

# Business Connection

Strengthening the local economy and serving members for 70 years



925.846.5858

www.pleasanton.org

July 2020

## A Weekend on Main in Downtown Pleasanton

On Friday, June 19 the Pleasanton Chamber of Commerce was honored to be a part of the downtown reactivation Ribbon Cutting ceremony in partnership with the City of Pleasanton and the Pleasanton Downtown Association. After weeks of planning by the City and Pleasanton Downtown Association, it was wonderful to see Main Street filled with open space dining, shopping and no cars.



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

Alameda County Board Supervisor Scott Haggerty, the Pleasanton Chamber of Commerce and other stakeholders urging these restrictions be lifted due to the low numbers in positive COVID-19 cases in the Tri-Valley region.

Closing Main Street in this way, is a first for our City which will only prove successful if the downtown businesses realize increased business levels and everyone participating follows the appropriate protocols of wearing a mask, maintaining six feet of physical distancing and washing your hands. We urge you to support our downtown businesses within the next few weekends and enjoy some excellent food and shopping. We can do this Pleasanton.



Mayor Jerry Thorne cuts the ribbon to celebrate the first Weekend on Main, where downtown Main Street closes to vehicular traffic to allow restaurants and businesses to expand into the street. Thorne was joined by representatives from the City, the Pleasanton Downtown Association and the Chamber of Commerce.

This would not have been possible without Alameda County lifting their restrictions on its shelter-in-place order to allow limited outdoor dining. We believe this was stimulated by several letters that were sent to the County Health Officer by the Tri-Valley Mayors,

## Stanford Health Care – ValleyCare Resumes Procedures

With extensive testing showing very low COVID-19 infection rates and with many safety measures in place, Stanford Health Care – ValleyCare providers are now performing almost all medical procedures, including surgeries, diagnostic imaging and routine screenings that were previously delayed.

The move follows a decision to provide COVID-19 testing for all patient-facing workers. With safety a top priority, Stanford Medicine leaders began offering testing to all employees. With no recorded transmissions of the coronavirus between patients and health care

workers and given the very low infection rates, a strong supply of personal protective equipment, and the implementation of numerous safety measures, leaders said this is the right time to start treating patients who have been waiting for care.

“Stanford Medicine prepared for the worst, and now we’re resuming much of what was put on pause during this health crisis,” said Rick Shumway, President and CEO of Stanford Health Care - ValleyCare. “We have planned for this recovery and restoration, and I’m confident that we can hit the ground running.”

Shumway said extensive plan-



Stanford Health Care – ValleyCare is open for business, and providers are now performing almost all medical procedures, including surgeries, diagnostic imaging and routine screenings that were previously delayed.

ning was done to protect the safety of patients and health care workers, and he and other leaders urged those in the community not to delay necessary care.

“As part of our plan to recover,

restore and reopen, we’ve had multiple teams working around the clock to define a path towards rapidly scaling and resuming patient

(continued on page 3)

### INSIDE

- 1 Downtown Pleasanton  
Stanford Health Care - ValleyCare
- 2 Chair of the Board column  
Donation to Hively  
LegalShield - Courtney Coats  
Michelle Massey, Merrill Lynch
- 3 Paws of Pleasanton  
Animal Hospital
- 4 Legacy Carpet  
& Upholstery Cleaning  
Axel Gonzalez Tutoring  
Pensionmark
- 5 The 214 Gift  
One Resource Consulting
- 6 Membership Anniversaries  
Pleasanton Ridge  
Dental Group
- 7 Merchant Advocate  
J. Schaub Health  
& Wellness by Design
- 8 Ribbon Cuttings

### GOLD



ValleyCare



### SILVER



TRANSPORTATION WORLDWIDE



Pleasanton Garbage Service, Inc.



SafeAmerica Credit Union



### BRONZE



REAL PROTECTION, INC. Our name says it all.



STEELWAVE



UNIVERSITY OF SAN FRANCISCO Pleasanton Campus



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**Courtney Coats, LegalShield**

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## Pleasanton

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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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# This, too, shall pass...as long as we work together

I look back at the times when I was deeply touched by Americans throughout my lifetime, and I remember everyone coming together. Stronger together. Working together. We're all in this together, Pleasanton. We're becoming a stronger, better and more compassionate community.

Natural disasters and times of crisis have caused me to pause and reflect on humanity. Random acts of kindness are taking place across the globe, across the country and not surprisingly, here in Pleasanton, and it makes me happy. Not only because it's happening here, in Pleasanton, which I consider the greatest place to live,

work, and play, but because it's happening everywhere.

Over the last several weeks, I have reached out to fellow Chamber members, fellow Rotarians and friends in the community to check in and see how everyone was doing. I was curious if there was anything we, the Chamber, could do to help them. The responses were amazing. I quickly learned how much everybody was doing to help others in the community. Being completely self-

less, giving to those in need, supporting favorite local restaurants and shops. Everyone is doing their best to get through these times of crisis.



