

# Business Connection

Strengthening the local economy and serving members for 70 years



925.846.5858

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

March 2017

## What Parents Need to Know about STEAM

Lately, everyone seems to be talking about STEAM. This acronym—which stands for science, technology, engineering, arts and mathematics—has become a hot topic in the world of education and in the business community. The practice of teaching by incorporating these concepts into multidisciplinary lessons is revolutionizing education approaches across the country, even for children in preschool.

While young children may not be able to understand multiplication or how computers work, they can develop a strong foundation for future learning by exploring STEAM skills and concepts through play and discussion, and then applying those skills through more play.

### For young children:

- Science encourages investigation and answering questions, often involving experimentation.
- Technology refers to using simple tools like crayons and rulers, as well as more complex ones like microscopes and computers.
- Engineering refers to recognizing problems and testing solutions to them.
- Arts encourages creativity and allows children to illustrate concepts they are learning.
- Mathematics deals with numbers, but also patterns, shapes, organizational skills and much more.

There are many reasons why STEAM subjects should be addressed in early learning settings. A key component of STEAM is process skills, such as making observations, hypothesizing and critical thinking. These skills help young children grasp math and science concepts early in life while building a base for more complex concepts for years to come.

Research has shown that even very young children are capable of mathematical reasoning and can understand more advanced math skills than



Students in the STEAM program at Primrose School in Pleasanton.

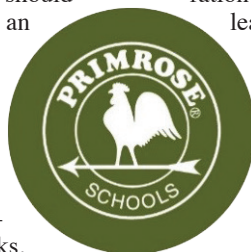
previously thought. Young children are also able to ask questions and make predictions about the world around them. In short, children are fully capable of learning foundational STEAM concepts, and parents and teachers should help children develop these skills at an early age.

STEAM learning can also take place outside of the classroom. For example, parents can encourage children to channel their inner engineer through a boat race activity. Have children use a variety of recyclables—cork, foil, tape, craft sticks, straw, an old swim noodle and paper for a sail—to build a boat that can sail across the bathtub, a pan of water or a puddle. After creating the boat, have children blow “wind” toward the boat to see how fast their creation travels.

Parents and children can host races between multiple boats and discuss which boat is faster and why.

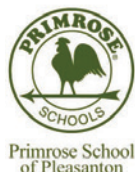
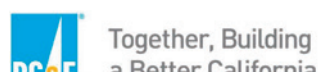
Young children grasp concepts through exploration and trial and error, so they should learn STEAM concepts at their own pace and in ways that are natural to them. To ensure that children are learning at their own pace, Primrose offers a balance of play with guidance from teachers and repeats STEAM lessons so children can master skills as they are ready.

To learn about Primrose School of Pleasanton, visit [www.PrimrosePleasanton.com](http://www.PrimrosePleasanton.com) or call 925-600-7746. For more helpful parenting tips and information, visit our blog at [www.PrimroseSchools.com/blog](http://www.PrimroseSchools.com/blog) and sign up for the Pointers for Parents newsletter.



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# Goodbye Old Man Winter, Time to Play Ball!

“If we had no winter, the spring would not be so pleasant: if we did not sometimes taste of adversity, prosperity would not be so welcome.”

— Anne Bradstreet (1612-1672)

Spring is the season of new beginnings as we say goodbye to Old Man Winter. Here in Pleasanton, we are thrilled to welcome the start of softball and baseball season. Nothing beats the crack of the bat at Ken Mercer Sports Park. As Bay Area residents, we also enjoy the start of spring training for our local teams, the Oakland Athletics and the San Francisco Giants. Opening day is right around the corner — buy me some peanuts and Cracker Jacks!

Baseball is a metaphor for the experiences we encounter in our unique vocations: from recruiting and putting together a team to developing and implementing a strategic plan. The end game is the same, we put in a lot of time and effort to execute winning performances; to rack up successful seasons year after year.

As I have learned from many of you, success starts with ownership and creating a culture of continu-

ous improvement. Management follows suit by creating a positive and motivating environment, which makes it possible for all employees to play a role. Employees, like baseball players, become energized with the opportunity to contribute their individualized skill set to the overall game plan. They feel motivated by the success this brings to themselves and, more importantly, their team.

The San Francisco Giants are a perfect example of this: A great ownership team recruits top management and an excellent mix of players. This winning combination has produced three World Series Championships within five years (2010, 2012, and 2014). I see many of our local Pleasanton Chamber of Commerce businesses demonstrating a similar level of excellence and commitment towards their successes.

