

# Business Connection

Strengthening the local economy and serving members for 70 years



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May 2019

## The Return of Pleasanton's Historic Grand Lady



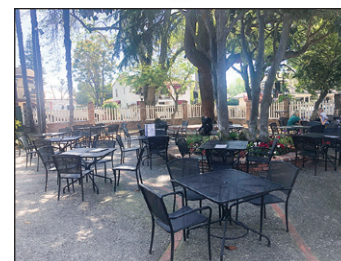
It has been just more than a year since local restaurateur Ed Westmoreland had a conversation with some colleagues and investors about the opportunity to restore The Pleasanton Hotel.

With more than 10,000 square feet of prime downtown Pleasanton real estate, he knew he wasn't going to try to run the Pleasanton Hotel as one concept. His grand vision was to create all things for all people, and thus, we have the return of Pleasanton's grand lady, where you will find more than one option for your dining needs at The Pleasanton Hotel, located at 855 Main Street.

The Clubhouse, which opened in October of 2018, is "like the Tap Room at Pebble Beach," and serves California cuisine with an exclusively West Coast sourced menu and features hand-crafted, homemade cocktails. It's "the lounge" of the Pleasanton Hotel, and is open daily for lunch and dinner.

Lily's Spirited Dining, named after the ghost that is rumored to still live there, is the more elegant, contemporary dining atmosphere, with white table cloths and a menu featuring sustainable seafood and steaks. Lily's opened its doors in early 2019 and is open Wednesday through Sunday for dinner.

The Square, where flip flops are welcome, is set to open Saturday, May 4. This well-known, patio area can be a casual family-friendly hub of activity, featuring live entertainment, corn hole, and other gaming activities. The menu will feature farm fresh salads with scratch made dressings, house ground signature burgers, artisan sandwiches, and shared plates.



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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.

Layout and Design by Paul Llewellyn, Embarcadero Media

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

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# How does the Pleasanton Chamber Support our Local Community?

Why do 725+ companies in the Tri-Valley remain members of the Pleasanton Chamber of Commerce? It is simply based on the mission and the three C's.

The Chamber is organized to benefit business by being:

- The Catalyst for business and economic growth
- The Convener of leaders and influencers
- The Champion for a strong and healthy community

Over 60% of the revenue the City of Pleasanton receives comes from the taxes received from our business community. If you like the amazing community benefits we receive from our Police and Fire

departments, Community Parks, Community Events, Social Services and City staff, please thank the local business community next time you purchase a product or service.

Promoting our local businesses and communicating their value to our community is one reason why organizations join the Pleasanton Chamber of Commerce. What other benefits does the Chamber deliver to our community?

Ask companies like **Pleasanton Glass Company, Precision Auto Repair, Stoneridge Shopping Center, KKIQ, Club Sport/Bay Club, Four Points by Sheraton, Double Tree by Hilton, Costello CPA, Marriott, Bay Valley**



**Herb Ritter**  
2019 Chair of the Board

**Medical Group, Charles Huff Architect, Yorkshire Roofing, and JHS CPAs, LLP** who all have been members between 30 to 53 years.

The Pleasanton Chamber of Commerce also focuses on three goals that provide value to our members and support the community:

## Organized structure to support businesses

- Governance by a volunteer Board of Directors from the business community
- Charitable 501(c)3 Foundation that produces the Leadership Pleasanton program

## Engaging business members

- Partnerships, friendships and networking

- Committees, seminars, new business ribbon cuttings

## Delivering local benefits

- Special business events and fundraising; new women's luncheon in October
- Business development network groups
- Public policy vision and advocacy; skilled workers, housing, transportation
- Business services

Thank you to our amazing Pleasanton residents that support our businesses and buy local. Visit our website to learn more about the businesses that help support our community at [www.pleasanton.org](http://www.pleasanton.org). #JoinPleasantonChamber

Herb Ritter is on social media at [www.facebook.com/HerbRitterPleasanton](https://www.facebook.com/HerbRitterPleasanton).

# Developing Community Leaders for 30 years

*Leadership Pleasanton registration is now open for the 2019-20 program year*

Recent grads say it best! "Leadership Pleasanton was an incredible experience. I would highly recommend participating, there is so much valuable information to learn. I gained a deeper understanding of the Pleasanton community and made connections with wonderful people, who all help make this city a great place."

"Incredible program that gives participants hands-on experience into the many organizations and people that make Pleasanton such an amazing community. I learned so much that I didn't know about Pleasanton, including services and opportunities to serve this great community."

"This is the best leadership program I have ever attended. It is truly worth the time and effort. I have learned so much from this program and will benefit for both my personal and professional life."

"This was an amazing 9 months of my life. Although I've been a resident of Pleasanton for over 10 years, I had no idea about the depth of history, care, thought & respect that goes into our great city. Now that I'm a graduate, I have such a greater appreciation for the people & teams that run Pleasanton. I'm never moving!"



