

# Business Connection

Strengthening the local economy and serving members for 70 years



925.846.5858

www.pleasanton.org

May 2017

## Eddie Papa's celebrates 9th birthday

Locally owned and family-friendly bar & grill in Pleasanton turns nine



Eddie Papa's American Hangout is a locally owned and operated casual restaurant featuring iconic American dishes from across the country. Their ingredients are locally sourced, made from scratch, and feature a different region of the county each month with their daily specials. They take an old-world approach to hospitality with genuine, fun employees focused on enhancing the lives of their guests by ensuring everyone at the table is treated as family.

Their artisanal bar program features local craft beers, wines, and an extensive selection of American craft spirits. All of their drafts are brewed within 40 miles of the restaurant, their wines showcase the best of the Livermore Valley, and all of their scratch-made cocktails use small batch American spirits, fresh squeezed juices, house made mixers, and seasonal produce.

Eddie's favorite meal is brunch so no surprise that they offer a brunch on both Saturday and Sunday from 10:00 a.m. to 3:00 p.m. with a wide array of omelets, benedicts, huevos rancheros, pancakes, waffles, hand squeezed juices,



Eddie Westmoreland pictured here with his family features genuine, fun, uncommon, nostalgic and delicious food and drinks at his family-friendly bar and grill, Eddie Papa's American Hangout.

refillable bloody mary's and mimosas and locally roasted coffee from Big House Beans.

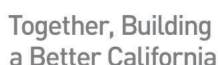
Eddie Papa's thanks the Pleasanton community for your loyal support as they celebrate their ninth birthday and appreciate all of the guest-driven awards they have received through the years such as The Pleasanton Weekly's Hall of Fame for "Best American Food" and "Best Meal under \$20," "Best of The East Bay" from the Mercury News, and OpenTable's #1 Family

Friendly Restaurant.

They recently completed their exterior and bar remodel including a new 60-seat glass enclosed patio, a great venue for team parties, happy hour events, and special occasions. They have enjoyed being an active partner in the Pleasanton community and look forward to seeing you soon at "The Hangout." Visit Eddie Papa's at 4889 Hopyard Road in Pleasanton and learn more at [www.eddiepapas.com](http://www.eddiepapas.com).

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## BOARD MEMBERS &amp; STAFF

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**Ed Westmoreland, Eddie Papa's American Hangout;**  
**Alton Wheeler, Walmart Neighborhood Market**

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**Brian Gentry, Fremont Bank;**  
**Sandra Wing, Sandra J. Wing Healing Therapies;**  
**Eija Sommerfield, Heritage Bank of Commerce;**  
**Jeff Bowser, Laura Olson, Pleasanton Downtown Association;**  
**James Paxson, Hacienda;**  
**Matt De Pretis, De Pretis Certified Public Accountants;**  
**Scott Raty, Pleasanton Chamber of Commerce**

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

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# Pleasanton Proud

## April showers bring May flowers

We made it! If you need a boost from the melancholy of endless rainy days, now is the time to get outdoors and enjoy Pleasanton. I am ready for backyard cookouts, garden parties to celebrate Mom, graduation ceremonies, nature walks, and Pleasanton's community events. We endured record rainfall and now we get to appreciate seeing our reservoirs, lakes, and streams filled with water. Our parks and fields are green and full of colorful wildflowers. As we approach summer, the days get warmer and Pleasanton begins to bloom with many exciting and fun-filled opportunities to help you take a break from the daily grind.

Here are some highlights to consider as you plan the final days of the school year and the start of summer.

Pleasanton's **1st Wednesday Street Parties** are a summer tradition. Join us May 3, June 7, July 5 and August 2 from 6:00 p.m. – 9:00 p.m. in Downtown Pleasanton for our town's favorite community event. This year, the Pleasanton Downtown Association is bringing us more children's activities as well as the popular Food Truck Mafia, and an enhanced Beer & Wine Garden.

Next month, we kick off our weekly **Friday Night Concerts In The Park**. Starting June 2 and

ending August 25, the Pleasanton Downtown Association organizes free concerts from 7:00 p.m. to 8:30 p.m. at Lions Wayside Park. Attendees are encouraged to buy food and beverages from nearby restaurants and grocery stores to picnic with live music.

And if all this is not enough to recharge your batteries, we always have the **Alameda County Fair**. Opening Day is Friday, June 16. The Fair is planning an Epic Western Weekend that includes a cattle drive down Main Street. That's right, only in Pleasanton do we have the opportunity to see over 150 steers make their way down Main Street and on to the Fairgrounds. The fair also includes 12 days of thoroughbred horse racing.

