

Business Connection

Strengthening the local economy and serving members for 70 years



925.846.5858

www.pleasanton.org

November 2017

Expansive and Luxurious Community Center Now Open in Pleasanton

HUB925 features a fitness center, event center and rejuvenation spa

It has been said that the greatest victory individuals can achieve is to learn to conquer themselves. HUB925 wants to be your arena of triumph, a place where you can begin a journey toward physical, mental and spiritual wellness that supports personal growth and leads to a place of wonderful enlightenment.

Shape your body and your mind

HUB925 is an expansive and luxurious center designed to gather community members in support of wellness and community. They offer a state-of-the-art fitness center, complete with advanced equipment, airy group exercise rooms and women's and men's locker rooms. A relaxing Rejuvenation Spa is also on site with sensory deprivation floatation tanks and cryotherapy. You'll also find dedicated spaces for meditation, prayer and learning. HUB925 is a destination ready to accommodate a variety of community needs.



HUB925

When your guests and clients deserve the very best

Strategically located between highways 680 and 580, Events at Hub is the perfect venue to host phenomenal weddings, family and social gatherings, proms, fundraisers, corporate events and more. Events at Hub offers two fully-equipped state-of-the-art audio ballrooms complimented by at ready-to-prepare bridal suite and a top-notch groom's lounge to give the nuptials that extra special feeling. In addition, they offer the entertainment opportunity of customized karaoke onsite as well as a fully-operational commercial kitchen for your delectable meals to be served from your favorite caterer. Make Events at Hub your premier destination for any type of gathering. Contact Valerie at info@event-sathub.com for more information.

HUB925 is passionate about improving

(continued on page 4)

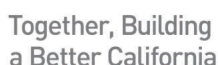


INSIDE

- 1 HUB925 Events at Hub
- 2 Chairman's Column PYP Charity on Tap
- 3 Huntington Learning Center Travel Opportunities
- 4 What our members are saying
- 5 Fresa Linguistics
- 6 Member Anniversaries 9Round Fitness
- 7 Cain Communications Ribbon Cuttings
- 8 Ribbon Cuttings

HUB925 Features

- State-of-the-art fitness equipment
- Basketball/volleyball court
- Lap pool and spa
- Group exercise classes
- Cycling studio
- Personal training
- Small group training
- Female-dedicated fitness room, group exercise classes and pool hours



BOARD MEMBERS & STAFF

2017 Board of Directors

Chairman of the Board

Todd Moberg, Insignia Designs

Chairman-Elect

Harold Roundtree, UNCLE Credit Union

Past Chairman of the Board

Matt De Pretis, DePretis Certified Public Accountants

Treasurer

Brian Gentry, Fremont Bank

Directors

Randall Cole Brown, PMZ Real Estate;
Steve Calcagno, Kier & Wright Civil Engineers & Surveyors;
Kim Damiani, Wealth Management Associates;
Danielle Fratellone, Fratellone Family Chiropractic;
Scott Gregerson, Stanford Health Care-ValleyCare;
Sara LeBrun-Scott, Marriott Pleasanton;
Mike Peel, Venture Sotheby's International Realty;
Herb Ritter, Ritter Investments;
Janice Sangster Phalen, Diablo Meridian Realty;
Mark Shawver, Heather Stanek, ClubSport of Pleasanton;
Ed Westmoreland, Eddie Papa's American Hangout;
Alton Wheeler, Walmart Neighborhood Market

Committee Chairs

Ambassadors

Gena Stanley, UNCLE Credit Union**Ken Norvell, CMIT Solutions of Pleasanton**

Chamber Staff

President and CEO

Scott Raty

Manager, Business & Projects

Kate D'Or

Manager, Communications & Special Events

Susie Weiss

Manager, Membership Relations

Dawn Wilson

Administrative Assistant

Yianna Theodorou

Pleasanton Chamber Foundation

Chairman

Jim DeMersman, Museum On Main

Directors

Sara LeBrun-Scott, Marriott Pleasanton;
Jeff Bretzing, City of Pleasanton Police Dept.;
Jeff Peters, Livermore-Pleasanton Fire Dept.;
Julie Harryman, City of Pleasanton;
Mary Arnerich, ClubSport Pleasanton;
Brock Roby, BKF Engineers;
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

Business Connection is a bi-monthly publication of the Pleasanton Chamber of Commerce.