As we all know, success does not happen by accident. In baseball, everyone must be a contributing member of the team. Every position is important. Similarly, in business, everyone on the team must contribute. The fundamentals must be practiced routinely in order to refine the skills necessary for



**Todd Moberg**  
2017 Chairman of the Board



The Moberg Family enjoying an A's game and some sunshine.

continued progress. Sales, marketing, operations, customer service, and human resources must all be in sync and focused on executing the winning game plan.

Of course, it's not always that simple. Teamwork and chemistry are difficult to quantify yet serve as a predictable game changer. The Oakland Athletics are a good example of this: although they have not won the World Series since 1989, as a lower budget team with a smaller market, they have accomplished a wide range of achieve-

ments that many attribute to their teamwork and chemistry.

My goal as your Chair of the Pleasanton Chamber of Commerce is two-part: (1) offer opportunities for you, our members, to learn how to create a culture of continuous improvement within your respective organizations, and (2) make our Chamber events fun and exciting as we work together to promote Pleasanton businesses. I am proud to be a Chamber team member and I look forward to another winning season. Time to Play Ball!

## Chamber Announces Honorees for 54th Annual Community Service Awards

The Pleasanton Chamber of Commerce will recognize those deserving individuals, groups and businesses who have demonstrated excellence and community leadership in business, volunteer activities and achievement within the Pleasanton com-

munity on Wednesday, March 29, 2017 at the Firehouse Arts Center. 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.

*The honorees for the 54th Annual Community Service Awards are:*



### Business Philanthropy Marriott Pleasanton

For businesses that have provided philanthropic service beyond the scope of normal business activity.



### Excellence in Service Pleasanton Veterans Memorial Committee

For organizations that have contributed to Pleasanton.



### Excellence in Business Towne Center Books

For businesses that have made a positive impact in the Pleasanton community through their achievement within the scope of normal business activity.



### Distinguished Individual Service Randy & Lisa Brown

For individuals who have contributed to Pleasanton through exceptional service to the community or philanthropic efforts.



### Green Business Beets Hospitality Group

For businesses that promote sustainable environmental business practices throughout their organization for the benefit of employees, customers or the community.

This event, sponsored by the Alameda County Fair Association, Black Tie Transportation and Chevron will celebrate amazing people who go the extra mile to make Pleasanton a fabulous place to live and do business. The public is invited to attend this fun-filled evening beginning at 6:00 p.m. with a hosted bar and heavy hors' d'oeuvres as well as a silent auction followed by the awards presentation. Cost to attend is \$35 per person and tickets are on sale now at [www.pleasanton.org](http://www.pleasanton.org).

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

**Wednesday,  
March 29, 6:00 p.m.  
at the Firehouse Arts Center  
Open to everyone**

Special thank you to Brenda Meuser of Chromagraphics, Leon Gundersen of Select Imaging, Kae Chen of Photography by KC Chen and Mark Shawver for their continued support of the Chamber.



## Business Spotlight



Beth's first job, working in Danny's Flower Shop in Fremont while attending high school.

## Lifelong dream realized for new Alexandria's Flowers owner

Beth Shohfi dreamed of having her own flower shop since she was 12 years old selling flowers out of the back of her father's pickup truck. Her dream of owning a flower shop has now come true when she and her husband David purchased Alexandria's Flowers at the Hopyard Village Shopping Center on the corner of Hopyard Road and Valley Avenue in Pleasanton in January.

"I am so happy and feel so blessed to be able to share my love of flowers with all of our friends and neighbors around the Pleasanton area," said Beth Shohfi, now owner and designer at the shop.

Alexandria's Flowers has been serving Pleasanton and the Tri-Valley area for over 22 years in the same location. Former owner and designer Stacy Clark owned and operated the shop herself for the past 15 years. Beth has been a floral designer for over 25 years, and worked at Alexandria's Flowers for the past six years.

When Alexandria's owner Stacy Clark decided she was ready to sell the shop, she approached Beth knowing her lifelong dream of owning her own shop. Beth was thrilled of the opportunity to finally own her own shop, and in the same city where she and her husband and two children live.

"Stacy did such a great job building the business and many loyal relationships with customers and businesses in the area," said Shohfi. "I plan to continue to build on her success by taking great care of our customers."

"We really want Alexandria's Flowers to

be a place where customers want to come visit and shop for fresh flowers, plants and arrangements on a regular basis," continued Shohfi. "A flower shop is such a happy and vibrant place to be and a nice escape for our customer's from their very busy lives."