When planning our evenings and weekends this summer, we don't have to look any further than our own backyard. Let's join Mayor Jerry Thorne's Pleasanton Proud initiative and keep our money in Pleasanton. When we buy products and services from local Pleasanton businesses, we help keep jobs and sales tax revenue in Pleasanton. Sales tax revenue supports our parks, streets, library, public safety, and other city services that help make Pleasanton one of the best cities to live in. This, my friends, is a win-win opportunity.



**Todd Moberg**  
2017 Chairman of the Board



First Wednesday Street Parties will continue next month on June 7.



Friday night Concerts in the Park begin on June 2.

## Get your discounted Fair tickets at the Chamber

Come enjoy the "Best. Summer. Ever." The 2017 Alameda County Fair runs June 16 through July 9. Once again, fairgoers can enjoy big savings on pre-fair discount tickets, on sale now through June

15 at the Pleasanton Chamber.

To purchase your discounted tickets, stop by the Chamber at 777 Peters Avenue in downtown Pleasanton or contact Yianna at [yianna@pleasanton.org](mailto:yianna@pleasanton.org) or 925-846-5858 with any questions.

ALAMEDA COUNTY  
**FAIR** JUNE 16-JULY 9  
**BEST. SUMMER. EVER.**

### Discount Fair Tickets (available through June 15)

- **Adult** \$12 (Reg. \$15)
- **Senior 62+** \$8 (Reg. \$10)
- **Child (6-12)** \$8 (Reg. \$10)
- **Family Fun Pack** \$50 (4 Fair Admissions, 1 Parking Pass)
- **Ride Wristbands** \$25 (Reg. \$30-\$35)

## Eye-opening trend about our student population

Very eye-opening facts about student enrollment trends in Pleasanton Unified Schools were a hot topic at our recent Pleasanton 2020 Forum.

According to data provided by Board President Joan Laursen and Acting Superintendent Micaela Ochoa, projections for the ten-year period between 2016 and 2026 indicate very little change in total K-12 enrollment throughout Pleasanton. In fact, the experts project 369 fewer students in Pleasanton schools in 2026 than were enrolled in 2016.

More specifically, there will be a net gain of 88 students per year, for three years, scattered about Pleasanton's 15 public schools before topping out just shy of 15,000 total students in 2019. Thereafter, for seven consecutive years, Pleasanton's K-12 student population will decline by 90 students per year to 14,359 in 2026. And yes, the data includes all recent, current and projected new construction in our community.

In short, PUSD will see, on average, about six more students, per

year, per school for three years before the trend reverses to about six fewer students, per year, per school for the next seven years; that's an average of six students per school, NOT per classroom!

The facts clearly do not support assertions by obstructionists in our community who frequent public hearings at City Hall and claim "rampant development and runaway growth" are to blame for overcrowded schools. Nothing could be further from the truth.

The real challenge facing PUSD leadership is not growth, it's managing the challenges of peaks and valleys of elementary, middle and

high school populations that ebb, flow and are complicated by resistance to the uncomfortable topic of redrawing school boundary lines to even out enrollment.

With recent voter approval of PUSD's \$175 million facilities bond measure (including \$35 million for a new school) it's time to expose the myth about "rampant development", revisit policies surrounding boundary lines, school population requirements, and consider innovative alternatives to traditional brick and mortar classrooms to give all students in our community the very best educational environment possible.



**Scott Raty**  
Pleasanton Chamber President/CEO



# Happy Anniversary

The Chamber would like to congratulate these businesses on their milestone anniversaries and wish them continued business success.

## Celebrating 50 Years



**Barons Jewelers** is a family-owned business serving the San Francisco Bay Area since 1967. On April, 1, 2017, Barons in Dublin celebrated its 50th Anniversary. As a "thank you" to their clients and community, and to honor the occasion, BARONS hosted an event featuring performances by American Idol alum Maddy Hudson and Illusionist Alvin Lui, incredible prizes from today's leading jewelry and watch designers, and a \$5,000 donation to be shared between Pleasanton Military Families, Dublin Partners in Education, Open Heart Kitchen, and Valley Humane Society.

## Celebrating 15 Years



**Downtown Yoga** has been in business teaching yoga for 15 years and they are the only yoga studio in the Tri-Valley area that has had the same continuous ownership for this period of time. Since March of 2002, they have taught over 11,000 students and over 25,000 yoga classes.

## Celebrating 20 Years



**REAL PROTECTION, INC.**  
Our name says it all.

The owners of **Real Protection** have been in the business of protecting life and property for 20 years. Both Allan and Kay are residents of Pleasanton and started Real Protection to provide our customers with experience, quality work, and exemplary service at competitive prices.