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

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Pleasanton Chamber of Commerce

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www.Pleasanton.org

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Moberg reflects on his year as board chair

Happy Holidays to our members and all residents of Pleasanton! As I wind down my term as Chairman of Pleasanton Chamber of Commerce Board, it seems a great time to reflect on all the Chamber accomplished this year. We held fast to

our traditions, welcomed close to 100 new members, and integrated new activities and efforts designed to strengthen our networks and help our member businesses thrive.

As a past Ambassadors Committee chair, I am proud of how our amazing Ambassadors continued our tradition of welcoming and serving new and existing members. With 40+ individuals volunteering their time and over 500 personal "Member Thank You" and plaque delivery visits, they were instrumental in helping us maintain and build our business networks throughout the year. Beyond that effort, they attended and supported numerous events such as ribbon cuttings and mixers, and teamed up with the Pleasanton Young Professionals for an environmental clean-up event at Shadow Cliffs. Their efforts assisted **Dawn Wilson** in the recruitment of 100 new members by year's end. Congratulations to Ambassador Chair **Gena Stanley**, UNCLE Credit Union and Co-Chair **Ken Norvell**, CMIT Solutions.

Speaking of the Pleasanton Young Professionals, the "PYPs" took their game to a new level with the success of their first signature event – Charity on Tap, a fundraiser to support 4-H in the Tri-Valley. Proudly, Chair **Kim Damiani**, Wealth Management Associates, and other PYP leaders presented 4-H with a check for \$8,000 to support their Academy program at our

October Mixer. Behind the scenes throughout the year, **Yianna Theodorou** on staff has been a great support to the group.

Chamber Leadership benefitted from guidance by **Kate D'Or**, who coordinated several great international trips and directly supported the Chamber's

Community Foundation and the Leadership Steering Committee. This was another banner year for Leadership, and a new class of 32 began in September. Thank you **Jim DeMersman**, Museum on Main, for your continued chairmanship of the Foundation and support of Leadership Pleasanton.

The key events we hosted this year came off without a hitch, thanks to **Susie Weiss**, her fellow staffers, and our committees. In addition to our State of the City, Community Service Awards, Salute to Partnership BBQ, Golf Tournament, and BACPAC BBQ events, we hosted a special sell-out luncheon featuring author and Navy SEAL Thom Shea. Beyond the Cloud 5.0 is just around the corner where we will recognize three more outstanding "Economic Drivers" in our business community.

Stepping up our social media game was a personal goal of mine this year and we succeeded – ribbon cuttings, mixers and other special events generated hundreds of new followers as we "Liked," "Shared" and "Posted" our events and activities. The feedback from many hosting companies was great, as they saw spikes in their social media as a result of our chamber efforts.

Also, for the first time in more than 10 years we produced a new city street map. Surprising as it may seem, even given the mapping



Todd Moberg
2017 Chairman
of the Board



Photography by KC Chen

Todd Moberg, second from left, pictured at this year's Community Service Awards event with several members of the Chamber's Ambassador committee, said, "I am proud of how our amazing Ambassadors continued our tradition of welcoming and serving new and existing members."

capabilities of our smart phones and iPads, folks want good, old-fashioned street maps, so we will be giving away 6,000 of them over the coming year.

To cap off our new activities, the Chamber staff has been working behind the scenes for months on a newly updated Chamber website, with improved functionality and updated visuals. The new site will launch in just a few weeks, so stay tuned!

On the business advocacy side of the ledger, 2017 was highlighted by the completion of the Johnson Drive Economic Development Zone, a three-year effort by the City and supporters. Costco and the related traffic improvements can now move forward. The Downtown Specific Plan Update is in midstream and the chamber remains focused on policy that will result in a boost to retail, dining and entertainment in downtown.