**Randy Brown**  
2020 Chair  
of the Board



## Pleasanton North Rotary donates \$10,000 to Hively

Pleasanton North Rotary donated \$10,000 to local nonprofit Hively on May 20 to assist its effort to feed Tri-Valley families struggling with the Covid-19 related financial crisis. The funds helped pay for healthy and fresh food and home essentials, which are produced in partnership with Pleasanton's SideTrack Bar + Grill and Eddie

Papa's American Hangout. PNR members also assisted in delivering to families in need. Pictured are Tommy McCoy, Vanessa Dilks, Kelly O'Lague Dulkan, Todd Utikal, Tami Hennegan and Darcy DeCoite. Pictured left to right: Todd Utikal, Kelly O'Lague Dulkan, Vanessa Dilks, Darcy DeCoite, Tommy McCoy and Tami Hennegan.

## Business Spotlight

### Simplify your financial life

Michelle Massey is a Financial Advisor at Merrill Lynch, and her tenure with the company extends 20 years. She earned an MBA in Business Administration through The University of Phoenix in 2010 and holds the Accredited Asset Management Specialist (AAMS®) designation.

"Whatever your personal goals may be, I will work with you to develop a personalized financial approach designed to help you pursue what's most important to you," said Michelle.

Her belief is that managing wealth extends beyond building investment portfolios. It means collaborating and learning about people and their stories to define what matters



**Michelle Massey**  
Financial Advisor

most. "I offer a coordinated wealth management approach that compliments the desires of simplifying wealth accumulation, providing protection, and planning strategies for future generations," said Michelle.

She enjoys working with her clients on comprehensive wealth management strategies; enhancing investments to provide income or to focus on life priorities. Michelle is involved within her community through the Amador Valley Assistance League, Livermore Elks Lodge #2117, The Boy Scouts of America (Pack 915 and Troop 931), and in the Livermore School District.

Contact Michelle at 925-227-6642 or via email at [Michelle\\_1\\_massey@ml.com](mailto:Michelle_1_massey@ml.com).

## Business Spotlight

### Smart, simple legal coverage starts here

*Protect your family, your business, and your personal identity with the help of Courtney Coats*

In 2011, Courtney Coats became an Employee Benefits Specialist with LegalShield & IDShield, which has helped her fulfill her life-long passion of serving others, while building meaningful relationships and improving the lives of those around her.

"We recognize that during these times of uncertainty of the Coronavirus pandemic, the need for sound legal counsel is heightened and we want to reassure our members that we are ready to serve your legal needs," said Courtney. Getting sound legal advice and support at a time like this can go a long way in reducing your stress and protecting your rights. LegalShield has remained open and is available throughout the pandemic to provide legal support.

#### What is a LegalShield Plan and How Does it Work?

Instead of paying a lawyer expensive hourly fees, you pay a small monthly fee and get access to experienced attorneys that can help you with any legal issue. With LegalShield, you get legal help, not a huge legal bill.

#### Examples of current issues LegalShield can help with:

- Travel plans and restrictions, cancellations and reimbursements
- Healthcare access and availability
- Wills, medical forms, healthcare directives and powers of attorney
- Insurance processes and claims
- Housing matters and related bills for essential services
- Childcare concerns and education and school needs or resources

#### Learn more about Courtney

Courtney is a Bay Area native, born and raised in Pleasanton. After earning her Associates in Arts degree from Ohlone College, she went to work for The Clorox Company. She continued her education while working at Clorox, and earned her Bachelor of Arts degree with emphasis in marketing at University of Phoenix. She was married for 17 years, has two stepsons and one grandson, and is currently divorced, living in



**Courtney Coats**

Livermore with her bichon/poodle Ruby. In Courtney's free time, she is an Event Coordinator at Kids Against Hunger, feeding families around the world and around the corner. She is also a Tasting Room Associate at McGrail Vineyards and Winery.



For more information about LegalShield and how Courtney may be able to help you or a loved one, please visit: <https://coats8.wearelegalshield.com/>. Courtney looks forward to working with you.

## Business Spotlight

## Paws of Pleasanton: Where your family is our family

*Family-owned veterinary care  
now open on Santa Rita Road*

Both Amanda Bloomberg and Melissa Hardy, veterinarians and owners of Paws of Pleasanton Animal Hospital, have shared a lifelong passion for animals. They are fellow graduates of Purdue University School of Veterinary Medicine in Indiana. After obtaining their doctorates in veterinary medicine, Amanda returned to the Bay Area and Melissa also moved there to be closer to family.

They both have worked in various practices around the East Bay for the past 7 to 10 years and even met each other briefly years ago. It must have been fate for these two Boilermakers because recently, an opportunity presented itself to open a new veterinary practice in Pleasanton.

With a huge shift in the veterinary field to corporately-owned hospitals, Dr. Bloomberg and Dr. Hardy feel strongly about open-

ing a privately-owned hospital where they can create the unique family-oriented feel that the pets recognize and clients appreciate. Together, they hope to share their dreams with you and welcome you to the family at Paws of Pleasanton Animal Hospital.