## Celebrating 60 Years



**UNCLE Credit Union** marks a major milestone this year, celebrating 60 years as a trusted financial services cooperative. UNCLE's sense of community, cooperation and shared purpose allows UNCLE to grow and prosper for the benefit of its members.



## Business Spotlight

### Welcome To Our Hive: Experience the Buzz

**B**umbleBee Marketing has been developing innovative and results-driven programs since 2001 and recently celebrated its 15th anniversary.

They have long-time partnerships with high tech companies like Cisco, CenturyLink and AT&T, but BumbleBee also helps smaller companies increase their buzz and generate new business.

"I really like bringing our expertise to businesses in the local community," said CEO Ellen Pensky. "I'm proud of what we've achieved for all of our clients, and of the team we've built. I'm especially proud of our practice of giving back to the local community."

Over the years, BumbleBee has helped on local campaigns, supported Pleasanton Community of Character, and donated their skills to the Amador Valley High School

Band and Tri-Valley SOCKs Bras for the Cause. BumbleBee has also done pro bono projects for Ellen's alma mater, Cal Poly San Luis Obispo and she has served as a guest professor there. Ellen started her career working for the San Luis Obispo Chamber of Commerce and later served many years on the Pleasanton Chamber Board including a stint as VP Communications. She currently serves on the City's Economic Vitality Committee.

"The past 15 years have been amazing—it got me thinking about the importance of time, and how these days, 15 minutes is all the time you have to get someone's attention and give them valuable information. How would you grab your customer's attention that quickly? Attention spans are short and getting shorter, and people are inundated with information:



BumbleBee Marketing is offering a free 30-minute assessment. Contact Ellen at 925.699.7921.

images, videos, webinars—you name it. You have to stand out to get their attention, and you have to work hard to keep it, too."

BumbleBee can help, with a proven, collaborative approach and deep expertise in:

Exciting, action-driven email campaigns and webinars

Powerful sales tools like infographics, videos, brochures, and customer stories

Social media nurturing programs that build online presence

Public relations, branding, special events, and more

BumbleBee is kicking off 2017 with a free, 30-minute assessment. For more information, contact Ellen at 925.699.7921 or email Ellen at: [ellen@bumblebeemarketing.net](mailto:ellen@bumblebeemarketing.net)





Minay Bowers (right) is a breast cancer patient that was awarded the 1000th grant by Sandra Wing (left) and the Sandra J. Wing Healing Therapies Foundation.

## Cancer Foundation celebrates 1000th grant awarded to local cancer patient

The Sandra J. Wing Healing Therapies Foundation proudly awarded its 1000th grant to Danville resident and breast cancer patient Minay Bowers. Founder and owner Sandra Wing and volunteers were able to provide several gift certificates to Minay from its supporting service providers as well as from their gracious donors.

Additionally, Minay received some fun charity items like a foundation-branded sweatshirt and a specially made golf chair that triples as a backpack and a cooler. The Foundation is honored to be able to give Minay financial assistance for complementary therapy services that they hope will help her while she undergoes cancer treatment.

"I am so very, very grateful and feel overwhelmed with the blessings I have received from the Sandra J. Wing Healing Therapies Foundation," said Minay. "I have been blessed with a wonderful partner, sister and other family members, friends, and great neighbors who have been available since my diagnosis. I just made my first two appointments for therapies and I will treasure this moment and

the gifts as the person who received the 1000th grant."

It is with great joy and honor that the Sandra J. Wing Healing Therapies Foundation is able to celebrate this remarkable milestone with Minay. This is a benchmark that has been eight years in the making and an accomplishment made possible with the tremendous contributions of donors, businesses and volunteers who have relentlessly supported the Foundation through the years. From the bottom of their hearts, the Foundation would like to thank everyone for helping them provide therapeutic relief for cancer patients in our Tri-Valley community. They also look forward to the next 1,000 grants to celebrate together.

For more information on how to nominate someone to be a beneficiary of the Sandra J. Wing Healing Therapies services or other sponsorship and donation information, please visit: [www.healingtherapiesfoundation.org](http://www.healingtherapiesfoundation.org) or call 866.862-7270.

 Sandra J. Wing  
Healing Therapies Foundation

## Business Spotlight

### It's your treatment and it's your choice



Addiction Treatment Alternatives, LLC (ATA) customizes substance use treatment to fit the client's needs in a one-on-one private setting. ATA is an independent, private practice that serves adult and adolescent individuals with substance use disorders and co-occurring conditions. Treatment is provided in individual sessions rather than a group setting so all the focus is on the needs of the client. ATA also offers onsite options for clients that aren't able to come to their offices in downtown Pleasanton. Programs are designed to fit the client's lifestyle so they don't have to rearrange everything else to get the treatment they need.