As the year comes to an end, we'll complete a Pleasanton 2020 Progress Report as we reach the midpoint of our current Community Vision. A big thank you to EDGR (Economic Development &

Government Relations) chair **Steve Calcagno**, Kier & Wright, along with **Herb Ritter**, who moderated our Pleasanton 2020 Forums throughout the year. Also, a shout out to BACPAC (Business and Community Political Action Committee), chaired by **John Sensiba**, Sensiba San Filippo.

Finally, a special thanks to **Scott Raty**, our Chamber President. Scott is a true leader and business professional who always seems to have his finger on our city's pulse and is always looking out for the best interests of our membership and businesses in Pleasanton.

Pleasanton is fortunate to have such an active chamber. Our strength comes from a real team effort by committees and staff, and great support from our Ambassadors and event and program sponsors.

Thank you for allowing me to serve Pleasanton as your Board Chairman in 2017. This is a great city and it was an honor to give back to my hometown where I grew up, raised my own family, own my business, and plan on living for many years to come.

Pleasanton Young Professionals Raise \$8,000 at Charity on Tap Event

The Pleasanton Young Professionals (PYP) hosted their inaugural "Charity on Tap" fundraiser benefiting the Alameda County 4-H Summer Camp Academy in September. With the enormous community support, all the proceeds totaling nearly \$8,000 were donated in full. The event hosted at Handles Gastro Pub included music, a photo booth, silent auction, and lunch. Shadow Puppet Brewing was there to provide beer tastings and specials.

"As a group that focuses on lead-

ership and community service, it was our vision to have an annual fundraising event," said Chair of the PYP Kim Damiani. "We created something we felt would be fun and engaging for our community and we look forward to continuing to partner with local non-profits."

The executive directors of the 4-H Camp Academy project were in attendance and blown away by the huge turnout and fun was had by all.

"I participated in the 4-H camp academy program in high



Photography by KC Chen

Members of the PYP Executive Committee presented a check for \$8,000 to the directors of the 4-H Summer Camp Academy.

school," said Neil Libbe, VP and Philanthropy chair of the PYP. "As an attorney, I continue to use the leadership, communication, and problem-solving skills I learned in the program."

The Pleasanton Young Professionals are already looking

forward to hosting the event again next year, and feel honored to support an organization helping develop leadership for teenagers. To learn more about the PYP, visit their facebook page at www.facebook.com/pleasantonyoungprofessionals.

Business Spotlight

The results are in: Huntington Helps

Unlock your child's potential and send troubles packing

The Pleasanton Huntington Learning Center has been a part of the Pleasanton community for 30 years. It first opened in 1987 and has been at the same location on Hopyard ever since. Huntington provides premier tutoring for kids K-12 in math, English, science, reading, comprehension, phonics, and study skills. It also provides 1-on-1 tutoring for younger kids, SAT and ACT exam preparation and subject tutoring.



Center Director Mona Sethi

We sat down with Center Director Mona Sethi to learn more about everything Huntington Learning Center has to offer.

What sets your business apart from your competition?

We are accredited by WASC (Western Association of Schools

and Colleges and MSA (Middle School Association) just like any public or private school. We only hire certified teachers to teach learning center kids. Our individualized instruction is tailored to each student's unique learning needs. Throughout the program, we meet often with parents to discuss progress. Once students begin instruction, we use our custom-designed study carrels that are arranged to provide optimum student-teacher interaction. Our record keep-

ing process ensures continuity of instruction from session to session and permits our Director of Education to review programs frequently, targeting the need for any program changes.

How did you get started in this

business?

My background is in teaching and school counseling. I have worked with kids of all ages and in various capacities for over 20 years, including yoga teacher. My passion is helping people in any way I can. When I see kids struggle academically or otherwise, I want to know why and what I can do to help them. There is only a certain amount of time these kids have to find their potential before they give up, go to college and become adults. Being at Huntington, we see kids who are not doing well in school, or older kids who gave up on going to a four-year college and parents don't know what to do. To see the transformation in them just after few weeks of being with us, gives me joy!

What are your favorite parts about Huntington Learning Center?