As of June 22, 2020, Paws of Pleasanton is open and providing compassionate care for your four-legged family members. They strive to treat each and every patient who walks through their doors with kindness and respect. They offer high-quality medical care and cutting-edge technology to keep your pets feeling their best.

Services offered at Paws of Pleasanton include wellness care, vaccinations, parasite prevention, nutrition, comprehensive diagnostics, full-service dentistry, surgery, puppy/kitten care, urgent care, and end of life care. They are also working with Dr. Jessica Paige,



Dr. Melissa Hardy and Dr. Amanda Bloomberg recently opened Paws of Pleasanton, a privately-owned hospital where they can create the unique family-oriented feel that the pets recognize and clients appreciate.

an animal chiropractor, who will be working on Friday's starting in July providing chiropractic care for your pets.

At Paws of Pleasanton Animal Hospital, they believe it is their duty to do what is best for your pet and as well as the environment. They took this into consideration not only during their construction phase but also when implementing daily standards for their staff

members. Decreasing waste, electricity, and water consumption are just some of the things they are doing to help decrease their ecological paw print as they work to become Green Business Certified in Pleasanton.

Paws of Pleasanton is located at 3128 Santa Rita Road, Suite B in Pleasanton and can be reached via phone at 925-380-1888 and online at [www.pawsofpleasanton.com](http://www.pawsofpleasanton.com).

## Stanford

(continued from page 1)

care safely," said Shumway. "I'm pleased that we're in a position to fully serve our patient population."

Stanford Medicine halted non-emergency procedures on March 13 to prepare for a possible influx of COVID-19 patients. While putting normal operations on hold, Stanford Health Care leaders established many new safety protocols, including the consistent use of masks and other personal protective equipment among health care workers, symptom screening of employees before building entry, and testing of certain patients prior to their hospital admission or procedures. Many providers also made an important shift to virtual visits, which don't involve physical contact between providers and patients.

As a result of the shelter-in-place and physical-distancing measures ordered by the county, the surge of patients didn't arrive, leaders looked to the future and Stanford Health Care staff started rescheduling patient procedures. Everyone inside a Stanford Health Care facility will still be required to wear a mask, visitors are limited, appointments that don't require a physical exam may be conducted via video or telephone, and health care workers will have their symptoms checked daily.

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## Business Spotlight

### Legacy Carpet and Upholstery Cleaning – “The Next Generation of Clean”

Legacy Carpet and Upholstery Cleaning, a second-generation professional carpet cleaning company, with a 5-Star rating, is highly acclaimed throughout the Bay Area. “Getting down, deep, and dirty defines the job that we do for our customers.”

Upon meeting Josh Adler, Owner and Operator at Legacy, customers will experience the highest form of courtesy, trustworthiness, and service. Listening first to their needs, Josh is adamant that customers deserve fresh and spotless every time!

With great pride, Josh holds on to the lessons learned from his family’s own carpet cleaning business. Upon retiring, Josh’s father closed his company, and the younger entrepreneur launched his version of the family tradition – Legacy Carpet and Upholstery Cleaning. Being proactive and keeping ahead of the soil, stains, and spills, Josh’s expertise and friendly demeanor is what keeps his customers coming back.

The specific type of deep cleaning that is needed demands knowledge, expertise and brawn. Education is highly essential in correctly identifying every carpet, area rug,

piece of upholstery, and type of tile and grout, in order to accurately treat the surface or fabric fibers. Highly-educated in his craft, Josh calls upon his skill to take proper care of his customers’ wishes.

Josh’s customers consist of those who own or rent a home, office, or commercial space. If people consistently enter and exit, you have children who enjoy playing on the carpet or floor, if you entertain, or hold meetings, or simply want and need the cleanliness that life requires, Legacy Carpet and Upholstery Cleaning eliminates the dirt, stains, and germs, delivering a fresh and clean environment.

We, at every location, strive to complete a job well-done, while we are respectful of each customer. We offer tools and courtesies that make your life easier while your home or office is being cleaned.

We work well with Realtors and lock-box services.

We invite you to visit our website at [www.thecarpetlegacy.com](http://www.thecarpetlegacy.com)

Please contact Josh Adler, Legacy Carpet and Upholstery Cleaning, 925-967-4550, or at [josh@thecarpetlegacy.com](mailto:josh@thecarpetlegacy.com)

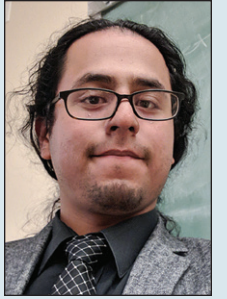


Josh Adler, owner of Legacy Carpet and Upholstery Cleaning, holds on to the lessons learned from his family’s own carpet cleaning business.

alamedacountyfair.com

## Business Spotlight

### Meet Axel Gonzalez, your own personal tutor



Axel Gonzalez

#### Tell us about yourself.

My name is Axel Gonzalez, and I am a private language and enrichment tutor based in Pleasanton, California. I have been a tutor of a variety of subjects since I began my English Masters program at CSU East Bay in 2016, working in a number of different tutoring centers from Fremont up to Danville, and most places in between. I am now doing my own practice – Axel Gonzalez Tutoring – with the goal of providing affordable and truly enriching education.

