After a 10-year career in medical sales, Richmond decided she wanted to be on the other side of healthcare and began what is now Pure Barre Pleasanton.

"I feel so fortunate to be able to share Pure Barre with the Pleasanton community and strong team of employees. I love being able to provide a healthy '3rd space' for our clients outside of work and home. I am inspired by our clients on a daily basis and love what I do," said Richmond.

Pure Barre is here to help you safely and effectively reach your fitness goals and they are experts at doing so. For more information, call the studio at 925-399-1624, or contact the Pure Barre Pleasanton Team by emailing them at [pleasanton@purebarre.com](mailto:pleasanton@purebarre.com).



The menu is distinctly Italian offering trattoria classics and their hallmark special menu.

### FACT:

There are multiple ways to teach a child how to solve a math problem.

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## Business Spotlight

## Car storage for car people

If you simply love having that special car or you're an avid collector, one of your biggest concerns is likely finding a suitable and safe place to store your prized possession. Worry no more. KarPark Automotive Storage in Pleasanton provides car storage for car people.

KarPark Automotive Storage, a 10,000-square foot new facility located at 3 Wyoming Street in Pleasanton, opened in June of this year. This state-of-the-art facility, only a mile from downtown Pleasanton, offers automotive storage designed and managed with the auto enthusiast in mind. KarPark is a place where members can gather, connect, attend social and other car club events.

Owner Darrell Emery of Pleasanton, a car enthusiast, always had a vision for providing a distinct venue targeted to those individuals whose desire for a safe, secure and invit-

ing space could be met. "Pleasanton and to a larger extent the Tri-Valley has many residents who own and collect cars – why not provide them a location to safely park their prized possessions?"

KarPark Automotive Storage members (car owners) pay a monthly fee to store their car. KarPark staff will take care of the rest. KarPark will make it as convenient as possible to pick up and return the car as well as provide a range of services such as: car washing, detailing, battery tending, maintenance, transportation and more. KarPark prides themselves on making sure that you, as a member, have the best all-around experience, combining their facility with a concierge approach.

Storing your car or collection is not the only thing KarPark can assist you with. The next time you are planning a private event, a special occasion, or need a special place to hold



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your team offsite event, customer showcase or product launch, they have designed KarPark to support all your needs. With 2,000 square-feet of dedicated space plus flexibility to extend, they support groups of up to 100 people. KarPark is outfitted with the finest in audio/video and multimedia systems to support any type of function, including a 12' boardroom table, three large monitors, video conferencing and digital signage to help you showcase your message or simply music to provide the right atmosphere. They have a full-time event

coordinator/planner on staff to assist in making whatever your goal is a reality.

Where will you go to set up your next fundraiser, party, luncheon, board meeting, training, seminar, conference and more? Contact KarPark and see how they can help you plan your next adventure.

To find out more about how to store your car please send your note to [info@karparkauto.com](mailto:info@karparkauto.com), and if your interest is our event offering, just drop us a note [events@karparkauto.com](mailto:events@karparkauto.com) or visit us online at [karparkauto.com](http://karparkauto.com).

## Business Spotlight



Green Leaf purchased their own building at 127 Spring Street in downtown Pleasanton. They are currently only using about ¼ of the space so are looking for other great businesses who would like to be a part of their office building.

## Green Leaf gets down into the weeds of the real estate business

Green Leaf Real Estate Capital is a vertically integrated multifamily housing company. Their services range from Fund/Investment Management to onsite property management. Structured as a series of private traded Real Estate Investment Trusts (REITs), Green Leaf manages private investor capital to purchase commercial sized multifamily properties in select Western U.S. markets. Once purchased, Green Leaf's management team oversees all aspects of ownership provided through their affiliated property management and construction management companies. These properties are then held for rental income and then sold if varying investment metrics are met.