Leadership Pleasanton Class of 2019

"Phenomenal program! I thought I knew all there was to Pleasanton, but after every class I learned so much more than I ever thought possible. The networking opportunities with fellow classmates, Leadership Pleasanton Alumni, City of Pleasanton staff, and local resources are invaluable."

Co-sponsored by the City of Pleasanton and the Pleasanton Chamber of Commerce, Leadership Pleasanton is an educational forum in which participants get a "behind-the-scenes" look into the myriad of private businesses, public agencies, non-profits and elected officials who make up the economic and

political environment of Pleasanton. Through these contacts, interactive exercises and field trips, participants expand their knowledge and ability to influence our community.

758 participants have graduated from Leadership Pleasanton and many have since become active community leaders, participating in areas such as City commissions, non-profit organization boards of directors and committees, Rotary clubs, and more. They also benefit from relationships formed during the class.

The time commitment is one day per month for nine months the first Wednesday of every month

from September through May. Continental breakfast and lunch are provided each day.

Class size is limited to 30 participants. Those interested in finding out about community involvement or enriching their current level of participation are encouraged to apply. Curriculum information and applications are available on the Chamber website at [www.pleasanton.org/leadership-pleasanton](http://www.pleasanton.org/leadership-pleasanton) and at the Chamber office, 777 Peters Avenue, in downtown Pleasanton. For more information on Leadership Pleasanton, contact the Chamber at (925) 846-5858 ext. 203 or email [kate@pleasanton.org](mailto:kate@pleasanton.org).



## Kids summer dance camps at ChoreoBarre® Fitness studio

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

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## Business Spotlight

## Finding ways to keep moving forward

Just as bridges are used to connect two areas of land in order to cross over a void, such is the value of Bridges Therapy. Bridges Therapy was founded by Kim Curtis, Licensed Clinical Social Worker, with the core goal of partnering with clients in finding ways to keep moving forward after faced with a major life changing event.

"I provide solution focused, strength-based therapy to individuals facing a crisis such as death, divorce, loss, medical/psychiatric diagnosis of self or loved one, or another major life change that have left them needing to redesign their future," said Kim.

With 16 years of experience in the mental health field, Kim has



Kim Curtis

partnered with individuals facing the worst moments of their lives and those surviving their deepest tragedies. "I pride myself on being able to support my client at their worst and see them through the acceptance and healing process," she said.

Kim first became interested in the field at age 13 while she was supposed to be headed to modeling school in San Francisco. Instead, she was sitting on the streets of Powell and Market asking to hear the stories of the homeless. "I wanted to know their stories and find out what interventions could have altered their path," said Kim. "I wanted them to know that I saw them in their suffering and that I was willing to bear witness to the

trauma that resulted in living on the streets rather than in a warm home with loved ones."

Often people become stuck in their experience because the brain doesn't know anything else. Kim offers a new perspective or a challenge to a current belief. Once the shift happens, healing begins.

"It's not about returning to the person you once were, but instead learning how to develop and adjust to a new identity, a new purpose, and a new future," said Kim. "I offer a safe, supportive and confidential place to figure that all out."



Set up a free 20-minute consultation by emailing [KimCurtis@bridges-therapy.org](mailto:KimCurtis@bridges-therapy.org).

## Downtown Patrons Demand Parking

By Peter MacDonald

The City of Pleasanton is poised to adopt a seriously flawed Downtown Specific Plan. The draft Downtown Specific Plan does not provide the public parking absolutely essential to maintain downtown vitality. The City Council, the Downtown Task Force, Planning Staff, Consultants, and many citizens have worked sincerely to develop this draft Specific Plan. But, they got bamboozled by the phony planning theory that if you do not build parking, people will take the bus, walk, or bicycle to get downtown.

Those of us who live or work in downtown know that from about 10 a.m. to about 3 p.m. on any weekday, there are almost no available parking spaces within two blocks of the Main/Rose-Neal intersection. The City's own Hexcel parking study in September 2013 confirmed the lack of parking in the core: That Hexcel survey, over multiple days, showed there were only 2.6 vacant parking spaces on average within one block of the Main/Rose-Neal intersection. Within two blocks there were only 27.1 vacant parking spaces, which equates to less than one vacant space per block of curb parking, given that that 9.8 of those vacant spaces were actually on the distant railroad corridor by First Street. That was before the City waived the 20 parking space requirement for the new Starbucks-Sothebys building at the northwest corner of Main/Rose-Neal intersection. As the parking scarcity worsened, private businesses were forced to hoard their spaces for their customers, exacerbating the scarcity. Our



City planners believe that people need to be like Rockridge visitors (by College Avenue in Oakland), and learn to walk five blocks when they visit downtown.

Not surprisingly, downtown sales have flat-lined. From 2014-15 to 2017-18, a three-year time frame, sales tax from downtown has increased by only 1.5%. That happened despite having some wonderful businesses and restaurants opening in downtown. Customers stop coming to businesses that are inconvenient to visit.