#### What subjects do you offer tutoring for?

I offer subject tutoring primarily in English subjects: literature, general reading, composition and college-level essay writing, technical and advanced grammar, creative fiction, as well as test preparation and homework help. I am also connected to a small network of other tutors across the East Bay; whenever I cannot teach a requested subject, or do not have time on my schedule for the requested hours, another tutor can be assigned. My website [www.AxelGonzalezTutoring.com](http://www.AxelGonzalezTutoring.com) offers examples of the most common subjects and schedules.

#### Where does your tutoring take place?

Tutoring-at-home is the core of my business model, but I have additional access to educational spaces that have charitably been loaned to me by third parties. I am also extremely familiar with different video conferencing and distance education technologies that make personalized tutoring possible throughout Alameda County’s shelter in place order. All aspects of my tutoring services are customizable and fluid.

#### How much does it cost?

Every individual session starts at \$50/hr as a base rate, and there are a number of discounts on that base rate depending on how your contract is set-up as well as how many students there are per class. I am happy to offer several different payment structures.

#### How can I learn more?

Contact Axel Gonzalez at 925-949-3995 for more information about which technologies we can use and how to use them for your personal education needs.

## Business Spotlight

### Pensionmark: Empowering employees to take control of their financial future

“Covid-19 has had a devastating impact on already fragile employee personal finances,” says Michael Rom, Managing Director for the Pleasanton office for Pensionmark, a national advisory firm specializing in corporate retirement plans.

“Businesses provide a vital service in helping their employees save for retirement, but many are recognizing that so much more is needed,” explains Michael. “That’s why financial wellness programs in the workplace are in such high demand.”

Michael grew up in a large family in Michigan and remembers how his own parents, considered middle class, struggled with their finances. “As a mid-teen, I remember

helping my mom track spending and take a hard look at short term expenses so that they could save and make meaningful progress toward their own retirement.”

More than 30 years later, he’s helping small to mid-size companies and non-profits offload the burden and risk of managing a retirement program. “Most employers are completely unprepared and overwhelmed when it comes to dealing with the complexity and risk that simply come with the territory in offering a 401(k),” he explains. This also contributes to why those organizations seek out specialists like Pensionmark.

“Small and mid-size clients are busy running their business. They need the peace of

mind and confidence that their corporate retirement plans are covered,” says Michael, whose team at Pensionmark will take that burden off the table.

With over 4,000 retirement plans that cover workers from food production to health-care, construction to high tech, clients are able to leverage Pensionmark’s tremendous scale, technology and a comprehensive service model that provides many with the confidence that their plan is in capable hands and able to address whatever issue that may arise.

Still, what is most satisfying for Michael is to help employees gain greater control over their personal finances. “While we’ve developed some leading-edge digital tools to support the needs of today’s web enabled

worker, it’s still the one-on-one personal consultations that I’ve seen most appreciated.”

Now he’s offering a 401(k) Recovery Plan to help employers address some fundamental shortcomings that Covid-19 has exposed with many workers lacking emergency savings and wanting to attain a financial path with more solid footing.

Contact Michael Rom of Pensionmark at (925) 984-2416, [mrom@pension-insight.com](mailto:mrom@pension-insight.com) and learn more online at [www.pensionmark.com](http://www.pensionmark.com).



Michael Rom of Pensionmark is offering a 401(k) Recovery Plan to help employers address some fundamental shortcomings that Covid-19 has exposed.

# Anonymous donor contributes to small business



Pleasanton Chamber President/CEO Steve Van Dorn presents S&T Bagel Cafe owner Theary Sao The 214 Gift for June.

A generous donor has partnered with the Pleasanton Chamber of Commerce to provide a monthly contribution to a small business. The anonymous donation has been named The 214 Gift, and each month, a different Chamber member will be presented with a \$200 check. The plan is to continue this monthly through 2020. The 214 Gift for June was presented to Theary Sao, owner of S&T Bagel Café. Theary and her

husband Sothy opened their shop a year ago, and the Chamber and community were saddened to learn of Sothy's passing on May 24, 2020. He leaves behind his wife Theary, and their two children, after losing his battle with cancer. Located at 927 Main Street in downtown Pleasanton, S&T Bagel Café is currently open and serving bagels, sandwiches, coffee, and their delicious freshly baked cookies.