Differing from many traditional Private Equity Real Estate Fund Managers, Green Leaf gets down into the weeds of the real estate business. By building their own brand of property management which is reflected in the training of their site staff to the treatment of their many residents, they can more effectively deliver on a specific business plan. Many private equity managers will hire a third-party operator to oversee a separate third-party property manager, while Green Leaf gives their investors direct access to the real estate.

Green Leaf was formed in 2008 as a partnership between Tom Hall and Michael

O'Neil who had known each other in separate business capacities but always discussed forming a partnership to buy real estate together. Once the great recession hit the market, timing was perfect to start purchasing real estate at a discount comparatively.



"We love finding high quality real estate in vibrant neighborhoods in growing metros outside of California," said Hall. "Learning what creates the heartbeat of a city and its culture and then understanding how peoples housing decisions fall into that is very exciting. In addition, building a special team of people to create a positive environment for our employees and residents is extremely important to us," Hall continued.

Green Leaf had been headquartered in Danville the last 10 years, but they found an opportunity to purchase their own building at 127 Spring Street in downtown Pleasanton. They are currently only using about ¼ of the space so are looking for other great businesses who would like to be a part of their office building. The location was the former headquarters of the Contra Costa Times and Green Leaf has completely gutted the inside and is providing a Class A office experience along with ample dedicated parking downtown.

For more information, contact Thomas A. Hall at [thall@glrecap.com](mailto:thall@glrecap.com) or 510-290-6810.



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PARTNER



## 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.

### 55-59 Years

Castlewood Country Club  
Pleasanton Garbage Service  
Der Manouel Insurance Group,  
A Division of HUB International

### 45-49 Years

Graham-Hitch Mortuary  
35-39 Years  
Big O Tires of Pleasanton  
Bay Club Pleasanton  
Kaiser Permanente-Diablo Service Area  
Lupeika, Walt, CPA  
Sallmann, Yang & Alameda

### 30-34 Years

Hacienda Child Development Center  
and School  
Las Positas College  
1st United Credit Union

### 25-29 Years

Alameda County Home & Garden  
Shows Pleasanton, CA  
Schwaegerle, Gary-Schwagerle, Realtors  
Lawrence Livermore National Laboratory  
Hope Hospice and Home Health, Inc.  
Vic's All Star Kitchen  
Pleasanton Tool & Manufacturing  
Vavrinek, Trine, Day & Co., LLP

### 20-24 Years

Proforma/J.C.L. Print Associates  
Colliers International  
Pleasanton Lions Club  
Alameda County Transportation  
Commission  
Promenade Apartments  
Promenade Apartments  
HumanGood

### 15-19 Years

Roche Molecular Systems, Inc.  
The Buy Local Media Group  
Open Heart Kitchen  
Agape Villages Foster Family Agency  
Oak Hills Travel  
Jan-Pro Cleaning Systems  
Karn, Richard  
Hairlights Salon & Barber Shop

### 10-14 Years

CJM Association Services, Inc.  
Franklin Management & Tax Service  
Campo di Bocce of Livermore  
JL Consulting, A Professional  
Accounting Corp.  
McKeehan Associates  
Union Bank  
Carr Wealth Management, LLC  
Chase Electric  
The Write Business  
Workday, Inc.  
Sandra J. Wing Healing  
Therapies Foundation  
Collette

### 5-9 Years

Valley Catering

Pirates of Emerson  
Embarcadero Capital Partners  
E & S Ring Management Corporation  
Harrington Art Partnership  
PMZ Real Estate  
Softub Inc.  
Insignia Designs  
Parkwest Casino 580  
Gardencrafters Landscape and Design  
National University, East Bay  
Workbench Main Street  
American Cancer Society Discovery Shop  
John Muir Health  
Pleasanton Community Concert Band  
BlueSky Wealth Advisors, LLC  
Rice, Christina - Keller Williams Realty  
Valley Business Park  
Poniatowski Leding Parikh  
Law Corporation  
Venture Sotheby's International Realty