The Pleasanton Downtown Association and the Chamber of Commerce, along with many businesses and downtowners, have begged for inclusion of substantial public parking in the downtown core. Instead, we now have a draft Downtown Specific Plan that has no substantial public parking expansion planned within even four blocks from the Main/Rose-Neal intersection. The Specific Plan does include a parking garage at the Bernal-Old Bernal corner, to benefit the City's redevelopment of its current Civic Center site, and the ACE Train Station. But, that

parking garage will be five blocks from the Main/Rose-Neal intersection, and useless to support the retail core of downtown – this isn't Rockridge or Carmel.

The draft Downtown Specific Plan is focused on moving City Hall activities out of the downtown to the Bernal property across from the Fairgrounds. That requires voter approval. This is a \$150 million to \$200 million project (phased over time). Unless the City is willing to spend even \$10 million to build some needed public parking in the downtown core, and plan now for where that parking will be located, I cannot support their City Hall move, or the draft Downtown Specific Plan. If you want the downtown retail core, the real heart of Pleasanton, to be more vital, please weigh in with our City officials. With your voice, we can get this flaw corrected before the Specific Plan gets adopted.

*The author is a real estate attorney, and a former President of the Pleasanton Chamber of Commerce and the Pleasanton Downtown Association, who has worked in downtown Pleasanton since 1982.*

## A Word from the CEO

Pleasanton is widely recognized as a premier community in which to live, work and do business. Our business climate is a key driver of our community's success. Pleasanton businesses generate roughly 60% of the local tax base and collectively act as the community's economic engine.

Pleasanton 2020: A Community Vision represents our local public policy agenda, committing our volunteer and staff time to work toward being a catalyst, convener and champion for all things Pleasanton. There are more than 50 projected outcomes outlined in the document. We recently determined that close to 80% of these outcomes have been met. However, the remaining 20% still need a lot of help. It is now time to update our Community Vision for 2025. We will begin this process in May and are looking for your ideas and thoughts. Please reach out to me at [steve@pleasanton.org](mailto:steve@pleasanton.org) if you'd like to get involved or have questions about our 2025 Vision process.

We have been working diligently with the City Council and Task Force on the Downtown Specific Plan update. At the April 16 City Council meeting, direction was given on several key items that will set the course for our future downtown. They include:

1. No longer allowing ground-floor residential behind commercial properties on Main Street.
2. Prohibiting ground-floor residential in the new "mixed-use downtown" district which would apply to the civic center site and vacant property across Old Bernal

Steve Van Dorn  
President/CEO  
Pleasanton  
Chamber  
of Commerce

Ave., assuming voters support relocating the library and city offices to the Bernal Park.

3. Supporting 46 feet tall, 300% FAR (floor area ratio) and three stories maximum for the mixed-use downtown area and 36 feet tall, 125% FAR and two stories for the mixed-use transitional district.

4. No changes were made to the current commercial core and residential standards.

These recommendations will go back to the Task Force then Planning Commission with final approval by the City Council this summer. If you have questions about these decisions and how they will impact our future downtown, please call me at 925-846-5858 ext. 204.

Now is the last call for exhibitors wanting to take advantage of the most cost-effective business promotion opportunity of the spring - the Tradeshow Mixer, May 8, from 5-7 p.m. at The Club at Ruby Hill. We are close to a sell-out but there is still time to reserve your booth space. Call Susie Weiss for details 925-846-5858 ext. 201.

It's May and time to graduate another class of Leadership Pleasanton. Since being founded in 1989, the nine-month program has produced over 700 graduates, many of whom remain active volunteers throughout the community. We've already had a few people register for next Fall's program. If you or someone you know has interest, it's best to register by June 30 or risk missing out. For details contact [Kate@pleasanton.org](mailto:Kate@pleasanton.org).

Happy Spring!

Join us at our  
**Grand Re-Opening**

**Grand Re-Opening**  
May 10, 2019  
11 a.m. - 1 p.m.

**It's a cause for celebration!**

1st United Credit Union is excited to show off our newly remodeled Pleasanton branch. Join us at our grand re-opening celebration.

**Friday, May 10, 2019**  
**5901 Gibraltar Drive, Pleasanton**

- Ribbon Cutting at 11 a.m.
- "Mustache Mike's" Frosty Treats from 11 a.m. - 1 p.m.
- Raffle prizes and special offers on checking accounts, Visa Platinum cards, and certificates all day

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**3rd Annual  
Charity on Tap**

All proceeds to benefit  
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The Makers Space at Sunflower Hill Irby Ranch will be a hub for creativity, exploration, skills development and coaching for neurodiverse adults living in the community and for those who participate in the membership plan living in the greater Irby Ranch community.

**Sunday, September 8, 2019 1:30–4:00pm**  
The Square at the Pleasanton Hotel, 855 Main St., Pleasanton  
\$35 per person lunch included (21 and older)  
Purchase tickets at [www.pleasanton.org](http://www.pleasanton.org).  
No tickets will be sold at the door.

## Business Spotlight

### Helping you grow wealth through commercial real estate and multifamily investing

Perazul Capital is a private equity real estate investment firm, that focuses on helping clients build wealth, by providing stable, risk-adjusted returns, through investments in institutional grade, value-add, commercial & multi-family real estate.