Alexandria's features Fresh-Cut Fridays, where buckets of the freshest, in-season, best value flowers are displayed outside the shop every Friday afternoon for customers to purchase to brighten up their homes for the weekend. "Nothing's better than walking into a home and smelling and seeing fresh cut flowers," said Shohfi. In addition to delivering flowers to Pleasanton and the Tri-Valley area, Alexandria's can deliver flowers for customers worldwide using their network of florist wire services.

Visit Alexandria's Flowers at 3037 Hopyard Road, in the Hopyard Village Shopping Center, in Pleasanton.

Open Monday through Friday from 9 AM to 5 PM and on Saturdays from 10 AM to 2 PM. You can also order flowers by calling Alexandria's at (925) 484-1149 or by visiting their website at [www.ptownflowers.com](http://www.ptownflowers.com).



Alexandria's Flowers on Fresh-Cut Fridays.



Beth (on right) at 12 years old selling flowers with a friend in front of her parents' house out of the back of her father's pickup truck.

## Business Spotlight

## Sweetart Creative Baking: Creating beautiful artistic cakes for special occasions

Sweetart Creative Baking, located in downtown Pleasanton on Stanley Blvd., specializes in custom-designed cakes for weddings, birthdays, baby showers, graduations and all other special occasions. In addition, they offer custom cake pops, cupcakes and cookies to match party themes. They pride themselves in great customer service, working with every customer in creating an amazing cake. Every cake is freshly baked and decorated without ever being frozen.

### Meet Nermana

Nermana Salihovic's passion for baking and decorating started with her children's early age, creating cakes for their birthday parties. It quickly grew to serving almost all friends and family members.

With everybody's encouragement and support, Nermana decided to expand her creativity to serving other customers and she opened Sweetart Creative Baking in September of 2016.

Nermana has artistic engineering talents

and skills that are applied to creating stunning cakes.

She is a passionate artist and works with every single customer making sure that she will meet their expectations.

Ordering a custom cake for a very special occasion can be very stressful. Nermana's main goal is to put a smile on everybody's face and make this one of the best parts of their event planning.

### In the shop

The shop is located at 4290 Stanley Blvd. near downtown Pleasanton. Walk-in customers can enjoy cakes by the slice, cake pops (more than 10 flavors), cupcakes and cookies as well as gifts such as individually wrapped decorated sugar cookies or cakes pops, gift sets and edible arrangements. Customized and personalized items are available with advanced orders. Several sizes of round or square cake stands as well and cupcake and cake pop stands are available to rent. Sweetart Creative Baking also hosts DIY cake decorating parties.

Learn more at [www.pleasantoncakes.com](http://www.pleasantoncakes.com) or call 925-202-7776.



Located right near downtown at 4290 Stanley Blvd., Sweetart Creative Baking has more than 10 flavors of cake pops, cakes by the slice, cupcakes, cookies and gifts.



**FLAVOR BRIGADE**  
ITALIAN ICE

**BUY ONE  
BROAD STREET BLITZ,  
GET ONE FREE!**



**COME CHECK US OUT!**

We offer a host of delicious desserts including:  
 Italian Ice • Frozen Custard • Organic Ice Cream • Banana Splits • Milkshakes  
 Root Beer Floats • Sundaes • Wookie Cookies & Much More!

Locations : 3540 Fruitvale Avenue Oakland, CA 94602 | Phone: 510.479.1672  
 929-A Main St., Pleasanton, CA 94566 | Phone: 925.425.7686  
[www.flavorbrigade.com](http://www.flavorbrigade.com)



## What our members are saying

"I'm Vicki Salinas with Enhanced Staging. I'm so happy I joined the Pleasanton Chamber of Commerce! Since joining I have connected with so many people that are looking for the same opportunities that I am: growing my business network and making friends and connections within my own community. At first, I didn't feel as though I could "network" but it just came so easy. I look forward to many more events and growing my business through the Chamber. The bonus was within weeks of joining, the business I received paid for my membership!"



Vicki Salinas  
Enhanced Staging



[www.enhancedstaging.com](http://www.enhancedstaging.com)

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

## Urgent Care in Pleasanton and San Ramon

Open days, evenings, weekends and holidays.

**PLEASANTON**  
5860 Owens Drive  
925-224-0700

**SAN RAMON**  
2305 Camino Ramon, Suite 130  
925-543-0290



## Business Spotlight



Main Street Pediatric Dentistry & Orthodontics has the goal to provide the absolute best care for each child and create an experience that will have a lasting impact on their oral health.