### 1-4 Years

The Henry Levy Group  
Jen Lee Law  
Bosquez & Siemens  
HERS Breast Cancer Foundation  
1+1 TECHNOLOGY  
All Natural Stone  
Encore Medspa  
Unchained Labs  
Sole Desire  
Toni Chimienti, Rodan + Fields  
Independent Consultant  
Primrose Bakery  
Config-Consultants, LLC  
Liquid Capital Silicon Valley  
Community Resources for Independent  
Living (CRIL)  
LifePlan Lawyer  
Flaunt Hair Designs  
Valley Plumbing Home Center, Inc.  
Bottletaps LLC  
Natus Medical  
Boulevard  
Triangle Construction  
Mom Relaunch LLC  
Karin Linforth, Legacy Real Estate  
& Associates  
North Point Construction  
and Restoration, Inc.  
Oakland Athletics  
ACC Loans/Lionsgate Real Estate Group  
Kimberly Koste Coaching  
IWC Asset Management  
Golden 1 Credit Union  
Income Tax Services  
METCON  
Prodigy Sports Performance  
Lloyd Steere - Keller Williams Tri-Valley  
Sultans Kebab  
Tim Lewis Communities  
Farmers Insurance-Wallace Wong  
Kathy Bernardez, State Farm  
Insurance Agent

## Business Spotlight



ChoreoBarre®Fitness is offering kids summer dance camps for ages 4-18.

## Fun, high-energy, complete body workout at ChoreoBarre

Former ballerina Anna Gemma founded and created ChoreoBarre®Fitness in 2014, and is the proud owner of ChoreoBarre studio in Pleasanton. ChoreoBarre®Fitness is a fun, high-energy, 45 or 60-minute complete body workout. Their barre class focuses on incorporating essential components of cardiovascular, core stability, strength, balance, and flexibility. ChoreoBarre®Fitness classes focus on progressions, form, and the importance of cueing with music for movement quality.

Anna's inspiration is derived from her studies in school learning about Vaganova's method, which is a technique and training devised by the Russian dancer and pedagogue Agrippina Vaganova (1879-1951). It fuses elements of traditional French style from the Romantic era with the athleticism and virtuosity of Italian technique. The training system is designed to involve the entire body. Vaganova believed

that this approach increased consciousness of the body, thus creating a harmony of movement and a greater expressive range. Vaganova's method students were expected to take daily courses in ballet as well as character dance (folk), modern dance, calisthenics, strengthening, dance history, music, and language. Today, the Vaganova method is the most widely used ballet technique teaching method in Russia, and it is also used in Europe and North America.

They offer ChoreoBarre classes as well as pilates, HIIT, ballet for adults and children, yoga, zumba, hip hop and power dance. They are also offering kids summer dance camps for ages 4-18, and mommy-and-me ballet classes for ages 2-10. Private dance lessons and birthday parties are also available.

For more information, visit [www.choreo-barrefitness.com](http://www.choreo-barrefitness.com). ChoreoBarre Fitness is located at 4292 Stanley Blvd. in Pleasanton.

"Challenge yourself to transform your body and mind. Believe in yourself and build your confidence. Feel empowered and beautiful."

— Anna Gemma, Founder & CEO  
of ChoreoBarre®Fitness



The barre class focuses on incorporating essential components of cardiovascular, core stability, strength, balance, and flexibility.



Former ballerina Anna Gemma founded and created ChoreoBarre®Fitness in 2014.



## Business Spotlight



Some people ask why should I register my trademark. What's the reason? A federal trademark registration will allow your brand name to have higher protection from trademark infringers. In some cases, loss of profits have exceeded \$1 million.

## Working with due diligence to get your trademark

**B**enny Kong Intellectual Property Limited is headquartered in Hong Kong and has been in the intellectual property business for 20 years. Their offices extend to two offices in China namely Shenzheng and Guangzhou, Taiwan, South Korea, United Kingdom and our latest opening here in the United States in Pleasanton, California. With lawyers from each overseas office, they work together as a team to provide the best trademark service.