One of the ways Perazul does that is by acquiring, stabilized, under-performing, Class B and C, multi-family apartment buildings that have some trapped potential for renovation, gain operational efficiencies and rebranding.

Perazul invests in stable, growth markets across the country, based on demand drivers such as population growth, job growth, rent growth, access to multiple transportation modes and proximity to universities, for access to a trained workforce.

“We started Perazul to build and protect our own wealth,” said Mano Chidambaram, Founder and Director of Investor Relations at Perazul Capital. “That goal remains the same today. We have aligned interest and invest in all our deals alongside our investors, because



**Mano Chidambaram**  
Founder and Director of Investor Relations at Perazul Capital

we believe it's the best place for our own capital.”

“I love that it provides me the freedom to pursue my various pas-

sions,” said Mano. “The incredible people who are doing phenomenal things that I get to meet every day. I enjoy the opportunity to help my investors achieve their personal financial goals be it cash flow, increased wealth, tax benefits or financial independence.”

Mano is the founder and oversees all aspects of Perazul Capital from investor relations and capital raising to partner management. His real estate experience includes investments across several multifamily, industrial, self-storage, notes and student housing. He has also raised private equity & partnered in the acquisition of over 1100 apartment units, 6 industrial business parks and 100+ room assisted living facility, worth over \$150M. Mano is active in several local bay area real estate investment meetups.

Prior to starting Perazul Capital, he spent more than 25 years in various management and consulting roles in several technology companies like IBM and Symantec. Mano has a Masters in Industrial Engineering from SUNY, Buffalo.



For more information on Perazul Capital, contact Mano Chidambaram at [mano@perazulcapital.com](mailto:mano@perazulcapital.com) or 925-336-0521.

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## Business Spotlight



The team at Turbo Systems uses the motto: Buy for what you need and expand to more features when you have to.

## Turbo Systems: No code application platform

**T**urbo Systems is the second venture for CEO and Founder Hari Subramanian. If this name looks familiar, it should. Subramanian was also the Co-Founder of ServiceMax, another successful Pleasanton software company.

"Turbo is the new vision that I brought to life in 2017," said Subramanian. "This is game technology that will revolutionize the way people manage their business and drive success."

Turbo is a platform that allows business users to create and build custom apps. You do not need a degree in coding to use Turbo. It's all drag and drop. Leo Rota, Director of Customer Success said, "With Turbo, we are giving businesses the opportunity to manage what they want without having to buy different types of software. Turbo interacts with your existing systems for accounting, HR, customer service and others."

Turbo's typical customers include companies in manufacturing, medical devices, construction/real estate, telecommunications, and retail. However, they work with any company that can use a custom application to manage things like inventory, dynamic checklists, intricate forms, guided processes, and time management, to name a few.

A recent customer of Turbo is using its forms and checklists to track and manage work being done on property sites to capture

specific job details including photos and videos. Another is a global events team that needs to manage its on-site events process and inventory.

Something unique to Turbo is they are not limited to the user count. "As long as we can show successful deployment, we are doing our job in making a company transform their existing process," said Rota.

Turbo is also changing the way that software is purchased. There are no professional services involved with becoming a customer. They have transformed the way that software is purchased and deployed. "It's all about letting our customers get up and running within a few days and sometimes even just a matter of hours," says Agni Ananda, Director of Services.

Using Turbo's Studio, which is Turbo's easy no-code area to create a rich user experience, they give their users the power to create only what they want and need without buying a whole entire software platform. "Buy for what you need and expand to more features when you have to," which is the motto of Turbo Systems. Turbo's platform is like a chameleon – it can change and be modified easily, given the business circumstances.

If you'd like to learn and explore more about Turbo, email them at [info@turbosystems.com](mailto:info@turbosystems.com). They look forward to connecting and hearing from you.

**TURBO**  
SYSTEMS



**Kat Bernardez**  
State Farm® Insurance Agent



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## Business Spotlight

## More than 30 years of success for Ram Associates (CPA)

**R**am Associates & Co. LLC is a leading Certified Public Accountant (CPA) and management consulting firm supporting individuals and businesses to achieve unique financial goals since 1983.

With a local office in Pleasanton and headquartered in Hamilton, New Jersey, Ram Associates prides themselves on their high-end accounting services. Their customized accounting services are used extensively by businesses in numerous sectors such as manufacturing, tourism, technology, health-care and other industries.

"We have extensive experience in this profession which makes our services highly reliable and competent," said Ram consultant Waseem Chaudhry. "Our services are completely cut out for the current requirements of the industry and we can help any business to grow over time with our extensive accounting and advisory services."

Chaudhry and the team at

Ram Associates understand that the needs of specific clients are always different and for this reason, they always strive to provide clients with 100% customized services. They take the time out to understand the nature of your business and offer you solutions that are in line with your specific requirements.