## Business Spotlight

### Pleasanton's Small Business Resource

One Resource Consulting is a boutique consulting firm that provides HR services and training for small to mid-sized businesses, specializing in legal compliance and employee relations. "Our HR Consultants can respond to the Human Resources needs that small businesses simply don't have the time, expertise or resources to address effectively," says Darcy DeCoite, the owner and President of One Resource Consulting. "More importantly, we provide the necessary training and support that allows owners to more efficiently run their business and focus on its growth and success."

Founded in 2018, Darcy started her consulting business with a passion for helping business owners establish more efficient HR processes, while relieving some of the unnecessary burden of non-compliance. Her goal is to teach owners and managers to be more proactive in their employment practices and mitigate litigation risk.



"You don't know what you don't know" is a quote I hear often in my network of business advisors. Employers without an HR professional are gambling with their business as the risk of lawsuits and claims rises each year."



Darcy DeCoite, One Resource Consulting

Darcy's strong employee relations skills and compliance expertise offers an important resource to employers by helping them improve organizational performance and productivity. In addition, she maintains a strong network of business advisors to provide full risk mitigation for her clients. Her network includes several respected insurance brokers, safety consultants, payroll specialists, and employment law firms.

Darcy attended the University of San Diego, where she received a BA in Communications. After several career changes, Darcy realized her path was to help people and began working in the Human

Resources field. After returning to her hometown of Pleasanton, she soon fell into HR Consulting and hasn't looked back since. "I can't imagine working for only one company. I thrive on the chaos of juggling dozens of clients and constantly growing my expertise. With the wide variety of businesses and industries I work with, I'm exposed to different HR challenges every day. Just when I think I've heard the craziest HR story ever, another call comes in."

In addition to day-to-day HR needs, the COVID-19 pandemic has created a whole new level of chaos for business owners. "It's been an interesting and demanding couple of months in HR. With businesses closing, mass layoffs, new and confusing laws and guidelines, and now rehiring employees under a restructured business plan. It's my job to help weather the storm each step of the way."

Darcy is a certified Professional in Human Resources (PHR) and holds a Life, Health & Accident insurance license. She is also very active with local non-profits and is the Community Service Chair of Pleasanton North Rotary.



## Shelter or Not, Your Active Local Realtors Mohseni Real Estate Group

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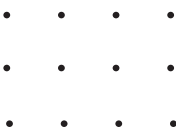
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## Membership Anniversaries



During the past four 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.

### 59 Years

Pleasanton Garbage Service

### 47 Years

Graham-Hitch Mortuary

### 40-44 Years

Richert Lumber Company, Inc.  
Reynolds & Brown  
Stoneridge Shopping Center  
Stanford Health Care - ValleyCare  
Big O Tires of Pleasanton

### 35-39 Years

Equity Enterprises  
Randick O'Dea & Tooliatos, LLP  
Studio Blue Reprographics  
Kaiser Permanente-Diablo Service Area  
Lupeika, Walt, CPA  
Ponderosa Homes  
Pleasanton Unified School District  
Pleasanton Downtown Association  
Sallmann, Yang & Alameda  
Keller Williams Tri-Valley Realty

### 30-34 Years

Livermore Amador Valley Transit Authority (WHEELS)  
Hacienda Child Development Center and School  
Las Positas College  
Mavridis Investments  
1st United Credit Union  
MGR Assets Inc.  
Black Tie Transportation  
Vargas, Tom

### 25-29 Years

Boyd Bookkeeping, Inc.  
Sea Cliff Properties  
Hope Hospice, Inc.  
Costco Wholesale  
First Republic Bank  
Rotary Club of Pleasanton  
Pleasanton Tool & Manufacturing  
Barone's Restaurant  
Proforma/J.C.L. Print Associates  
Pleasanton Lions Club

### 20-24 Years

Alameda County Transportation Commission  
Larkspur Landing  
Promenade Apartments  
Promenade Apartments  
Autotron Service Center  
Autotron Service Center  
United Business Bank  
HumanGood  
Pleasanton Weekly  
Museum on Main Street  
Alameda County Community Food Bank  
Pleasanton-Livermore Junior Women's Club

### 15-19 Years

Business Builders  
Mark Sweeney  
AC Hotel Pleasanton  
Biletnikoff Foundation, The  
Agape Villages Foster Family Agency  
Visit Tri-Valley  
De Pretis Certified Public Accountants  
Thorne, Jerry  
Y.A. Tittle Insurance  
Jan-Pro Cleaning Systems  
Office Depot  
Richard's Heating & Air Repair Inc.  
B2B Gathering  
Pleasanton Golf Center  
Service Champions Heating & Air  
Haskett Law Firm, P.C.  
Window-ology  
Palm Event Center in the Vineyard  
CJM Association Services, Inc.  
CMIT Solutions of Pleasanton  
Safeway, Inc.  
Dote, Tom - Farmers Insurance Group  
Livermore Valley Performing Arts Center/Bankhead Theater

### 10-14 Years

Process Metrix, LLC  
Best Western Plus Pleasanton Inn  
Campo di Bocce of Livermore  
ACCUSPLIT, Inc.  
JL Consulting, A Professional Accounting Corp.  
Pleasanton Auto Mall  
Union Bank  
Dutra Enterprises, Inc.  
Casa Real at Ruby Hill Winery  
Netrique, Inc.