Seeing kids succeed and realizing their potential! At Huntington Learning Center, we understand that one size does not fit all stu-



Huntington Learning Center is located at 4855 Hopyard Road in Pleasanton.

dents. The program is individualized, every student has their own program and they progress at their own pace. Not all kids do well with classroom or group instruction

and I love that our program gives that option to kids who are falling through cracks in school. Every child can learn if you just give them the opportunity.

Your local Pleasanton center is located at 4855 Hopyard Road, Suite C-3. Call them at 925-463-2334 or visit Huntington on Facebook.

2018 Chamber Travel—5 Unique Destinations!



Experience Southern Charm at its best!

HISTORIC SOUTH

Featuring
Charleston, SC
Savannah, GA
St. Augustine, FL

7 Days

April 22-28, 2018

\$2,575

per person/double occupancy

Information Meeting

November 9, 2017, 7:00p.m.
777 Peters Avenue, Pleasanton

6 Days
October 7-12, 2018
Philadelphia, the Poconos & the Brandywine Valley

Featuring Amish Country

Visit Valley Forge, Philadelphia City Tour, Independence Hall & the Liberty Bell, Pennsylvania Amish Country, National Constitution Center, and more!

\$2,175

per person/double occupancy



CHINA

Includes:

- Round trip airfare
- 4- & 5-star hotels
- 3 meals daily
- transportation to/from SJC/Pleasanton
- and much more!

\$2,399

per person/double occupancy

11 Days

April 5-15, 2018

Visit Beijing, the Great Wall, Forbidden City, Tiananmen Square, Ming Tombs, Suzhou, Hangzhou, Shanghai, and the Terra-cotta Warriors

RIVER CRUISE
THE SOUTH OF FRANCE
LYON, BURGUNDY & PROVENCE

10 DAYS, STARTING AT
\$3,999



OCT. 23-NOV. 1
2018

The Rhône-Saône river winds through picturesque Provence and the heart of French wine country with breathtaking vistas and splendid views of small French villages, famous vineyards, UNESCO World Heritage sites, and more!



Visit Cairns, Great Barrier Reef, Sydney Opera House, Auckland, Rotorua, Christchurch, Queenstown, Arrowtown, and Milford Sound

South Pacific Wonders

Including New Zealand's North Island and offering an optional Fiji extension

Nov. 15—Dec. 2, 2018
18 days

\$6,999

per person/double occupancy

Information Meeting

November 14, 2017, 7:00p.m.
777 Peters Avenue, Pleasanton

For itineraries and more, visit our website: www.pleasanton.org/chamber-travel
Direct inquires to Kate D'Or, kate@pleasanton.org or 925-846-5858 ext. 203

HUB 925

(continued from page 1)

people’s lives and helping you find a holistic approach to the health and healing of the body, mind and spirit. They are currently running grand opening specials for their gym memberships, event rentals and spa pack-

ages. They have an unbeatable first-time spa special on floatation and cryotherapy for only \$35. Learn more at www.hub925.org or call 925-523-3233. HUB925 is located at 5341 Owens Court in Pleasanton, across the street from the Mercedes-Benz dealership. Stop by today for a complete tour of the facility.



HUB925 is an expansive and luxurious center designed to gather community members in support of wellness and community. They offer a state-of-the-art fitness center, complete with advanced equipment, airy group exercise rooms and women’s and men’s locker rooms. Events at Hub is the perfect venue to host phenomenal weddings, family and social gatherings, proms, fundraisers, corporate events and more.

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



What our members are saying

My company joined the Pleasanton Chamber over 10 years ago. This Chamber has truly been a great resource for my business. Not only have we made amazing contacts through the various chamber events, we’ve also made many good friends. The Pleasanton Chamber does an amazing job of bringing the local business community together. If you’re looking for a way to showcase your business in Pleasanton and the Tri-Valley, then you definitely need to contact the wonderful staff at the Pleasanton Chamber of Commerce.