## Main Street Pediatric Dentistry & Orthodontics: Creating a caring dental home for your children

At Main Street Pediatric Dentistry and Orthodontics, they look forward to working with you to create a welcoming, caring, gentle and fun environment for your children. Every child deserves a healthy, beautiful smile and our passion is helping infants, young children and adolescents to achieve their optimum oral health.

They are committed to providing high quality comprehensive pediatric and orthodontic care. Their main goal is to provide the absolute best care for each child and create an experience that will have a lasting impact on their oral health. They take pride in providing a unique visit for each unique child, and their office employs the latest technology in digital radiology, restorative materials and sedation.

Pediatric dentists are the pediatricians of dentistry; they have completed both dental school as well as an accredited graduate program in the specialty of pediatric dentistry. They are primary and specialty oral-care providers for infants and children through adolescence, including those with special health needs. Orthodontists are specialty trained providers in diagnosing, preventing and correcting malpositioning of the teeth or jaws.

### Meet the Team

**Dr. Margaret Santiago** earned her undergraduate degree at University of Illinois Urbana-Champaign, her Doctor of Dental Surgery (DDS) degree at Northwestern University and went on to complete her pediatric dental residency at the University of Southern California and Children's

Hospital of LA. She is a member of American Academy of Pediatric Dentistry (AAPD).

**Dr. Amy Brandon** earned her undergraduate degree at University of Denver, her DDS at University of Southern California School of Dentistry and completed pediatric dental training at University of Southern California and Children's Hospital of LA. She is a diplomate of the American Board of Pediatric Dentistry.

**Dr. Keerthi Golla** earned her undergraduate degree at University of Pennsylvania, her DMD degree at University of Medicine and Dentistry of New Jersey and her pediatric dental residency at Maimonides Medical Center.

She is a diplomate of the American Board of Pediatric Dentistry.

**Dr. Melissa Bailey**, the orthodontist, earned her undergraduate degree and dental degree at UCLA, and completed her specialty in orthodontics at Loma Linda.

Along with the American Academy of Pediatric Dentistry, they recommend your child's first dental visit be scheduled by their 1st birthday. It's important to make the first visit a positive, enjoyable one as it builds trust and helps them feel at ease about future dental visits. They will take time and explain everything in detail and answer any questions you and your child may have. They are excited to have the opportunity and privilege to provide the best dental care to your children.

Main Street Pediatric Dentistry & Orthodontics is located downtown Pleasanton at 55 West Angela Street, Suite 100. Learn more at [www.mainstreetpediatric.com](http://www.mainstreetpediatric.com).





## Business Spotlight

# The best way to create the future is to invent it

**B**lueSky Wealth Advisors provides ongoing financial advice for successful individuals and families whose financial situation has become too time consuming or too complex to manage.

While this may sound like a typical business model for other financial advisors, there are a

few very important differences that make BlueSky Wealth Advisors stand out from other firms.

First, they provide their services under a fiduciary standard championed by the National Association of Personal Financial Advisors (NAPFA). Also, BlueSky operates under a flat-fee-only model (only about 3% of firms in the country do so), which means their advisory fee is based on the complexity of a client's planning needs, not just the value of assets they manage. In addition, they have a strong focus on culture at BlueSky, with an upbeat, courageous, and exciting ethos that

**BLUESKY**  
WEALTH ADVISORS

their clients can feel, relate to and enjoy.

Second, BlueSky has assembled talented advisory teams who are not only highly qualified from a technical standpoint, but also have the emotional intelligence to look across the table and engage clients in a dynamic discussion. And,

BlueSky's client service, investment management and client engagement teams are among the best in the industry. Together, they help ensure their clients' long-term financial success.

Finally, they have invested heavily in technological advancements at BlueSky. They stay on top of the latest tools, not only from a client-facing perspective, but also internally in terms of efficiency and accuracy.

Today, BlueSky Wealth Advisors continues to thrive. They now have offices located in Pleasanton, Santa Clara, and New Bern, NC. Learn more at [www.blueskywa.com](http://www.blueskywa.com).