Their services extend from trademark filing to trademark searches, trademark monitoring and filing trademark office actions. BKIP produces monthly newsletters with trademark articles from each overseas office, and they are now filing for copyright registration.

"We don't just file for U.S. trademarks," said Yasmeen Quraishi of BKIP. "We have the experience and resources to file international trademarks with the help of our international offices. We take care of our clients so that once your application is filed with the United States Patent Trademark Office, we will deal with any correspondence from the USPTO and advise you accordingly."

Some people ask why should I register my trademark. What's the reason? A federal trademark registration will allow your brand name to have higher protection from trademark infringers. In some cases, loss of profits have exceeded \$1 million.

With a Bachelor of Law (LLB) degree and Legal Practice Course from the United Kingdom, Quraishi moved to the United States 10 years ago and decided to continue the legal path. She attended Golden Gate University School of Law in San Francisco and graduated with an LLM in Taxation in August 2018. Open to the area of Intellectual Property Law, she was lucky to be presented with an amazing opportunity to work with Benny Kong Intellectual Property as a trademark manager.

"I do what I am passionate about which is helping clients solve problems and achieve a successful outcome," said Quraishi. "I am proud to be continuing to grow with the company and serve clients with the best service they deserve."

For more information on BKIP, contact Yasmeen Quraishi at YasmeenQ@bkip-group.com or 925-623-5016.

## What our members are saying

"If you are a local business who has moved offices or is new to Pleasanton, I highly recommend promoting yourself through the Pleasanton Chamber. As marketing professionals, we are always on the lookout for new ways to increase business for our clients and ourselves, so when we recently moved offices we hosted an open house, complete with a ribbon cutting provided by the Chamber. The event attracted over 100 attendees and directly generated new business.

Thank you, Pleasanton Chamber!"



Ellen Pensky  
Owner and Queen Bee  
BumbleBee Marketing  
(925) 699-7921  
[www.bumblebeemarketing.net](http://www.bumblebeemarketing.net)



To learn more about Chamber membership, call Dawn at the Chamber 925.846.5858.

## Leadership Pleasanton

A Program to Develop  
Community Leaders

We are now accepting  
applications to Leadership  
Pleasanton for 2019-2020 and  
the application is available  
online at [www.pleasanton.org/leadership-pleasanton](http://www.pleasanton.org/leadership-pleasanton)

Leadership Pleasanton is a program to develop community leaders, co-sponsored by the Pleasanton Chamber of Commerce and the City of Pleasanton. Each year, 25-30 individuals from local businesses, professional, government, social and service organizations are selected to participate in the program. The participants meet monthly from September through May, on the second Thursday of each month.



## FREELANCE ENGLISH TUTOR FOR HIRE

Axel S. Gonzlez is offering classes in **grammar, essay writing, college-level reading, ESL training, SAT/ACT Prep, creative writing**, and more. One-on-one and small groups. Rates begin at \$50 an hour.

For more information,  
call 925-949-3995, or  
email [asgcaliforniafaffs@outlook.com](mailto:asgcaliforniafaffs@outlook.com)



## The Chamber is commitment.

We have dedicated our lives and our work to achieving great things. And we understand this requires a very practical and pragmatic approach to this work.