Leon Gundersen, Select Imaging



6398 Dougherty Road, Suite 27, Dublin, CA
925-803-1210 | www.selectimaging.com

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



BUY ONE
WOKIE COOKIE,
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

Business Spotlight

Learning to Speak Another Language.... One Word at a Time

To many individuals, learning a language has never come easy. People usually avoid learning it all together or memorize just enough to pass the class but never really mastering the language.

Speaking another language has almost become a necessity in our daily lives. This is even more true with individuals who work in industrial and blue-collar industries where you typically have more foreign or first generation immigrant employees.

This is where FRESA Linguistics and Eve Ruhlman can make a difference.

In Eve's case, the decision to be bilingual was made by her parents who used Spanish as the dominant language until the first day of

kindergarten when they switched to English. "I was delivered to school only speaking Spanish and within a few weeks, I was able to communicate in either language," said Ruhlman.

Ruhlman earned a Bachelor degree from Texas A&M University in International Studies and Spanish, with a minor in Cultural Anthropology and later a Master degree from the Conrad Hilton School of the University of Houston.

Ruhlman's first position after graduation from Texas A&M was teaching English in Korea at Kookmin University in Seoul. She also tutored executives that wanted to improve their verbal skills.

Developing her love for learning into a passion for teaching, Ruhlman has found a welcoming



Eve Ruhlman, Fresa Linguistics

Friendly Reliable Everyday Spanish Adventure

FRESA

Linguistics



Teaching Languages and Expanding Opportunities

audience in the Tri-Valley area who wants to learn Spanish and expand their potential Hispanic clientele.

Ruhlman believes there are efficient ways to learn another language. By teaching the language more verbally than written, one begins to hear how the language works with keywords in sentences.

By building these basic linguistic skills, one can begin to communicate with non-native speakers more accurately, thus providing less stress to themselves.

Eve teaches one-on-one classes, group classes, as well as translate websites, employee handbooks, benefit packages and additional business materials for clients

to either English and Spanish. You can learn more about Ms. Ruhlman on her website: www.FRESALinguistics.com.

By learning a new language, it makes working a lot easier. Who would not want a little less stress in their life, especially at the beginning of the business holiday season?

ZAWAYA
PRESENTS

NOTES AGAINST THE BAN

A MUSICAL RESPONSE FROM THE 7

**NOV. 18TH, 2017 - 7:30PM @ HUB925
5341 OWENS CT - PLEASANTON, CA**

**A CONCERT BY THE ASWAT ENSEMBLE AND
SPECIAL GUEST PERFORMERS SHOWCASING
THE MUSIC OF THE 7 COUNTRIES LISTED
ON JANUARY 27TH'S EXECUTIVE ORDER BANNING
TRAVEL FROM 7 MUSLIM-MAJORITY COUNTRIES:
SYRIA, IRAQ, LIBYA, SUDAN, SOMALIA, YEMEN, AND IRAN.**

**FREE TICKETS & MORE INFORMATION @
AGAINSTTHEBAN925.EVENTBRITE.COM**

(BPM=80)

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.

52 Years

Pleasanton Glass Company

35-39 Years

Inderbitzen, Martin W.,
Attorney At Law
ClubSport Pleasanton
BB&T - Tanner Insurance Services
KKIQ

30-34 Years

Diablo Auto Body, Inc.
Alpha Omega Print
25-29 Years
Black Tie Transportation
Gene's Fine Foods
B & S Hacienda Autobody Repair
Better Homes & Gardens
Tri-Valley Realty, Janet Cristiano

20-24 Years

Wilson Property Management
California Youth Soccer Assn.
Shrine Event Center
Merrill Lynch
First Republic Bank
Pleasanton VIP Senior Club
Assistance League
of Amador Valley
Select Imaging
JGPC Business & Corporate Law
Alameda County
Transportation Commission
Lee & Associates
Terrence J. Rose, Inc.
AppleOne Employment Services

15-19 Years

Compass Product Design, Inc.
Miraglia Catering
& Event Planning
Amador Valley
Property Management
Stone Group, The
Diversified Mortgage Group
Tri-Valley Electrical Service Inc
Door Doctor, The
RAS Construction, Inc.
Axis Community Health
O'Neill & Associates
Zone 7 Water Agency
Tri-Valley One Stop Career Center
Pleasanton Police
Officers Association
Hoge Fenton Jones & Appel, Inc.
Stoneridge Apartments
Denali Data Systems, Inc.
Greenbriar Homes
Communities, Inc.
Valley Humane Society, Inc.
Agape Villages
Foster Family Agency
Marketing Solutions Group