Ram Associates can replace your back office with accounting, payroll, and bookkeeping support. When it comes to complex issues, they have a team of experts

that will come up with meticulous and winning strategies to take care of some of the most challenging business and personal financial decisions.

"Our clients always receive the best practical advice and dedicated personal attention when they choose us for their accounting requirements," said Chaudhry. "We provide prompt responses and top-notch professional services to our clients, no matter the nature or size of their business enterprise."



Waseem Chaudhry



**Ram Associates & Company is located at  
5674 Stoneridge Drive, Suite 204 in Pleasanton.  
Learn more at [www.ramassociates.us](http://www.ramassociates.us) or by calling 925-425-7539.**

## What our members are saying

As a proud Ambassador with the Pleasanton Chamber of Commerce for 10 years, and as Owner, Writer, and Editor, with The Write Business for 25 years, I would like to sincerely thank the Chamber for their incredible friendship and support. This vibrant organization thoughtfully provides a healthy union between business owners and the community via their myriad of events and services. They stand as stalwarts in education and partnership.

I appreciate the encouragement provided to me along with the many opportunities for networking, the ability to help others, and to expand my reach through volunteerism.

It is my distinct pleasure to be affiliated with the Chamber in an array of capacities. My business thrives because of the tremendous efforts of the staff and members who help to support my vision.

Thank you, Pleasanton Chamber of Commerce, for your kindness, business acumen, and the ultimate in leadership.

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



The Write Business  
**Carol A. Marshall**  
925-895-9495  
[carol@cmwrite.com](mailto:carol@cmwrite.com)  
[www.cmwrite.com](http://www.cmwrite.com)



## Membership Anniversaries



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

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

### 45-49 Years

Pleasanton Art League

### 40-44 Years

Richert Lumber Company, Inc.  
Reynolds & Brown

### 35-39 Years

Stoneridge Shopping Center  
Pleasanton Rentals  
Stanford Health Care - ValleyCare  
Equity Enterprises  
Studio Blue Reprographics  
Ponderosa Homes  
Pleasanton Unified School District  
Pleasanton Downtown Association  
Keller Williams Tri-Valley Realty

### 30-34 Years

Livermore Amador Valley Transit Authority (WHEELS)  
Mavridis Investments  
MGR Assets Inc.

### 25-29 Years

Vargas, Tom  
Tucknott Electric Co.  
Boyd Bookkeeping, Inc.  
Sea Cliff Properties  
Costco Wholesale  
First Republic Bank  
Rotary Club of Pleasanton

### 20-24 Years

Barone's Restaurant  
Pleasanton Certified Farmers Market  
Larkspur Landing  
HYATT house Pleasanton  
United Business Bank  
Courtyard by Marriott - Pleasanton  
Pleasanton Weekly

### 15-19 Years

Museum on Main Street  
Alameda County Community Food Bank  
Pleasanton-Livermore Junior Women's Club  
Business Builders  
Burke, Betty-Realtor- Realty Station Inc.  
Mark Sweeney  
Sheraton Pleasanton Hotel  
SafeAmerica Credit Union  
Tri-Valley Inn & Suites  
Turman Commercial Painters  
Biletnikoff Foundation, The  
Visit Tri-Valley  
Mohseni Real Estate Group at Compass  
Y.A. Tittle Insurance  
Office Depot  
Clorox Services Company  
Sweet & Savory Cafe and Bakery  
Richard's Heating & Air Repair Inc.

### 10-14 Years

Pleasanton Golf Center  
Service Champions Heating & Air  
Haskett Law Firm, P.C.  
Window-ology  
Palm Event Center in the Vineyard  
Safeway, Inc.  
Dote, Tom - Farmers Insurance Group  
Dote, Tom - Farmers Insurance Group  
Process Metrix, LLC  
Best Western Plus Pleasanton Inn  
Pallesen & Butler Tax Service

Pleasanton Auto Mall  
Dutra Enterprises, Inc.  
Casa Real at Ruby Hill Winery  
Comerica Bank  
Ruggeri-Jensen-Azar  
Servpro of Pleasanton/Dublin

### 5-9 Years

California Documents Preparers  
Leslie Wolf - State Farm Insurance  
Valley Pregnancy Center  
Allergan, PLC  
The Hitmen Termite & Pest Control, Inc.  
Pleasanton Family Wellness Center Inc.  
Integrated General Counsel  
Altamont Corridor Express (ACE)  
Karlsson & Lane, An Accountancy Corporation  
Legacy Real Estate & Associates  
Massage Envy Spa Pleasanton  
Tim Totah Team @ Legacy Real Estate & Associates  
Union Bank  
Baird Orthodontics  
Pleasanton Girls Softball League  
Velur Enterprises, Inc.  
Joan Laursen  
National University, East Bay  
Cellar Door  
Rancho Grande Taqueria #2  
Window Genie of the East Bay LLC  
CreekView Health Center  
Scott's Hospitality Management & Catering  
Services at The Blackhawk Auto Museum