Get the support you need to grow at  
[www.pleasanton.org](http://www.pleasanton.org)

Pleasanton Chamber of Commerce  
Catalyst. Convener. Champion. © 2019 W.A.C.E.  
Western Association of Chamber Executives



## Ribbon Cuttings



Creating new jobs, stronger economy



Six-story headquarter building now open in Pleasanton

**Workday** — Workday, a leading provider of enterprise cloud applications for finance and human resources, opened its doors to its new headquarters – 6110 Stoneridge Mall Road in Pleasanton, Calif. It's a new six-story, 410,000 square foot headquarters building, adjacent to the current Workday main campus. It'll house 2,200 employees and includes unique features like a new coffee bar, a café with a 12,000-pound pizza oven, two balconies, and a large 865 kW onsite solar array. Founded in 2005, Workday delivers financial management, human capital management, planning, and analytics applications designed for the world's largest companies, educational institutions, and government agencies. Organizations ranging from medium-sized businesses to Fortune 50 enterprises have selected Workday. Learn more at [www.workday.com](http://www.workday.com).



Newly remodeled Pleasanton branch at 5901 Gibraltar Drive

**1st United Credit Union** — It doesn't get simpler, faster and friendlier than 1st United Credit Union. As one of the first credit unions in California, 1st United Credit Union was founded in 1932 and has been thriving in the East Bay ever since. Membership is available to anyone who lives, works, or attends school in Alameda, Contra Costa, San Joaquin, Solano, Stanislaus, or Kings counties in California. We believe in local, neighborly banking and hope you will too. Stop by and see us or learn more at [1stunitedcu.org](http://1stunitedcu.org).



Find the ONE

**Realty ONE Group Today** — Realty ONE Group is a dynamic, full-service lifestyle Real Estate brand dedicated to empowering and advancing tomorrow's Real Estate, today. Finding a home can be one of the most stressful yet rewarding experiences in your life. Realty ONE Group professional agents understand and work to make the process of buying or selling your house as simple and as exciting as possible. The moment you find your home is as special to us as it is to you. Realty ONE Group agents are set up for success, so they can focus on you. Realty ONE Group Today is located at 601 Main Street in downtown Pleasanton, and learn more at [www.rogtoday.com](http://www.rogtoday.com).



Locally owned since 2003

**Rising Loafer Café & Bakery** — The Rising Loafer Café & Bakery was established in 1998 and is happy to celebrate its 16th anniversary this summer. Mary Costello bought the charming downtown Pleasanton cafe in 2003. Since then, she has built a loyal following with the breakfast and lunch market in downtown Pleasanton. "Everything is made fresh, on-site," said Costello. "We bake all of our breads, roast all of our own turkeys, make homemade soups all on a daily basis," she said. Costello personally does all of the dessert items and notes that they are famous for their carrot cake. Open seven days a week, Rising Loafer offers everything from four different types of eggs benedicts to nine grain homemade pancakes as well as a popular stuffed croissant featuring a three-egg omelet inside.



Chinese restaurant serving hunan and mandarin cuisine

**Dragon City** — Located in downtown Pleasanton at 824 Main Street, Dragon City is a purveyor of fusion Chinese dining from the esteemed Chef Hong Zhao Lin. Chef Tony, as he is known, owned two other restaurants in the bay area and was looking for a new opportunity in the tri-valley, so he invited owner Gavin Song to join him on the endeavor, and Dragon City opened its doors in April of this year. Learn more at [www.goldendragoncity.net](http://www.goldendragoncity.net) or by calling (925) 249-9448. Open Monday, and Wednesday through Saturday 11:00 a.m. to 9:30 p.m. and Sunday 11:00 a.m. to 9:00 p.m. Closed Tuesday.



Gourmet sandwiches and salads in a casual environment

**S & T Bagel Café** — S & T Bagel Café is a family-owned café in downtown Pleasanton, featuring bagels, gourmet sandwiches, Vietnamese sandwiches, salads, smoothies, cold brew coffee and specialty coffees in a casual environment. The husband and wife team of Sothy Sao and Theary Chem (hence the S & T) opened its doors in April of this year. S & T Bagel Café is open seven days a week, Monday through Friday, 7:00 a.m. to 6:00 p.m. and Saturday and Sunday 8:00 a.m. to 4:00 p.m. and is located at 927 Main Street, Suite B in downtown Pleasanton. Learn more by calling (925) 425-7510.