10-14 Years

Kier & Wright Civil Engineers
& Surveyors, Inc.
Cherry Creek Mortgage
Maverick Networks, Inc.
Sola Brite
Bregante + Company LLP

The Parkview Assisted Living
Sola Brite
The Arc of Alameda County
Rubiconn

5-9 Years

Northern California Chapter,
NECA
Cafe Main
Amador Properties
Dr. Lynne R. Mielke,
Medical Corporation
India Garden
Collette
Patton & Sullivan, LLP
Zeltiq Aesthetics, Inc.
Mark Shawver
USA Mobil Drug Testing
of the East Bay
Caledonian Club
of San Francisco, The
Civic Center Station
Outer Visions Landscape Design
Pat Mayfield Consulting, LLC
Technology Credit Union
Darlene Crane - RPM Mortgage
Liu & Partners Properties
Cushman & Wakefield
The Bradley Team -
Intero Real Estate Services

1-4 Years

Law Office of James P. White
Patelco Credit Union
Nick Valenziano,
Farmers Insurance
Rancho Grande Taqueria #2
Blaha, Hartford, Perry,
Anastopoulos & Libbe, APC
Sunol Creek Memory Care
Law Offices of Connie Yi, PC
Jill Denton - eXp Realty
KinderCare Learning Center
KinderCare Learning Center
Gentz Construction, Inc.
Intero Real Estate Services
Scott's Hospitality Management
& Catering Services at
The Blackhawk Auto Museum
Intero Chiropractic
Printer Bees
Raising The Woof!
Venture Sotheby's International
Realty-Rosanne Hoffman
Pleasanton American Legion
Post 237
Real Protection, Inc.
Dusty Cars, LLC
East Bay Assisted Living Services
The Dominguez Team, Legacy
Real Estate & Associates
Venture Sotheby's International
Realty-Brian Cullen
The KPA Group
World Financial Group
PsiNapse Technology Ltd.
Config-Consultants, LLC
Smog King
Vintage Apartments
Chick-fil-A

Business Spotlight



Visit 9Round Pleasanton at the Rose Pavilion Shopping Center next to Ranch 99 & Macy's Furniture Store or in Livermore at 1490 N. Vasco Road.

Fitness That Empowers

The 9Round Fitness Pleasanton is a specialized fitness center dedicated to serving clients who want a unique, fun, and proven workout

that guarantees results. At 9Round, they offer a kickboxing-themed fitness program that incorporates functional, interval, cardiovascular, and circuit training regimens. The

programs consist of a proprietary system of nine challenging workout stations developed by a professional fighter.

Get in Amazing Shape with The Fun & Exciting 30-Minute Workout

Strength: Stations 1-2

You'll use dumb bells, kettle bells, medicine balls, jump ropes and other equipment to build strength and stamina. Our trainers help you at every station.

Kickbox Fitness: Stations 3-8

The real fun begins as you punch and kick heavy bags to build power, double end bags to increase coordination and timing, and speed bags to develop shoulder conditioning and speed.

Abs & Core: Station 9

You'll tighten and strengthen all the muscles in one of the most common trouble spots, your core, which improves your ability to perform any movement you do for work, exercise, or leisure.

What Makes 9Round Different

9Round is different because it includes everything you need: a full-body workout that's fast, effec-

tive and fun, personal trainers to help you, and expert nutritional guidance. And it's all based on

the latest exercise and nutritional science.