### 1-4 Years

Patriot Pest Management  
E J & J Investments, LLC  
Landmark Lending  
Main Street Pediatric Dentistry and Orthodontics  
SteelWave  
BHATIA & CO, INC, CPAs  
CarMax  
Morgan, Lewis and Bockius - David V. Sanker, Ph.D.  
McKay's Tap House & Beer Garden  
Pleasanton Tutoring  
LIFELIGHT FIT  
Chirosports USA  
Hopkins & Carley A Law Corporation  
J. Boles, West Coast Backflow  
Mindshare Group Benefits & Insurance Services  
Preet Brows  
Bob Silva  
On The Edge of Coaching  
ARCpoint Labs of Pleasanton CA  
Donna Bratton-Kearns, MPH, JD  
Eclipse Office Technology  
Phoenix Technology Group, Inc.  
Squash and Stretch Productions  
Ballistic United Soccer Club  
Merrill Lynch, Nikolas Papageorge  
Nate Miley, Supervisor  
Guardian Background Services, LLC  
One Resource Consulting  
Pacific Pearl - Vestar  
Omni Fight Club  
Connect Hearing  
JBInsurance Services  
Alliance Home Health Care  
Tri-Valley Conservancy  
Brad Warren - Velur Enterprises, Inc.

## Business Spotlight



Michael Bruner of Brogan Video helps people communicate with their clients, co-workers, friends, family, and community through top quality videos.

## Introducing Brogan Video

By Michael Bruner, Brogan Video

"I don't like being on camera." I hear this sentence more than most dentists hear, "I don't like having my teeth drilled." Everyone understands the usefulness and value of quality video content but the apprehension to create content is strong.

I created Brogan Video because I love creating attractive videos for events, small businesses, and non-profits. But I have a passion for easing people into being on camera and enjoying the experience. When a professional can talk clearly and with confidence about their field, they create a credibility with that audience that has no equal. When a professional gets that on camera, the results can be transformative.

I help people communicate with their clients, co-workers, friends, family, and community through top quality videos. I travel, write, direct, record, edit, polish, and deliver. I have a BA in Theater Arts from UC Irvine where I accumulated all the tricks I use now to direct people with a very light touch. It was in Southern California that I started my first video production company. I have 13 years of experience in video production, five under the banner of my solo venture, Brogan Video. I have shot and

edited feature films, feature documentaries, commercials, etc. Of all the work I have done, the work for charities and non-profits has been the most rewarding. Now that I'm settled in Livermore with my wife, I am focused on becoming the preferred creative partner in social media and web content for the Tri-Valley.

Everyone needs video in the digital marketplace. I provide an alternative that is affordable, flexible, and, most of all, I make it easy. Whether I travel to your office to set up lights and a teleprompter or we are hiking along the Pleasanton Ridge, I love to say yes to interesting or unusual ideas. I believe that within our individual quirks lie the qualities that make each of us interesting and relatable. While many of us have to wear a suit, we all have our own way to stand and smile.

Thank you for reading about my company, Brogan Video. I'm Michael Bruner, owner. My family has lived in Pleasanton since 1990, I am the ghost of the Pleasanton Hotel during the Pleasanton Museum's annual Halloween ghost walks, I'm a member of the Tri-Valley Non-profit Alliance, and I absolutely love my job!

Connect with me and follow my work  
on Facebook + Instagram @broganvideo.

## Business Spotlight



**F**inancial Literacy is perhaps one of the least understood and yet most important aspects of our lives. Like air, we don't think about it. But it impacts lives, families and the very fabric of society.

With a mission to empower you to achieve financial success, Rena-Fi, Inc. offers personalized hands-on training with crucial accountability features, all for one affordable price.

Over the course of Rena Fi CEO Rick Webster's career, he grew to understand that making a living must be values-driven, and that how we handle business and money has its roots in our often-subconscious feelings and drives. It's critical to know the nuts-and-bolts of handling money and working a business, but without the context of one's values, and without some awareness of the emotional bases of behaviors, success can be elusive.

Rena-Fi's program is designed for effective and efficient learning and gives a convenient, personalized and powerful approach to learning.

Here is an overview:

### Webinars

- MindShare, Mastermind, and professional round tables
- Financial and behavioral topics; tips and tricks
- Access to all past webinars

### Hosted Video Workshops and Chat Rooms

- Focused content and basic principles
- Led by qualified educators and experts in the field
- Small groups with individual attention

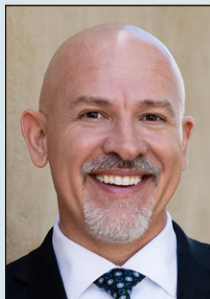
### Unlimited Access to Varied Content

- New topics every month
- Courses with workbooks, application studies, and videos
- Free articles, pro tips, infographics, app reviews, and more
- Daily prompts and exercises to maximize engagement and learning

Learn more about Rena-Fi at [www.rena-fi.com](http://www.rena-fi.com) or email Rick Webster at [rwebster@Rena-Fi.com](mailto:rwebster@Rena-Fi.com)

## Meet Paul Kepler

**T**he Kepler Group, Ltd is an independent, full-service insurance firm helping individuals navigate the challenging insurance landscape. We specialize in making the insurance buying experience simple, easy and stress-free.