Comerica Bank

Ruggeri-Jensen-Azar

Servpro of Pleasanton/Dublin

The Write Business

Workday, Inc.

California Documents Preparers

Leslie Wolf - State Farm Insurance

Pirates of Emerson

### 5-9 Years

Pleasanton Family Wellness Center Inc.  
East Bay Regional Park District  
Embarcadero Capital Partners  
Integrated General Counsel, P.C.  
Karlsson & Lane, An Accountancy Corporation  
Legacy Real Estate & Associates  
Massage Envy Spa Pleasanton  
Harrington Art Partnership  
Insignia Designs  
Gardencrafters Landscape and Design  
Union Bank  
Baird Orthodontics  
Velur Enterprises, Inc.  
Law Office of James P. White  
Cellar Door  
Santa Rita Valero  
Pleasanton Community Concert Band  
BlueSky Wealth Advisors, LLC  
Rice, Christina - Keller Williams Realty  
Valley Business Park  
Poniatowski Leding Parikh Law Corporation  
E J & J Investments, LLC  
Landmark Lending  
The Henry Levy Group  
SteelWave  
1+1 TECHNOLOGY  
All Natural Stone  
MAX TREADMILL Does It ALL!  
Real Protection, Inc.  
Venture Sotheby's  
International Realty-Rosanne Hoffman

### 1-4 Years

Unchained Labs  
Hopkins & Carley A Law Corporation  
Sole Desire  
J. Boles, West Coast Backflow  
Mindshare Group Benefits & Insurance Services  
Primrose Bakery  
10X Genomics  
Liquid Capital Silicon Valley  
Community Resources  
for Independent Living (CRIL)  
Inklings Coffee & Tea  
Home Care Assistance  
Morgan Stanley - Shawn Henley-Senior Vice President, Wealth Advisor  
Global Village Montessori  
ARCpoint Labs of Pleasanton CA  
Phoenix Technology Group, Inc.  
Ballistic United Soccer Club  
Squash and Stretch Productions  
Valley Plumbing Home Center, Inc.  
SleepNumber  
Triangle Construction  
Omni Social Media  
Total Wine & More  
CityServe of the Tri-Valley  
Guardian Background Services, LLC  
Roundhouse Conference Center  
One Resource Consulting  
Endsight  
Pacific Pearl - Vestar  
Connect Hearing  
JBInsurance Services  
Tri-Valley Conservancy  
Brad Warren - Velur Enterprises, Inc.  
Income Tax Services  
Lloyd Steere - Keller Williams Tri-Valley  
BAQCHI  
Pet Supplies Plus  
Perazul Capital LLC  
Hospice East Bay  
Ogden Costa Creative Group  
California Gold Advocacy Group  
Leisure Sports, Inc.  
Pleasanton RAGE Girls Soccer  
Plucked Chicken & Beer  
Bio-Rad Laboratories, Digital Biology Group  
KG Investment Properties  
Green Leaf Capital Partners  
VENTURE X - (Pleasanton)  
Brookwater Irrigation Consultants  
Tim Sbranti  
Association of the United States Army  
- MG Dean Chapter

## Business Spotlight

# Open for all dental care: Pleasanton Ridge Dental Group

Committed to the idea that healthier, happier smiles bring healthier, happier communities, Pleasanton Ridge Dental Group has been proudly serving the Pleasanton community for eight years, since opening in 2012. The entire team is dedicated to providing a more positive patient experience through comprehensive care with advanced, proven technology.

Their patient-focused approach enables faster, less invasive, more efficient care while offering the highest level of dental care at an affordable cost. One example is same-day crowns, which have made natural looking, permanent crowns now available in a single day—a process that used to require multiple visits over several weeks. The office also offers digital x-rays for a huge advantage in early detection and preventive services, as well as laser therapy for a safe, highly-effective method of treating gum disease.

As a Smile Generation-trusted office, Pleasanton Ridge Dental Group has participated annually in Smile Generation Serve Day, providing thousands of dollars in donated dentistry to people in need. In one instance, they were even able to provide over \$30,000 worth of dentistry for three individuals who had been falsely accused and incarcerated for years before being found not guilty and released.

Additionally, the team is a proud sponsor of the Pleasanton Little League, and participated



PLEASANTON RIDGE  
DENTAL GROUP

in an extremely successful drive during the Christmas season last year to provide gifts for families in need through Shepherd's Gate.

Pleasanton Ridge Dental Group looks forward to serving the community for years to come, and seeing more and more healthier, happier smiles as a result. To schedule an appointment, call 925-461-3100 or book online at [PleasantonDentalGroup.com](http://PleasantonDentalGroup.com). Pleasanton Ridge Dental Group is located at 6766 Bernal Avenue, Suite 560 in Pleasanton.