Here's What You Can Expect at 9Round Fitness

- Show up at your convenience; there are no class times
- You're welcomed by a friendly, qualified trainer
- Trainer wraps your hands for support when punching
- Use heart rate training to stay in your target fat burning zone
- Trainer shows you how to do each exercise based on your fitness level

- Every three minutes, you move to the next exercise station
- After station nine, your 30-minute full-body workout is over
- Access 9Round Nutritional Guidance & one-on-one support
- Enjoy a new workout every day (workouts change daily)

What You'll Accomplish In 30 Minutes

- Burn massive amounts of calories during your workout

- Burn calories for hours after your workout is complete
- Release toxins as you sweat
- Strengthen and tighten every muscle
- Boost your stamina and endurance
- Relieve stress
- Strengthen your heart
- Release feel-good endorphins
- Increase energy, improve sleep, and much more

9ROUND™
30 MIN KICKBOX FITNESS

www.9Round.com

Visit 9Round Pleasanton at the Rose Pavilion Shopping Center next to Ranch 99 & Macy's Furniture Store or in Livermore at 1490 N. Vasco Road or call today at 925-251-0081 to schedule your trial workout.

Business Spotlight

Marketing your Small Business in a Big Way – Eight Strategies

Small businesses usually can't afford the lavish marketing budgets that bigger brands take for granted. That's why small business owners must be creative, determined and compelling when promoting their business. The good news is there are plenty of useful marketing methods that generate great results for your business - without costing you a fortune.

Marketing Tips

1. Describe what you do in one clear sentence. Preparing an 'elevator pitch' is important. Ask a friend or colleague to honestly evaluate your description. Does it give the listener a basic understanding of what you do? If not, make it a priority to fine tune it.

2. Be unique in all you do. If you've adopted a unique approach to make your business memorable (tagline, business signature, illustration, photo, color scheme, etc.), use it consistently in your marketing efforts. It should become part of your brand.

3. Use your mission statement as a filter for all you do. Once you've clearly determined your marketing goals, strategies, targets and tactics, it should be easy to identify activities that don't fit.



Ginny Cain

4. Don't 'jump-process.' Establish your marketing strategy by identifying your target market and how you plan to differentiate yourself before you start marketing your business. By doing so, your printed collateral materials, website, etc., will be much more effective and less expensive to produce. Avoid the shotgun approach or reactive marketing.

5. Give back to the community strategically. There are many great causes and organizations out there and you can't do everything. Choose those that best position you with your target market.

6. Network efficiently and effectively. If you don't feel that you are a competent networker, now is the time to learn how or hire someone to coach you.

7. Remember that inconsistent marketing wastes money. Prospective customers must be exposed to the same message in the same way numerous times before they are ready to entertain a buying decision. Choose a marketing vehicle where you can afford to have an ongoing and consistent presence.

8. Keep all marketing communications clear, brief and focused. Did I mention brief?



Ginny Cain is the owner of Cain Communications, a Pleasanton-based marketing firm offering businesses a complete outsourced marketing department and special project management.

Learn more by emailing ginny@ginnycain.com or visiting www.ginnycain.com.

Ribbon Cuttings



Creating new jobs, stronger economy



Come experience the Cuisine

Experience Burma Restaurant & Bar — It is our long-awaited pleasure to bring flavorful Burmese Cuisine to Pleasanton and the nearby Tri-Valley area. Burmese Cuisine embodies the cultural mix, spiced with rich flavors from countries such as China, India, and Thailand, along with its own unique qualities. We plan to entertain guests with unique Burmese culture and the top-quality food. Open seven days a week for catering, lunch, dinner and take-out. We are located at 600 Main Street, Unit G, aka 221 Division Street since the main entrance is on Division street. Please check out our website for our menu, hours and about us at www.theexperienceburma.com or call us at (925) 398-8219. We will be delighted to see you soon.



Facials, massage, waxing, eye lash extensions on Santa Rita Road

Lavish Spa — At Lavish Face & Body, we believe in inner beauty and our mission is to positively affect the energy and spirit of those we touch as we simultaneously restore the skin. We offer Yonka facials, massage by Marcelina, waxing and eyelash extensions and are gearing up to introduce laser and botox services soon. Lavish is located at 1987-G Santa Rita Road in Pleasanton and we can be reached at 925-223-6987.