"We pride ourselves on developing a program that is specific to the client and not the facility," said Michael Kellam of ATA. "This eliminates the one-size-fits-all approach."

Kellam and Brian McGowan of ATA have firsthand knowledge of the disease. With that experience comes a great deal of empathy, compassion, and respect for the dignity of others. They understand that every client is unique and deserves an individualized approach to help reach their goals. They place a great deal of focus on helping clients discover their strengths,

building support systems, and developing healthy lifestyles.



Brian McGowan

Both Kellam and McGowan were in the corporate world before they got into recovery themselves. Once this process started, the enthusiasm for helping others became a passion. They attended colleges that specialize in addiction training and acquired the necessary credentials to get into the field. It became clear that while some demographics were getting help, there were others left behind. This included individuals that were not able to or wouldn't go to the standardized model of group therapy.

"The stigma of drug and alcohol addiction is what keeps problem drinkers and users from getting help for their issues," said McGowan. This same stigma is responsible for silencing families and friends into submission. You don't have to suffer major losses to get help with Alcohol and Drug Issues. It is common that Jobs are still intact, relationships and finances aren't suffering, but the consequences will generally get worse over time.

ATA is located at 533 Peters Avenue, Suite 200 in Downtown Pleasanton. Learn more at [www.atayourchoice.com](http://www.atayourchoice.com).



Michael Kellam

## What our members are saying

"In the past 3 years since joining the Pleasanton Chamber, we've had wonderful results! From the first month's write-up in the Business Connection Newsletter, then joining one of the Business Connections Networking Groups, having a booth at a tradeshow, plus attending as many mixers and ribbon cuttings as possible, the calls have been steady.

The Pleasanton Chamber provides so many avenues to tell your company's story!"

John Townsley,  
Window Genie of the East Bay  
925-361-8805

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



John and Lisa Townsley accepting the PACE (Performance Attitude Confidence Enthusiasm) Award at the 2017 Window Genie Convention this January in Orlando, FL. This "MVP" award is the most coveted award you can win as a Window Genie Franchise Owner, and it's usually presented to someone who has been an owner for 5+ years. John and Lisa are just completing their third year in the business.

**WINDOW GENIE**  
We Clean Windows and a Whole Lot More!



## Getting Your Store Ready for the New Law

Beginning May 1, 2017, stores can only distribute compliant reusable bags or bags made of recycled content paper. The store must charge a minimum price of 10 cents per bag, itemized on the receipt (stores keep the revenue from bag charges to off-set costs of implementing the law).

Since 2013, grocery, drug and liquor

stores in Alameda County have not been allowed to provide single-use plastic carryout bags at checkout. Building on the success of reducing bags at point of sale with the original law, the Alameda County Waste Management Authority expanded the law to include all types of retail stores and restaurants. New requirements for retail stores are in effect as of May 1, 2017.



## Business Spotlight

## ThinkSpot: one-of-a-kind company with truly unique capabilities

After 53 years in New York City, Barbara McGrath and her husband became grandparents to (now) two lovely little ladies and decided that being near their son and his family was a priority.

So, they left the Upper West Side for Pleasanton, and could not be happier in their West coast life. "Re-launching ThinkSpot has been a big part of my move to California and I'm honored and excited to be connecting with all of you and looking forward to continuing a refreshed business in the sunshine," said McGrath.

For more than two decades, ThinkSpot, Inc. has provided marketing departments and event planners with outstanding promotional

concepts and personalized business gift solutions designed to heighten brand awareness. With on-demand print solutions, ThinkSpot's highly customized products can be produced at low quantities and on a fast production turn around.

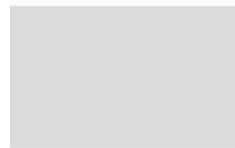


Barbara McGrath

"My goal for ThinkSpot has always been to offer the finest products and services for business professionals," said McGrath. "It's based on my extensive knowledge in this field, where I have cultivated relationships with top manufacturers and service providers, so I can offer

only the best to you." ThinkSpot provides products and services that speak to both the consumer as well as the B2B market.

think  
spot INC.



Available by appointment, Barbara McGrath can be reached at 925-264-9603 or by email at [barbara@thinkspotinc.com](mailto:barbara@thinkspotinc.com).

## As Healthcare Costs Rise, What Can We Control?

Unfortunately, the trend of healthcare costs rising faster than the rate of inflation is expected to continue, which in turn drives health insurance rates higher. Several factors driving these costs are outside of our control as consumers, such as new medical technologies, an aging population and growing demand. However, there are a few factors



Dan Copenhagen  
President  
Mindshare Group

that are within our control, and if pursued collectively, could help to keep costs in check.