Clockwise from top left: David Blain, CEO, CFA, Bronwyn Shone, CFP®, Madeline Valente, CFP®, and Nancy Coumou, CFP®

*Since childhood, BlueSky CEO David Blain has had a passion for investing. His self-guided study of finance continued as a cadet at West Point, and later as an officer in the U.S. Army. While overseas David looked for assistance with his investments. What he found was a world of confusing titles, service models and fee structures. After leaving the military in 1999, he joined NAPFA and started his own advisory firm becoming one of a handful of firms that offer comprehensive financial planning services on a fee-only basis.*

## Business Spotlight



**EIGHTEEN EIGHT  
FINE MEN'S SALONS**

## Upscale Barbershop

### The Classic Barbershop - Upgraded

**T**his isn't your dad's old barbershop; this is 18|8 Fine Men's Salons - Dublin. We've taken the idea of the classic barbershop and given it an upgrade to bring it up to speed with modern times. We offer a wide range of professional men's grooming services, while integrating modern styles and grooming techniques to keep today's men looking great. Our signature Executive Haircuts and straight-razor shaves will help sharpen your looks, while our facial, scalp, and nail treatments leave you feeling rejuvenated. Even if you feel like you look good already, let us show you what it feels like to really look your best. We are the experts in men's hair care, styling and grooming services.

### A Salon Experience Created Just for Men

The 18|8 experience caters specifically to modern gentlemen, differentiating itself from women's salons or other budget barbershops. The moment you walk into our salon, you'll be treated to complimentary beer, wine, or other beverages while you relax and wait

for your appointment. You'll then be taken to a semi-private station with one of our professional stylists/barbers, who have all specialized in and mastered the art of men's grooming and styling. They'll help you find the perfect style that will unlock your potential and make you look like the man you want to be. Your haircut is hand-crafted and specifically customized for you based on your head shape and hair density. Head/neck massages, hot towel finishes and styling help sweeten the experience and put it a step above the rest. This is the trusted place for men to get the full grooming experience that will keep you looking classy.

### 18|8 Heritage and Mission

18|8 stands for the stainless steel formula: 18% chromium and 8% nickel. Just as 18|8 makes steel look and perform better, our mission at 18|8 Fine Men's Salons in Dublin is to help our clientele transform themselves to look and perform their best. If you're looking for the ultimate men's grooming experience, you'll find it at 18|8 Dublin. We're confident that you'll leave looking great, and feeling even better.

Visit 18|8 Fine Men's Salons at 4101-C Dublin Blvd. in Dublin.

Call (925) 448-3188 today to make an appointment.

Owner of 18|8 Fine Men's Salon Jessica Chung (left) and Salon Director Alissa Davis (right). Massages, hot towel finishes and styling help sweeten the experience at 18|8 and put it a step above the rest.



## Membership Anniversaries



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

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

### 56 Years

Christesen's Western Wear  
Pacific Gas & Electric

### 50 - 54 Years

Der Manouel Insurance Group  
Pleasanton Development Co.

### 45 - 49 Years

Alameda County Fair Association  
Pleasanton Ready Mix Concrete, Inc.

### 40 - 44 Years

Can Am Plumbing, Inc.  
Gay Nineties Pizza Company  
Pleasanton Nursing and Rehab Center

### 35 - 39 Years

Beckman Investment Securities  
Callahan Property Company, Inc.  
Livermore-Amador Symphony  
Equity Enterprises

### 30 - 34 Years

Hacienda  
Independent Newspaper and Magazine, The  
Ross Property Management Inc.  
Child Care Links  
Schwartz, James G., Law Offices of

### 25 - 29 Years

Law Offices of James J. Phillips, A Professional Corporation  
Michelotti, Sharrell  
Keystone Adult Learning Center

### 20 - 24 Years

Vic's All Star Kitchen  
Barons Jewelers  
ENT Networks Inc.  
Ruby Hill Golf Club  
Veritiv Operating Company, formerly Unisource  
Autotron Service Center

### 15 - 19 Years

Courtyard by Marriott - Pleasanton  
Bay Commercial Bank  
Faith Chapel Assembly of God  
Residence Inn  
by Marriott Pleasanton  
Pennell, Nancy  
Earl Anthony's Dublin Bowl  
Lawrence Mui-  
State Farm Insurance  
Denali Data Systems, Inc.  
GourmetWorks of Pleasanton  
Mark Sweeney  
Denali Data Systems, Inc.  
Remax/Accord - Steve Mohseni  
Turman Commercial Painters  
Marketing Solutions Group  
Jue's Taekwon-Do

### 10 - 14 Years

NCAL Computers  
Bratrude, Paul CPA  
San Francisco Business Times  
East Bay SPCA  
Horizon Wealth Solutions  
Corporate Games, Inc.  
Horizon Wealth Solutions  
Livermore Valley Performing Arts Center/Bankhead Theater