Sweet and Savory invites you to feast on their holiday fare

Choose your Thanksgiving favorites:

House made gravy, cranberry pear sauce – among our best sellers – along with delicious pies, rolls, loaf breads and much more

Happy Thanksgiving! We look forward to preparing your best-loved dishes.

See our complete Thanksgiving Menu and order form on our website at www.sweetandsavory.com



Ribbon Cuttings



Creating new jobs, stronger economy



Bathroom remodels in as little as one day

Reborn Bath Solutions — Reborn Bath Solutions is excited to announce our showroom is open and ready for business. We are happy to offer a number of bathroom renovation options to best suit your need. Offering several affordable, long-lasting products that can increase the beauty and accessibility of your bathroom in as little as one day. Specializing in low entry showers, tub to walk-in shower conversion and walk-in tubs. Call today to schedule your free In-Home consultation at 888-273-2676, like us on Facebook, or visit our website at www.rebornbathsolutions.com. We are located at 7087 Commerce Circle, Suite A in Pleasanton.



Santa Maria style bbq with Italian specialties

Rigatoni's Red Smoke Grill — A quick, casual restaurant where the central California coast meets Tuscany. Experience the flavors of Santa Maria Style BBQ with Italian specialties. Rigatoni's Red Smoke Grill specializes in pan-tossed pasta to order, Santa Maria Style Tri-Tip, Rotisserie Chicken, Slow Roasted Pulled Pork and BBQ St Louis Ribs. They also have a great selection of Burgers, Sandwiches and Salads. Need catering for your next event or meeting? Catering specialists can help plan the perfect menu! Order online to go or delivery. Learn more at www.RigatonisRedSmokeGrill.com or call 925-734-0307 for more information. Rigatoni's Red Smoke Grill is located at 4501 Hopyard Road in Pleasanton.



Three new home neighborhoods near 580/680

Boulevard — The Welcome Haus, Boulevard's information center, is where you can explore and learn all about this innovative new master planned community in Dublin. Conveniently located near the 580 and 680 expressways and walkable to BART, Boulevard offers homebuyers urban conveniences along with the comforts of a suburban neighborhood. We invite you to stop by the Welcome Haus and explore the three new home neighborhoods by Brookfield Residential and CalAtlantic Homes, visualize our community thru interactive displays, experience our future Rec Center through virtual reality, learn about our 15 planned themed pocket parks and so much more. For more information, visit www.BlvdDublin.com or call 925-314-4068.



Family-owned charter transportation company

Whitecastle Tours — Whitecastle Tours, Inc. is a family owned and operated Charter Transportation Company in the East Bay Area. We bring the local community our high standard of excellence in safety, comfort, affordability, and reliability. We carry 50+ passenger vehicles as well as 27-passenger vehicles. Please contact us for your transportation needs and mention this ribbon cutting photo to receive a 10% discount. Our office is located at 6111 Southfront Road Suite G in Livermore. Check out our website www.whitecastletours.com or give us a call at 925-743-1963.



Now Open in Pleasanton on Rosewood Drive

Total Wine & More — Total Wine & More is now open at 4225 Rosewood Drive. With unmatched service, selection, and price, Total Wine & More is the nation's largest independent wine retailer with over 8,000 wines, 3,000 spirits, and 2,500 beers. With over 160 stores nationwide, including over 20 in California, we are also committed to giving back to the local community. During our grand opening weekend (Oct 26-29th), Total Wine donated a portion of our wine sales to the Museum on Main in Pleasanton. We look forward to serving you! Learn more at www.totalwine.com.



Holistic path to feeling your best, on Stoneridge Drive

US Cryotherapy — US Cryotherapy is focused on bringing clients faster recovery and better health using true whole-body cryotherapy. We are excited to announce that during our first year, we have provided more than 7,000 treatments. Our nitrogen-free cryotherapy chamber is the most advanced technology, focusing on safety and effective results. Whether you are looking for relief from chronic pain and inflammation or muscle soreness and fatigue from physical activity, we can be your holistic path to feeling your best. Call anytime (925) 399-6533 or visit our website at www.uscryotherapy.com. US Cryotherapy is located at 5684A Stoneridge Drive in Pleasanton.