The team at Pleasanton Ridge Dental Group has participated annual in Smile Generation Serve Day, providing thousands of dollars in donated dentistry to people in need.



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## Business Spotlight

## Protecting Your Bottom Line: Credit Card Processing Fees

Research shows that the credit card processing industry is not transparent and routinely takes advantage of merchants. Many business owners are solicited every week with offers to switch processors and save money. That's a hassle. Merchant Advocate saves money on credit card processing without switching from their current processing vendor.



Shareef Mahdavi

Longtime resident Shareef Mahdavi (President, SM2 Strategic) advises clients in the areas of marketing, strategy and finance. One of his services is **Merchant Advocate**, a solution that has helped clients across multiple industries save over \$100 million without having to switch processors or credit card terminals. Clients include retailers, restaurants, medical practices, hospitals, professional sports teams, and our very own Pleasanton Chamber of Commerce.

Every business that accepts credit cards as a form of payment deserves to know if what they are paying each month (deducted from the deposits made by the processor) is fair. Merchant Advocate's data collected over the past 15 years has shown that 72% of businesses are paying too much.

"We thought we had a good deal with our

processor, only to learn we were wildly overpaying," said Kyle Seipel, Pleasanton resident and owner of BracketRaces, a national auto racing event organizer. "Shareef and his team save us thousands of dollars each year with no work on our part except to get them our statements for the analysis."

With a simple one-page agreement in place, Merchant Advocate goes to work negotiating with your current processor. Once new lower rates have been confirmed and any hidden fees removed, clients receive a monthly report showing the savings created by Merchant Advocate. Each month, Merchant Advocate reviews every line of every statement to ensure the processor abides by the new rates. Savings are shared equally each month between the client and Merchant Advocate.

"I want to make this service available to all local businesses in Pleasanton and the Tri-Valley. It's been so helpful and a true win-win," added Shareef Mahdavi,

especially as businesses are re-opening.

Credit card fees keep rising, but yours do not have to if you have an expert working on your behalf. Merchant Advocate encourages business owners to have their statements analyzed and determine if they can help you save money and protect the bottom line.

Visit [www.merchantadvocate.com/sm2](http://www.merchantadvocate.com/sm2) or call 925-425-9900.



## Business Spotlight

## Your Coach For Living By Design

As a Certified Master Health and Life Coach, Jeanette Schaub helps you design a life you love by managing the stress and anxiety standing in the way of reaching your goals. When stress goes unmanaged, it can have detrimental effects not only on your health, but your relationships and lifestyle.

"I created J. Schaub Health & Wellness by Design out of desire to empower you to decide how you want to show up in the world," said Jeanette. "As your coach, I partner with, and empower you to define and create a powerful vision for yourself and help you execute on that vision. I help you unlock the tools you already possess. Together we set goals, implement specific strategies and steps and take action to achieve your vision."

Jeanette had been mentoring, training and coaching for more than 25 years in corporate America, and after concluding a successful career in the insurance industry where she developed and led a sales team for 14 years, she realized it was time to make a change. "I was also dealing with high levels of stress and felt overwhelmed

while on my own transformational journey to become the best version of myself," she said. Jeanette wanted to take her experience, passion and expertise to coach and empower others to live their best lives and show up in the world as they choose.

J. Schaub Health & Wellness by Design

offers individual, group and corporate coaching. I specialize in classes and workshops on any life and health topic with a primary focus on stress and anxiety as these affect all areas of life and can impact our health greatly. "I custom tailor my packages and programs to meet the needs of my clients," said Jeanette.

She does not believe that one size fits all when it comes to health and wellness – everyone has

unique ecology, different motivation and desires. "There is no right or wrong way to achieve optimal health. Everyone has their own special formula, so it is important to uncover the real 'why' and motivation behind their goals, while being a trusted partner on their journey," said Jeanette.

Learn more online at [www.livinitbydesign.com](http://www.livinitbydesign.com), by emailing [jeanette@livinitbydesign.com](mailto:jeanette@livinitbydesign.com) or by calling 925-922-5395.