Pleasanton Glen Apartment Homes  
Pleasanton Golf Center  
Safeway, Inc.  
Clarity Medical Systems  
Wells Fargo Advisors  
St. Clare's Episcopal Church  
Wente Vineyards  
Diablo Prosthetics & Orthotics, Inc.  
Pallesen & Butler Tax Service  
From The Heart Homecare

### 5 - 9 Years

Stafford Consulting, LLC  
Proforma Construction  
Chamberlin Associates  
Park Place Appraisal Services  
360 Web Designs  
StopWaste  
Chromagraphics  
Pleasanton Computer Repair  
The First Tee of the Tri-Valley  
Gateway Financial Advisors  
Pleasanton Family  
Wellness Center Inc.  
A.J. Amstrup, State Farm Insurance  
Alliance Campaign Strategies  
California Collision  
Altamont Corridor Express (ACE)  
Gateway Financial Advisors  
Narum, Kathy  
Duman Associates Custom  
Components and Marketing  
Pleasanton Ridge Dental Group  
Chamber Explorations  
San Ramon Regional  
Medical Center

### 1 - 4 Years

Primrose School of Pleasanton  
Meadow Plaza  
Gardencrafters Landscape and Design  
Wall and Ceiling Alliance  
Neighborhood Market  
Workbench Main Street  
UHaul of Pleasanton  
Mirador Capital Partners  
Dan Thompson Accounting Services, Inc.  
imortgage - Maureen Torretto  
Scott's Hospitality Management & Catering Services at The Blackhawk Auto Museum  
J Philip Chubb -  
Nationwide Insurance  
Inspire Academy of Music and Art  
Armario Venema Homes  
CreekView Health Center  
Scoop Technologies, Inc.  
MAX TREADMILL Does It All!  
Jamba Juice  
Maggie & Me!  
Medea, Inc.  
RoofLine Builders Inc  
QASource  
9Round Pleasanton  
Dial 7 Transportation  
Block Advisors  
Veterans of Foreign Wars - Post 6298  
Go Green Initiative  
Keller Williams Tri-Valley Realty  
McKay's Tap House & Beer Garden  
Unchained Labs

## Business Spotlight



Block Advisors thrives on the complexities of tax and finding ways to help their clients make the most of their unique situations.

## Block Advisors is local tax expertise & experience you can count on

From personal tax preparation to the most complicated business returns, Block Advisors offers a year-round relationship you can count on.

Their office staff has 60+ years of experience in helping the community minimize their tax liabilities, strategize year-round tax planning and get answers to more than just tax questions.

What sets them apart is the trust that they build with local entrepreneurs, not only around answering their tax and business questions anytime, but connecting clients with other resources and partners they can trust. Block Advisors strives to be more than just tax experts by utilizing their office as a hub for small businesses to get personal referrals to important local resources that can help them thrive and our local economy grow.

Their tax preparation services come with added benefits for your security, such as three years of protection and audit representation at no additional charge\*



through Peace of Mind®, and year-round IRS support, should you receive a notice or have a question. Plus, they offer all of the tools you need to protect your tax identity.

Block Advisors thrives on the complexities of tax and finding ways to help their clients make the most of their unique situations.

We solve tax problems; which ones do you have? Call 925-461-0152, come by the office at 3128 Santa Rita Road Suite A in Pleasanton or email Christina.Correa@blockadvisors.com. We look forward to working with you.

## Business Spotlight

## Money, Success and Empowerment Coaching for Heart-Centered Entrepreneurs

*Question and Answer with Mina Skoutelakis, M.S. Coaching Services and Certified Tapping into Wealth Coach.*

### Q: What is Money Coaching with Mina?

A: I coach smart, driven, heart-centered entrepreneurs who love what they do but struggle with pain around their relationship with money and fear around marketing and selling their services. I help my clients overcome these blocks so they can get seen, heard, and paid. I offer one-on-one individual coaching and small group coaching via in-person, video or phone sessions.

### Q: What types of situations do you help people with?

A: The types of subjects that I help my clients overcome include: healing early childhood money stories; releasing the emotional pain of debt; overcoming past financial traumas (ie. bankruptcy, loss of a business or a business betrayal); fear of setting goals for fear of failure; over-working/under-earning; difficulty raising prices; emotional spending, self-sabotage/avoidance of looking at financial figures, and much, much more.