### 1. Lifestyle

Treating chronic conditions accounts for 86% of US healthcare costs. Unhealthy habits - lack of exercise, tobacco use and poor nutrition - often lead to chronic health problems. Staying healthy today will lead to lower healthcare costs down the road.

### 2. Prescription Drugs

Prescription drug costs represent a large - and growing - portion of healthcare expenditures, especially

in the specialty drug category. Choose generic drugs whenever available and appropriate.

### 3. Cost Consideration

When people have insurance that pays for the majority of healthcare costs, without visibility to the true costs, they don't think twice about using medical services. This can lead to consuming more care than needed, which in turn drives up prices.

### 4. Care Setting

Choosing the appropriate place for receiving care will ensure prompt and adequate medical attention and

help reduce unnecessary expenses. Urgent care centers are equipped to address conditions where delaying treatment could cause serious problems or discomfort. Emergency rooms are intended for treatment of life-threatening conditions.

### 5. End-of-Life Care

On average, 80% of healthcare costs are consumed in the final 20% of our lives. Evaluating the true cost-benefit of certain high cost treatments can help mitigate costs for everyone. Does it extend life considerably? Does it lead to a higher quality of life over that time? With all the news about the

Affordable Care Act and any subsequent legislation, ultimately being a smart consumer is the key to containing healthcare costs, both now and in the future.

Dan Copenhagen is President of Mindshare Group, a local firm delivering expert benefits consulting and insurance administration services to companies, non-profit organizations, individuals and seniors in the Tri-Valley and greater Bay Area, since 2001.



## My Aching Back!

By Jim Coughlin - Downtown Yoga

We hear it all the time - "What yoga poses can I do for my back?" The truth is ALL of them!

Every few months, there's a new article or study on Yoga and Back Care. A recent article in U. S. News and World Reports states that practicing yoga for back pain may be more effective than reaching for the "meds."

No one should practice yoga if they are in extreme pain. Each person should consult with his or her physician prior to starting any exercise or mindfulness program.

Having said that - yoga can be extremely beneficial - but you have to start - and there's the rub! The hardest part of starting a yoga practice is simply showing up. Once you open the door to the yoga studio and walk inside, you've done

the hardest work. The biggest challenge people face is just making up their minds to go and following through with the commitment.

The latest studies from Yoga Alliance (the non-profit registry of yoga schools and yoga teachers), states that in 2016 over 36 million people practiced yoga. That figure is up by over 50% since 2012 when the number was just over 20 million people. And yoga is not just for the "young 20-somethings;" 30 to 49 year olds are a whopping 43% of the practicing public, followed by 50 plus age bracket which makes up 38%. In fact, the 18-29 year old bracket makes up only 19% of the practicing public.

### Why does it work?

There are several reasons why a well taught yoga practice can help



The practice of yoga is helping millions of people find better health, peace of mind and a whole new community of friends. Visit Downtown Yoga at 220-B Division Street in Pleasanton.

relieve back pain over time:

1) In nearly all yoga poses, the spine is the focus. The stretching and twisting action that each pose requires accesses the full range of motion the spine was designed to perform.

2) The "Isometric" action of each pose (holding the pose) creates a longer stretch and "squeezes" muscles and blood vessels such that when the pose is "released" new life literally flows into the

body and spine.

3) The MENTAL FOCUS of "observing" and not "editorializing" each pose keeps the mind calm and aids in releasing muscular tension.

### So how do you start?

Many people want to start yoga by watching a video. THIS IS NOT A GOOD IDEA. The reason yoga videos are not recommended is because the teacher can't see

YOU. It's important that you have a trained and skilled teacher watching you and adjusting you in the pose either with use of props or by other means. This is how you stay safe and not injure yourself.

The best way to start is to find a reputable yoga studio with skilled and experienced teachers with class times that line up with your schedule. Go to a class. Introduce yourself to the teacher, and just start.

### Any other tips or recommendations?

Yoga is not competitive - just watch yourself and not others

Think long-term-sustainability - you're going to be doing this for a while

Don't force the pose - just follow the teacher's instruction

If the "action" hurts - stop! If you have a question - ask the teacher

Try to practice at least 2-3 days a week to start.

The practice of yoga is helping millions of people find better health, peace of mind and a whole new community of friends. Come join us! Downtown Yoga is located at 220-B Division Street in Downtown Pleasanton.





## 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.

### 40-45 Years

Pleasanton Art League  
Richert Lumber Company, Inc.