Jeanette Schaub



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## Ribbon Cuttings



Creating new jobs, stronger economy



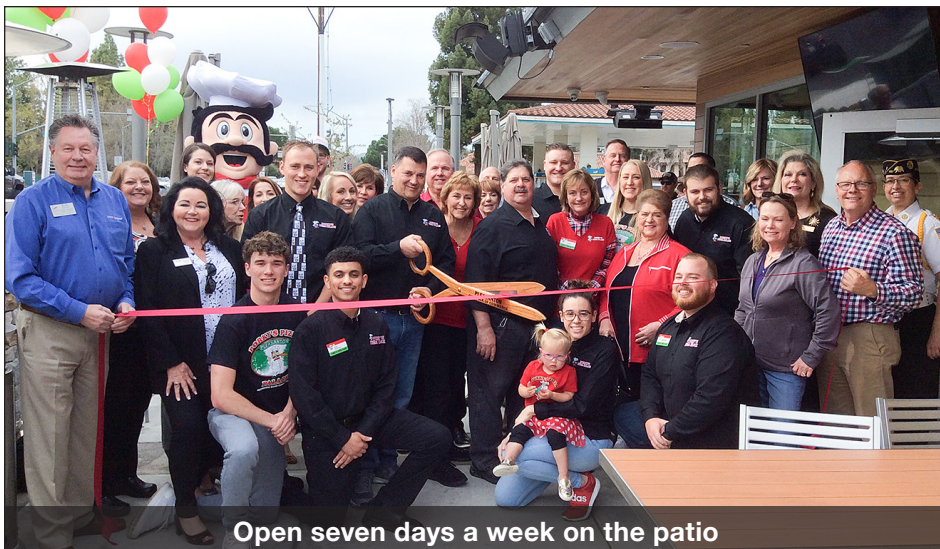
Compassionate care for your four-legged family members

**Paws of Pleasanton Animal Hospital** — At Paws of Pleasanton Animal Hospital, we know your pets are family. We strive to treat each and every patient who walks through our doors with kindness and respect. We offer cutting-edge medical technology to keep your pets feeling their best. Services offered at Paws of Pleasanton include wellness care, vaccinations, parasite prevention, nutrition, comprehensive diagnostics, full-service dentistry, surgery, puppy/kitten care, urgent care, and end of life care. They are also working with Dr. Jessica Paige, an animal chiropractor, will be providing chiropractic care for your pets. Paws of Pleasanton is located at 3128 Santa Rita Road, Suite B in Pleasanton.



The Future of Workspace

**Venture X Pleasanton** — Venture X Pleasanton has re-opened. Venture X is a modern co-working space offering its members a shared, flexible workspace with a community of like-minded business professionals. Their members include entrepreneurs, established businesses, startups, and small- to medium-sized businesses. They are taking all necessary precautions and following CDC guidelines to ensure the safety and well being of all members. Working from home with the distraction of kids and pets can be very difficult. Venture X Pleasanton offers many different office space solutions including shared desks, dedicated desks, and private offices. Learn more about the Venture X boutique hotel-style hospitality at [venturex.com](http://venturex.com).



Open seven days a week on the patio

**Porky's Pizza Palace** — Porky's Pizza Palace celebrated its one-year anniversary in Pleasanton with a tribute event in March, including large cheese pizzas for \$1 as well as specialty cocktails and drink specials. Today, Porky's Pizza Palace in Pleasanton is a favorite spot among many Tri-Valley citizens, and those who are pizza lovers from all over the East Bay. Porky's was first founded in 1963 by the Marrone family, becoming a premier spot in the Washington Manor area of San Leandro. Porky's was purchased in 1983, by the elder Valenziano family, upon moving from Illinois. Porky's Pizza Pleasanton opened its patio for outdoor dining on June 19, and is following all health and safety requirements. Opening at 10:45 a.m. every day, visit Porky's at 2911 Hopyard Road in Pleasanton.



Financial support, resources for military personnel and veterans

**Valley Veterans Foundation** — Valley Veterans Foundation celebrated a check presentation with a ribbon cutting ceremony. Valley Veterans Foundation is a non-profit 501(c)(3) organization providing financial support and resources for military personnel and veterans pursuing post-secondary education. Valley Veterans Foundation was incorporated in 2007 when community members realized there was a lack of information and assistance for veterans to acquire needed resources for successfully transitioning back into civilian life. VVF scholarships and activities are designed to help Tri-Valley veterans embark upon career paths with training, skills and resources necessary to become personally and professionally successful members of their communities. Learn more at [www.valleyveteransfoundation.org](http://www.valleyveteransfoundation.org).



Celebrating 25 years

**Barone's** — After meeting in 1991 and marrying in 1993, Joe and Maricela Barone's dream came true in 1995 with the opportunity to purchase the historic Casanova's Restaurant in downtown Pleasanton. They are celebrating 25 years in business and have re-opened for outdoor social-distance dining in the gardens. "Barone's is more than a restaurant to us, it's our passion. We appreciate that you've supported us for 25 years, and can't wait to see each and every one of you very soon." To make reservations, please use OpenTable.



Outdoor patio now open

**Sunshine Saloon** — A local favorite owned by Bob and Heather Rossi for over 40 years, Sunshine Saloon is the Cheers of Pleasanton. Their outdoor patio is now open, offering full-service dining with breakfast, lunch and dinner specials every day. Sunshine saloon is known for their 25 TVs featuring all of your favorite sporting events, trivia, karaoke, and opinionation. As a full-service bar, Sunshine Saloon is a 21 and up establishment.

SAVE THE DATE

# CHEERS TO THIRTY YEARS!

SEPTEMBER 17, 2020

Virtual 30th Anniversary Gala

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