### Q: What sets your business apart?

A: My business is very unique in that it is designed to help entrepreneurs grow their income from the inside-out. As entrepreneurs know, running your own business and being responsible for your own financial success is not for the faint of heart. I developed this business so I could champion entrepreneurs who have a calling and want to put their work out into the world, but feel stuck, isolated, and limited.



Your SUCCESS is MY business!

### Q: How did your career begin in this field?

A: I've been a professional in the field of personal development for over 20 years and have a Masters of Psychology degree. Since 2006, I have owned my own business as a Licensed Marriage and Family Therapist in the Tri Valley area. After I became a mother, it became evident to me that I was in danger of repeating negative money experiences I had had growing up in a lower-middle class family. I had the fortune of finding the Tapping into Wealth program and became a Certified Tapping into Wealth Coach in 2015.

### Q: What is your motto?

A: Your SUCCESS is MY business!

To learn more visit [www.MoneyCoachingWithMina.com](http://www.MoneyCoachingWithMina.com).



## Business Spotlight



Qasim Tarin, CEO of Electro Imaging Systems.

## EIS: Your trusted partner in business technology

Founded in 1994, Electro Imaging Systems, Inc. customizes document solutions to meet all of its customer's unique printing, copying and service needs.

As an independent provider of office equipment and document solutions, EIS provides top of the line copiers, facsimiles, printers, scanners, software, Multi-Functioning Printers (MFP), Managed IT Services, and Managed Print Solutions (MPS). In 2013, EIS became a Xerox partner and one year later, they celebrated their 20th anniversary in business.

EIS is comprised of smart, driven people who care more about building relationships with their clients through customized document technology solutions than meeting sales quotas. They truly aim to become a valuable extension of their clients and part of their team.

The EIS team works effectively with all levels of your staff from C-suite executives to front-line employees to ensure the most effective solutions to fit your needs. Their collaborative style is built on the foundation of trust, cooperation, and service.

Most importantly, EIS comes with personable personalities. They enjoy what they do, and they demonstrate that through their interactions with their clients on a daily basis.

### Certified Green Business

EIS is committed to providing products that minimize environmental impacts. They provide document solutions that:

1. Minimize electricity
2. Minimize waste and paper consumption
3. Increase productivity
4. Motivate your staff to contribute to the world



To learn more, visit their website [www.eisonline.net](http://www.eisonline.net) or contact [eismarketing@eisonline.net](mailto:eismarketing@eisonline.net)

## Networking Group hears about marketing tools



Kristin Moore, customer service representative for Dublin's LogoBoss (advertising specialties), is thanked by Gary Bosley of Marketing Solutions Group for her presentation on "Tools for Keeping a Marketing Presence." Bosley serves as the chair of the Pleasanton Chamber's new Duck Pond Networking Group, which is open to all members of the Pleasanton Chamber; however, competing businesses are first-come. The group has regular brief presentations by professionals in the field on marketing issues, tools, and ideas for increasing sales for businesses. The presentations include social media tools and mastermind dynamics. Duck Pond Networking meets on the first and third Thursdays of each month at 12 noon at the Chamber.

## Tradeshow Mixer Spring 2017

**Wednesday, May 10, 5:00 PM - 7:00 PM**

Hosted By



*Companies and organizations can promote themselves, connect with local business and community leaders, and grow their customer base by participating as a vendor.*

Why should you be at the Tradeshow?



### Dr. Marta Baird, Baird Orthodontics

*"... love participating... whole office gets excited... great way to show the community exactly what our business can do for them... open to the public, they bring in a large amount of foot traffic... definitely brought us a considerable amount of new business and also introduced us to a number of businesses in town that we now work with... get involved with the local business leaders and community."*

Cost to exhibit: \$240 for members, \$450 for non-members

Open to the public

- Over 35 exhibits • Prizes • Valuable business contacts
- Attendee Admission: \$12, includes 2 drink tickets.

Go to [www.pleasanton.org](http://www.pleasanton.org) for more information

## SPRING OPEN HOUSE

Thursday, March 23rd, 4pm - 7pm



SF BAY COSMETIC  
DERMATOLOGY MEDICAL GROUP

One Peters Avenue, Pleasanton • 925-846-5614

## ENTER TO WIN MORE THAN \$1000 IN PRIZES

SAVE 15% on products and services

First 50 people to arrive will receive a goodie bag

Bring a friend (new to SF Bay) and you each save 20% if you both purchase Light appetizers and wine

RSVP to [alice@sfbaycosmetic.com](mailto:alice@sfbaycosmetic.com) or [trish@sfbaycosmetic.com](mailto:trish@sfbaycosmetic.com) by Friday, March 17th



## Travel with the Pleasanton Chamber of Commerce



### Amazing Danube River Cruise

Departing September 28, 2017

Starting at \$4,449 if booked by April 28th!