Paul Kepler

### Why do you do this type of work?

My father passed away unexpectedly 25 years ago and left my mom with a great deal of debt. Unfortunately, he didn't have a life insurance policy to help her financially. She struggled for years to make ends meet with a situation that was completely avoidable. Losing a loved one is traumatic enough; I want to help people avoid the same painful struggles she went through.

### What types of services can you help people with?

Although I have been in and around the insurance industry for 28 years, my specialty is life insurance. However, I am licensed to help individuals with more than just life insurance. I can also help with short-term disability, long-term care, guaranteed annuities, small-group medical, dental and vision insurances.

### Describe your ideal client. Who are you hoping to connect with?

My ideal client is open to the concept

of protecting themselves, those they love or their employees and is willing to take action steps to sleep better at night. I am all about the relationship when it comes to helping others navigate the insurance landscape.

### How does your client's life change after working with you? What's the outcome?

The primary thing my clients tell me is they now have peace of mind. For example, putting protection in place after 10+ years of "I'll take care of it tomorrow" relieves a significant trigger point in their life.

### What is your signature method or process? Tell us more about working with you.

I like to meet face to face with my clients, get to know them, their goals, dreams and desires. Once we've identified these points, we work together to tailor a solution unique to them.

### What do you love to do outside of work that can give us a peek at who you are behind the scenes?

I truly enjoy spending time with my girlfriend, family and friends. I love wine tasting, traveling, food experiences, golf and networking (I'm all about being a connector).

For more information, contact Paul Kepler via email at [paul.kepler@keplergroupltd.com](mailto:paul.kepler@keplergroupltd.com) or phone 734-709-1772.

## Business Spotlight

### First Filipino Bakery in Downtown Pleasanton

**B**unso Breads started business in October 2013 in Dublin, California and is registered as a Limited Liability Corporation (LLC). For five years, they operated out of their home as Cottage Food Operator (CFO), Class A then to Class B. The business has grown exponentially in the last two years and in February 2019, Bunso Breads opened its first commercial bakery in Pleasanton. From Bunso Breads Home Bakery, they changed their name to Bunso Breads Bakery & Cafe.

Bunso Breads Bakery & Cafe is the first and only Filipino bakery in the Tri-Valley area. They are known for their popular bestseller Ensaimada Balls (Filipino Brioche Bread). They made the conventional brioche bun style into a unique distinctive bite size bread they call Ensaimada Balls (now trademarked).

Rina Cajayon and Olla Galagalac are the owners of Bunso Breads. Rina handles all of the bread-making and baking side while Olla covers operations, sales, marketing and analytics. The bakery is named Bunso Breads because both owners are "bunso" which means the youngest sibling.

Rina's love of cooking and baking progressed as a career in the U.S. Army. She



started as a Food Service Specialist and is currently a Warrant Officer as a Food Advisor.

Rina complemented her cooking and baking skills with formal education and graduated (top of her class) with an Associates Degrees in Culinary Arts and Advanced Baking from the University of Hawaii, Maui. She also worked

as a baker for five years at Four Seasons Hotel in Maui and in Washington, DC. Rina's mix of her passion, her education, her experience and her hard work made her dream of having her bakery into a reality now called Bunso Breads Bakery & Cafe.

Olla has worked as a Data Scientist both in the Philippines and for a few technology companies in the Silicon Valley. She specializes in marketing strategy and customer insights.

With Rina's expertise in baking/bread-making and Olla's experience in marketing analytics, Bunso Breads made it to reach Filipino clientele and went beyond attracting other markets. Bunso Breads humbly thrives to make the best fresh breads and to provide the best customer service.

Bunso Breads is located in downtown Pleasanton, at 618 Main Street, Suite A. Hours: Wednesday to Saturday, 10 a.m. to 7 p.m. and Sunday 10 a.m. to 5 p.m.

## Primary care doctors close by



**JOHN MUIR**  
HEALTH

**SAN RAMON**  
REGIONAL MEDICAL CENTER  
PARTNER

## Ribbon Cuttings



Creating new jobs, stronger economy



Empowering people to laugh more, love more and live more

**Pedego Electric Bikes** — A new Pedego Electric Bikes store has opened in Livermore. Pedego Livermore co-owners Jim and Loretta Buck are delighted to bring the nation's number one electric bike brand to the Tri-Valley region. The Bucks are well-established entrepreneurs in the region with a passion for wheels-based entertainment. They also own Umigo Indoor Kart Racing & Event Center. Pedego Livermore offers rentals, tours, sales and service of Pedego electric bikes. It is located only a brief ride to the historic Livermore Valley Wine Country, California's oldest and original wine country. Riders can enjoy sightseeing as well as visits to historical sites, wineries, breweries and shopping. Along the way, they can conquer hills, headwinds and distances with the bike's PedalAssist and twist-and-go throttle. Pedal or not, riders enjoy the scenery as they ride. Pedego Livermore is located at 6538 Patterson Pass Rd., Suite A in Livermore, in the Livermore Indoor Sportsplex and is open Wednesday through Sunday, Noon to 6 p.m., with expanded hours in spring and summer. Call (925) 800-5330 to learn more and arrange a free test ride. For more information, email the owners at [contact@pedgolivermore.com](mailto:contact@pedgolivermore.com).