### 35-39 Years

Reynolds & Brown  
Pleasanton Rentals  
Randick O'Dea & Tooliatos, LLP  
Studio Blue Reprographics  
Ponderosa Homes

### 30-34 Years

Pleasanton Unified School District  
Pleasanton Downtown Association  
Keller Williams Tri-Valley Realty  
Livermore Amador Valley Transit Authority (WHEELS)  
Hacienda Child Development Center and School

### 25-29 Years

Mavridis Investments  
Silmar Flooring  
MGR Assets Inc.  
Vargas, Tom  
Schwaegerle, Gary-Schwagerle, Realtors  
Tucknott Electric Co.  
Boyd Bookkeeping, Inc.

### 20-24 Years

Sea Cliff Properties  
Hop Yard Alehouse & Grill, The  
Rotary Club of Pleasanton  
LogoBoss  
Westamerica Bank  
Fremont Bank  
Wells Fargo Bank - Gateway

### 15-19 Years

HYATT house Pleasanton  
Museum on Main Street  
Alameda County Community Food Bank  
Burke, Betty-Realtor-Realty Station Inc.  
SafeAmerica Credit Union  
Sheraton Pleasanton Hotel  
Business Builders  
Denali Data Systems, Inc.  
Agape Villages  
Foster Family Agency  
Visit Tri-Valley  
Crown Trophy  
Biletnikoff Foundation, The

### 10-14 Years

Office Depot  
Y.A. Tittle Insurance  
Checkers Catering & Special Events  
Sweet & Savory Cafe and Bake Shoppe  
BumbleBee Marketing Services  
Karn, Richard  
Haskett Law Firm, P.C.  
Window-ology  
Dote, Tom -  
Farmers Insurance Group  
Service Champions Heating & Air

Sakyo, Joan - Venture Sotheby's International Realty  
Palm Event Center in the Vineyard  
Best Western Pleasanton Inn  
Process Metrix, LLC  
Campo di Bocce of Livermore  
Scott's Automotive & Light Truck Repair Inc.  
Pleasanton Auto Mall  
Knit This, Purl That!

### 5-9 Years

Dutra Enterprises, Inc.  
Cafe Main  
Casa Real at Ruby Hill Winery  
Eddie Papa's American Hangout  
Ruggeri-Jensen-Azar  
Chevron Corporation  
Leslie Wolf - State Farm Insurance  
Valley Pregnancy Center  
California Documents Preparers  
Pirates of Emerson  
Western Garden Nursery  
Valley Catering  
The Hitmen Termite & Pest Control, Inc.  
East Bay Regional Park District  
Integrated General Counsel  
Massage Envy Spa Pleasanton  
10 FOLD  
Legacy Real Estate & Associates  
Karlsson & Lane,  
An Accountancy Corporation  
Jewelers Gallery  
Performance Pest Management

### 1-4 Years

Union Bank  
Baird Orthodontics  
CAFO Partners, LLC  
Pleasanton Girls Softball League  
Buchman Provine Brothers Smith LLP  
Cellar Door  
Pleasanton Gateway Shopping Center  
Hodnefield Properties, LLC  
Joan Laursen  
Velur Enterprises, Inc.  
Window Genie of the East Bay LLC  
Seaspace International Forwarders USA Inc.  
Specialty's Cafe & Bakery  
Towne Center Books  
EJ&J Investments, LLC  
Patriot Pest Management  
Fit Style  
Raising The Woof!  
Concierge Vacations Inc.  
Steelwave  
J. Boles, West Coast Backflow  
Hopkins & Carley  
A Law Corporation  
Mindshare Group Benefits & Insurance Services  
Pleasanton Diagnostic Imaging  
CarMax  
Pleasanton Tutoring  
Sole Desire

## Business Spotlight

### Realize the intangible: Your idea brought to life



**E**nd-2-End Manufacturing (E2E) combines engineering expertise with precision manufacturing, certified project managers, and end-to-end customer service.

"Whether you have a small order, need quick-turn prototype machining, or would like additional design, cosmetic, and functionality advice, we've got you covered with our complex engineering and manufacturing expertise that will quickly bring your idea to life," said Gioni Bianchini, Business Development Manager for E2E Mfg.

Realize the intangible – we'll help you bring your idea to life.

Every E2E employee is on their Customer Service team, from the receptionist to the CEO. So no matter whom you are speaking to, you are guaranteed to receive the highest caliber of care.

At some production manufacturing firms, a sales rep will handle your project, but not at E2E. You are assigned a certified project manager who will guide your project from prototype manufacturing to production, so you can rest assured that your project is in capable hands.

You can count on your precision manufacturing project being delivered on-time and on-budget, with



Whether you have a small order, need quick-turn prototype machining, or would like additional design, cosmetic, and functionality advice, E2E has got you covered.

clear communication throughout. You will always know the status.

And our Sustaining Department guarantees that your ongoing production receives the same high-quality service as your first order.

Is your design ready?