#### Included Features

- Roundtrip scheduled airfare • 7 nights aboard the 5-star Amadeus Royal
- 1 night in Munich • Superb dining with all meals included during your cruise (buffet breakfast, lunch, afternoon tea, dinner, midnight snack)
- Quality red & white wines from Europe's great wine regions with every dinner onboard the ship
- Welcome Dinner • Captain's Gala Dinner • Daily onboard music performances
- Non-smoking environment (smoking permitted only on the Sun-Deck)
- Services of an experienced, multilingual cruise director
- Fuel Surcharges, Air and Port taxes
- City Tours including: Budapest, Linz, Bratislava, Vienna, Passau and Melk Abbey

**Informational Meeting: 7:00pm, March 15th**

at the Chamber office (777 Peters Avenue, Pleasanton)

For more information: visit [www.pleasanton.org/chamber-travel](http://www.pleasanton.org/chamber-travel) or Kate, 925-846-5858 ext. 203 or [kate@pleasanton.org](mailto:kate@pleasanton.org)

56% of us have no idea how much we'll need to retire

but 100% of us still plan to have a good retirement.



#### Let's sit down and set a reachable goal.

I'm here to make planning for retirement easier. And it's never too early to start. I can also show you how life insurance could make your money work harder.

A good plan, and a good life, starts with someone you know. Call me to learn more.

**Mark Malouf**  
**925-227-8400**

6635 Dublin Blvd, Ste C  
Dublin  
CA Insurance Agent #: 0818776



**Allstate**  
You're in good hands.

Auto Home Life Retirement

Life insurance offered through Allstate Life Insurance Company, Northbrook, IL; Allstate Assurance Company, Northbrook, IL; Lincoln Benefit Life Company, Lincoln, NE; and American Heritage Life Insurance Company, Jacksonville, FL. Securities offered by Personal Financial Representatives through Allstate Financial Services, LLC (LSA Securities in LA and PA). Registered Broker-Dealer. Member FINRA, SIPC. Main Office: 2920 South 84th Street, Lincoln, NE 68506. (877) 525-5727. © 2015 Allstate Insurance Co.

## Ribbon Cuttings Creating new jobs, stronger economy



We do not guess, we test.

**Albadani Total Wellness Chiropractic** – Our vision is to pioneer a new concept in healthcare to restore wellness to an entire nation. What makes us unique is our approach, and it is very simple: we do not guess, we test. Our approach identifies and addresses each individual's needs in order to help them achieve wellness. That is what set us apart from other natural healthcare offices. You cannot apply a cookie-cutter approach to healthcare and expect great results. The Wellness Way Pleasanton offers specific testings, unique to each patient, to find and treat the cause of their health problems. We combine Chiropractic care, Naturopathy, Nutrition, and Function Medicine to help you achieve your wellness. We pride ourselves with our ongoing education to empower patients to proactively manage their own healthcare for years to come. We are located at 6700 Santa Rita Road, Suite D in Pleasanton. Call us today at (925)858-6844 or visit our website [www.twwclinics.com](http://www.twwclinics.com).



"It's your treatment and it's your choice."

**Addiction Treatment Alternatives, LLC (ATA)** – Addiction Treatment Alternatives, LLC (ATA) offers individual treatment for substance use disorders and co-occurring conditions in a private practice setting. Office and offsite options are available with a multitude of services outside of the normal treatment arena. Traditional outpatient programs can be intimidating and may interfere with daily life activities so ATA focuses on customized treatment programs designed specifically for the client. Other ATA offerings include: family education, maintenance/aftercare, harm reduction techniques and company and group education seminars. There is no cost for initial consultation and assessment. ATA is located at 533 Peters Avenue Suite 200 in Pleasanton. Call them today for assistance (925) 750-7682. "It's your treatment and it's your choice."



Located downtown Pleasanton at 148 Ray Street

**Golden State Barber Lounge** – Golden State Barber Lounge celebrated its first anniversary with a ribbon cutting ceremony. Owners Ray Tanega and Quang Tran met in middle school and have had the dream of opening their own barbershop since high school. They are known for their fades, taper, scissor cut, and straight razor jobs. Golden State Barber Lounge is located in downtown Pleasanton at 148 Ray Street. Walk-ins are welcome. Call the shop at 925-398-8475 for more information.