Fast and effective option to treat enlarged prostate

**Teleflex** — Teleflex, Interventional Urology celebrated the ribbon cutting of their new facility on 28 March. Teleflex executive management, led by Liam Kelly, joined Pleasanton employees in the festivities. Interventional Urology business unit employees who formerly were in four buildings are now housed under one roof that includes a large manufacturing area, two training rooms, all-hands meeting space, engineering laboratories, and ample meeting and employee collaboration areas. Manufacturing will start in the new location this summer once certification is completed. The organization just announced its 100,000th patient and looks forward to ramping up and reaching 1,000,000. Learn more about Teleflex at [www.urolift.com](http://www.urolift.com) and 925.401.0700.



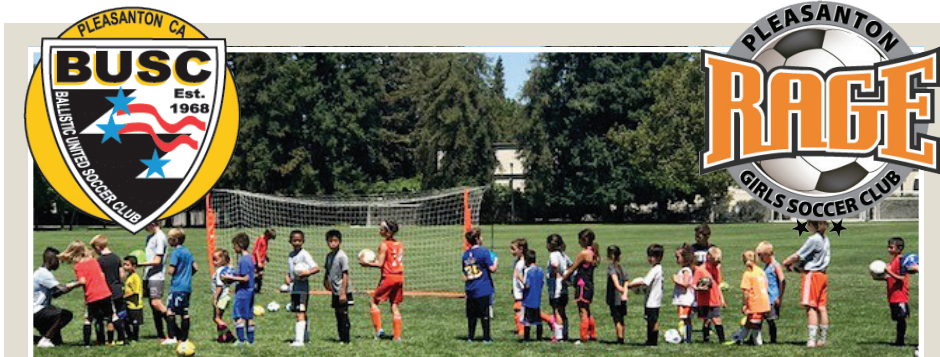
Sign up, show up, sip up

**Wine & Design** — Wine & Design is the perfect place to unwind, create memories and masterpieces, and have fun! They offer highly customizable, affordable paint and sip parties for all ages, groups and talents. From girls' night out, birthday parties for all ages, team building, date nights, art camps and more, Wine & Design has you covered. They provide drinks, food, canvases, and paintbrushes as our artist guides you stroke-by-stroke in their studio or at a location of your choice. Wine & Design is located within a mile of downtown Pleasanton, in the Vintage Hills Shopping Center at 3550 Bernal Avenue, Suite 140 in Pleasanton. Learn more at [www.wineanddesign.com/pleasantonca](http://www.wineanddesign.com/pleasantonca) or call 925-789-0725.



Now open in Pleasanton at Stanley and Bernal

**Cold Stone Creamery** — For more than 25 years, Cold Stone Creamery has served up the finest, freshest ice cream, cakes, smoothies and shakes using only the highest quality ingredients, and of course, their signature process of preparing your custom ice cream creation on a frozen granite stone. Cold Stone is about more than just serving up amazing ice cream. They like to think they're really in the business of making people happy. They love to cater events, both large and small, with their world-famous ice cream and cakes. Let them handcraft a custom cake for you. Visit Cold Stone Creamery in Pleasanton at 3040 Bernal Avenue, Suite 310.



## BUSC/RAGE Summer Soccer Day Camp

**Who:** Boys and Girls, Ages 5-12 **Levels:** Recreational and Competitive

**When:** July 15-18, 2019, 9 am – 11 am

**Where:** Patelco Community Park, East and CTS (West) Fields

This summer, BUSC and RAGE will jointly offer Summer Soccer Day Camp.

Both RAGE and BUSC staff are known for creating an exciting environment and teaching the game of soccer at its best.

The camp focus will be on ball skills, 1v1, 2v2, 3v3, small-sided games, and FUN! We will offer only one camp session this year—we expect it to sell out, so register early!

**[www.busc.org](http://www.busc.org) or [www.pleasantonrage.org](http://www.pleasantonrage.org) for more information**



Pleasanton location is now open

**Plucked Chicken & Beer** — Plucked Chicken & Beer is creative comfort food at its best. Come in and try our Chicken and Waffle sandwich, some of our pluckin' amazing Chicken Tacos or our delicious What the Pluck Fries. Pair these with one of our sides and a drink and you've got yourself a party. With 12 self-service beer taps, 16-ounce cans of craft beer, and a freestyle Coke machine you have lots of choices for a pluckin' great time. COMING SOON – try our new GRILLED chicken options! Located in the Pleasanton Gateway Shopping Center at 6762 Bernal Avenue #630 in Pleasanton. Call 925.425.0795 for more information.