Bring us your idea in the form of a CAD 3D model or pdf drawing. Prototype and production manufacturing occur in our machine shop in California. Precision manufacturing occurs at our facility in Malaysia for the lowest-cost solution to your product needs.

Are you sourcing a precision manufacturer?

Our certified project managers

will help you decide on the quality of cut, finish, material, and more. We'll give you our expert recommendations on mechanical features, and even cosmetics, and will guide you throughout the design and prototype manufacturing process.

Let's get started

Whether you have a small order, need quick-turn prototype machining, or would like additional design, cosmetic, and functionality advice, E2E has got you covered with their complex engineering and manufacturing expertise that will quickly bring your idea to life.

Learn more at [www.e2emfg.com](http://www.e2emfg.com).

## Business Spotlight

### Backflow prevention means safer water

**W**est Coast Backflow inspects, tests, certifies, repairs and installs back-

flow prevention devices for commercial, industrial and residential customers. Backflow prevention devices are used to protect the community's public potable water supply from any type of contamination due to a backflow or backsiphonage condition from any downstream piping system having more pressure than the public water supply.

Owner of West Coast Backflow J Boles recalled a story where backflow was crucial. A brand new two-story middle school opened and the students kept getting sick. Hours of investigation led to glycol in the water. Imagine a small water supply pipe from the ground floor to the roof. On each floor, the supply feeds a drinking fountain and on the roof, the supply feeds a hot water boiler water supply. The boiler uses glycol in the system to

keep the water temperatures stable in hot or cold weather.

What was happening was every time a student would drink from a fountain, the water pressure would drop at the fountain supply causing the glycol-mixed water from the roof to move backward in the pipe due to higher pressure from above. After some time, the glycol made its way down to the fountains where the kids would ingest a

small amount and get sick. It was discovered that when the boiler system was installed, a backflow prevention device was not installed

on the boiler water supply. One was immediately installed and the issue was resolved.

With backflow testing, the only real competition is pricing. All backflow testers have to qualify for each water companies certified testers list. The water company sends a report form and letter including the list to any backflow customers when their backflows are due for inspection.

J said, "I have kept my prices at or below my competitors for many years and have a steady base of loyal customers that I have built over the years." J continued, "I started learning about backflows and what they do and how to test them in 1992, and I've been a certified tester since 1993 – 24 years."



**J Boles**  
West Coast Backflow



To learn more about West Coast Backflow, visit [www.wcbackflow.com](http://www.wcbackflow.com) or call 800-925-5846.



## Rotary Club Father's Day Spirit Run



The Rotary Club of Pleasanton's 24th annual Father's Day Spirit Run is June 18, 2017. Each year we welcome 1,000 runners to our treasured community event that starts under the historic Downtown Pleasanton arch. Together with our generous community sponsors we have raised over \$1 Million USD for our Club's Foundation. Beneficiaries include our annual scholarship program. Since 1997, we have awarded over \$375,000 in higher education scholarship money for Pleasanton students who demonstrate a financial need. We also support International Rotary Wheelchair Foundation distributions and Rotaplast medical missions along with local non-profit organizations, including: Tri-Valley Haven (women's shelter), Open Heart Kitchen (serves meals to anyone in need), Sunflower Hill (residential communities for adults with special needs), the Valley Humane Society, and Amador Valley High School's Every 15 Minutes program (raises awareness about potentially dangerous consequences of drinking alcohol and texting while driving). View an aerial video of our Father's Day Spirit Run at [PleasantonRotary.org](http://PleasantonRotary.org) and visit [SpiritRun.com](http://SpiritRun.com) for more information about the event.

## 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



**Salt Craft**, the chef-driven casual restaurant, is set to open its doors this summer in downtown Pleasanton, CA. Inspired by the American culinary landscape and driven by the principles of sustainable cooking, Salt Craft will offer a soulful, creative and approachable menu (breakfast, lunch and dinner) of seasonal, ingredient-driven dishes and beverages. With the mission of enhancing those everyday meals, Salt Craft will be the place that truly "refines your routine."



Owner and Culinary Director Matt Greco, who has over 20 years of experience in the restaurant industry, has created a unique concept that redefines the casual restaurant formula and brings craftsmanship to the forefront. Guided by the philosophy of sustainability and seasonality, Salt Craft offers a menu focused on whole animal utilization, house-made items, and highlights ingredients that are grown or raised in the Tri-Valley area. Salt Craft features a spacious patio with ample seating both under the sun or under a pergola. Reservations for private parties will be available.

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



## UNBREAKABLE: A Navy Seal's Way of Life

Senior Chief Thom Shea (Ret.) author of **UNBREAKABLE: A Navy Seal's Way of Life** speaking on the topic of thriving in any and every kind of chaos you or your company may encounter.

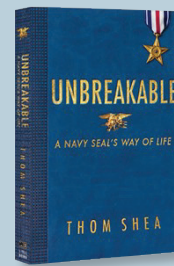
**Tuesday, June 13, 2017**

11:30 a.m. to 1:00 p.m.

**Palm Event Center  
in the Vineyard**

1184 Vineyard Avenue,  
Pleasanton

**\$35 per person\***



\*Includes a hardcover copy of *Unbreakable: A Navy Seal's Way of Life*

Shea served 23 years as a Navy SEAL. In 2009, he led a Navy SEAL Team into Afghanistan, earned a Silver Star, Bronze Star with Valor, Army Commendation with Valor, a second Combat Action Medal and upon return was appointed Officer in Charge of the famed SEAL Sniper Course, where his two-year leadership resulted in greater graduation rates and overall scores.

### EVENT SPONSORS



For more information and to register, visit [www.pleasanton.org](http://www.pleasanton.org)

\*Registration must be received by Wednesday, May 17, 2017 to guarantee your copy of *Unbreakable* at the event.



## Ribbon Cuttings



Creating new jobs, stronger economy



**Global Village Montessori (Now enrolling for summer camps and Fall)**

**Global Village Montessori** – Global Village Montessori's Pleasanton location is now enrolling new preschoolers (2 - 6 years) for Summer Camps and school year starting in Fall. We are a new-age Montessori preschool with balanced curriculum, inspired teachers and an inviting physical space leading to happy children. We have exciting summer camps at Global Village Montessori filled with learning, art, music, fun and special guests! Our week-long summer Camps are open to preschoolers and Transitional/Kindergarten students. We have several camps including Ocean adventures, Digging for Dinosaurs, Sports adventures and Camping. Please visit [www.gvmontessori.com](http://www.gvmontessori.com) or call 925-425-7455. Global Village Montessori is located at 4807 Hopyard Road in Pleasanton.



**Preet Brows (Threading, waxing, facial, henna salon)**

**Preet Brows** – Manpreet Kaur owns and operates Preet Brows, a threading, waxing, facial and henna salon and celebrated its one-year anniversary with a ribbon cutting ceremony. Preet Brows is located at 4307 Valley Avenue, Suite D in Pleasanton. Call 925-417-0101 to make your appointment. Walk-ins welcome. Open Monday, Wednesday, Thursday and Friday 10:00 a.m. to 7:00 p.m. Saturday 10:00 a.m. to 6:00 p.m. and Sunday 11:00 a.m. to 6:00 p.m. Closed Tuesdays.

## Chamber Travel Update

*We've added one more exciting destination for this year*

### Spotlight on New York City Holiday

*December 4 – 8, 2017*

**T**his holiday getaway is filled with shopping, sightseeing, endless entertainment and holiday cheer! Sightseeing highlights include: Greenwich Village, Wall Street, 9/11 Memorial, Christmas Spectacular at Radio City Music Hall, Statue of Liberty, Ellis Island, and a Broadway Show. Inclusions: Round trip airfare, air taxes, hotel transfers, five meals, and accommodations at the Sheraton New York Times Square. All for the "Book Now & Save" rate of \$2,999 per person double occupancy. (Book Now & Save rate available until June 5th)



A special travel presentation will be Thursday, May 25th at the Chamber office (777 Peters Avenue) at 7:00 p.m.

*The Pleasanton Chamber is pleased to, once again, partner with Citisline, Inc. for...*

### An 11-day tour of China

*April 5 – 15, 2018*

**I**n past trips we offered two different itineraries. We are able to combine both itineraries so nothing will be missed!

Sightseeing highlights include: Beijing, the Great Wall, the Forbidden City, Tiananmen Square, the Ming Tombs, Suzhou, Hangzhou, Shanghai, and Xi'an to visit the Terra-Cotta Soldiers.

Inclusions: Roundtrip airfare & taxes from San Jose Airport, Chinese domestic airfare & taxes, all hotel accommodations (4 & 5 stars), fluent English-speaking tour guides, entrance fees to attractions, transportation to/from Pleasanton/SJC, post departure travel insurance, three meals each day. All for only \$2,399 per person double occupancy.



*It's not too early to plan ahead.*

A special travel presentation will be, Tuesday, May 30th at the Chamber office (777 Peters Avenue) at 5:30 p.m.

*For more information on these and other trips, contact us at 925-846-5858 or email [Kate@pleasanton.org](mailto:Kate@pleasanton.org).*

**nurturekids**  
Pleasanton

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For more information on the details of any camp, please visit [www.wenurturekids.com](http://www.wenurturekids.com) and click on Camps.

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