Meet the Community Service Award Honorees

The Community Service Awards began in 1963 to recognize good people doing great things in the community and since then hundreds of recipients have been honored. While the community and honorees were unable to gather and celebrate in person earlier this year as originally planned due to the COVID-19 pandemic, the Pleasanton Chamber of Commerce is thrilled to have the opportunity to formally recognize and congratulate the outstanding honorees for the 57th Annual Community Service Awards. The efforts of these individuals and organizations make a real difference in the quality of life for everyone in Pleasanton.

Community members had the opportunity to nominate deserving businesses, non-profit organizations and citizens for the awards, which annually celebrate the amazing people who go the extra mile to make Pleasanton a great place to live and do business.

The 57th Annual Community Service Awards are proudly sponsored by Black Tie Transportation, Chevron and Golden 1 Credit Union as well as Moving Perceptions, Ritter Investments and United Business Bank.

The Pleasanton Chamber presented nine Community Service Awards in March of 2019 – Chevron Fuel Your School Teacher Award: Kelly Lack; Business Philanthropy: Black Tie Transportation and Omni Fight Club; Excellence in Business: Ogden Costa Creative Group; Excellence in Service: Sunflower Hill; Distinguished Individual Service: Joe Carlucci and Susan Hayes; Green Business: Sabio on Main; Lifetime Achievement: Ted C. Fairfield.

The honorees for the 57th Annual Community Service Awards are:

- Distinguished Individual Service: BERNIE BILLEN
- Chevron Teacher Award: JONATHAN GRANTHAM
- Lifetime Achievement: VIC MALATESTA
- Business Philanthropy: UNCLE CREDIT UNION
- Excellence in Business: BUMBLEBEE MARKETING SERVICES
- Excellence in Service: SPECTRUM COMMUNITY SERVICES
- Green Business: EAST BAY REGIONAL PARK DISTRICT

(continued on page 3)
Randy Brown reflects on year as Chamber Board Chair

As I sit here, I am saddened by the fact that this will be my last column as Chair of the Board. Before my term is over, I want to take a moment and reflect on all that has happened this year and what we have accomplished collectively.

We started off strong in January and February with a record-setting pace recruiting new members. We were able to actively recruit businesses from all sectors and of all sizes. These businesses have only added to the Chamber’s dynamic business mix.

We were able to host some wonderful monthly networking mixers through March. It was great to mix and mingle with new and familiar faces, connect and create new contacts. Unfortunately, our world changed dramatically with the onset of COVID.

Once sequestered to our homes we, as an organization, quickly realized we needed to reach out to our members and simply ask how everyone was doing. The weight of the unknown was weighing heavily on me, as I know it was on each of you. Chamber leadership and staff wanted our members to know that we were here for you and actively working on ways to help. We pivoted quickly and set out to assist in any way we could to protect the health and well-being of our business community.

Once we were able to gather and celebrate business in our community!

We launched our new website that is easier to navigate and provides more opportunities for members to promote their business.

We were able to add new members despite the extended shelter-in-place orders that went far longer than ever thought. These new members included two new Circle of Influence members along the way as well! 2020 has forced us all to re-evaluate, re-imagine and evolve our way of living and our way of doing business. I am extraordinarily proud of the grit and wherewithal shown by our business community and our Chamber of Commerce. I know that, no matter what is to come, we will stay unified and face these challenges together!

I would be remiss not to thank the Chamber leadership, membership, and staff for your incredible support of my City Council campaign. It was an honor to have your endorsement and encouragement every step of the way. Leading and serving this wonderful city is an honor and something I look forward to doing for many years to come.

Wishing you all health and prosperity.

Randy Brown is extraordinarily proud of the grit and wherewithal shown by our business community and our Chamber of Commerce.

Girls Soccer Worldwide: Empowering girls to rise out of poverty

A generous donor has partnered with the Pleasanton Chamber of Commerce to provide a monthly contribution to a small business. The anonymous donation has been named The 214 Gift, and each month, a different Chamber member will be presented with a $200 check. This will continue monthly through 2020.

The 214 Gift for September was presented to Girls Soccer Worldwide. Pamela Jacobsen and Walter Pratte accepted the donation on behalf of the non-profit organization that empowers girls to rise out of poverty through sports, education, and leadership. Their programs are currently operating in South America and locally in the Bay Area.

In 2016, Girls Soccer Worldwide set out to create opportunities for girls to have access to an equal playing field in South America. Today, they are a Leadership program empowering girls to rise out of poverty through sports and education. They do this by creating opportunities for girls to have access to sports, to stay in school, and gain the leadership skills needed to succeed in life.

In October, they are excited to launch their second Leadership program here in the Tri-Valley, called the Grassroots Leadership Program. This program focuses on girls ages 10-12 and provides them the opportunities to gain the confidence, courage, and character that can be lost at a young, adolescent age. Creating opportunities for girls to be active and engage in positive conversations is key, especially right now when interactions are at a minimum. Through their sports and leadership workshops, they want to show young girls that they are seen, cared for, and not forgotten.

Walter and Pamela would like to recognize their 2020 Bay Area Ambassadors for Change Leaders. They are leading the way by co-developing and co-facilitating their four-week Grassroots workshop that launched this month. As Girls Soccer Worldwide looks forward to 2021, they will partner with schools in the Bay Area to offer bi-monthly, after-school workshops. Learn more online at www.girlssoccerworldwide.org or visit Girls Soccer Worldwide on Instagram and Facebook.

From Girls Soccer Worldwide: “Thank you to the Pleasanton Chamber for your donation! We are beyond thankful for your continued support and know your generosity will make a great impact helping young girls believe in their voice and learn how to use it for change, the right kind of change!”
Congratulations to the Community Service Award Honorees

(continued from page 1)

Distinguished Individual Service
BERNIE BILLEN

Whether serving on a committee, being a member of several local organizations, having a banking relationship, or being a friend, Bernie Billen is dedicated to whatever she pursues. The beginnings of Bernie’s community spirit started when she came to Pleasanton in 1979 and joined the Newcomers Club. From then on, Bernie has immersed herself in many organizations and activities in Pleasanton. She served as treasurer for the Pleasanton/Tulancingo Sister City Association, keeping their finances in order and being involved with their fundraisers. She was an active member of the Chamber of Commerce Ambassador Committee and was recognized for her recruitment and retention efforts in 2006 as the Ambassador of the Year. Bernie received the Carol Bush award from the Chamber, which recognizes a volunteer for their outstanding contributions to the organization. The Pleasanton Downtown Association also acknowledged Bernie’s efforts on two different occasions with the Arch Angel Award for her dedication on committees and its events. Bernie was a key figure in the City’s Centennial Celebration in 1994 and was an active coordinator of the Pleasanton Hometown Holiday Parade for decades. Recently retired from United Business Bank in downtown Pleasanton, Bernie is currently serving on the boards of both the Pleasanton Downtown Association and Hively (formerly Child Care Links).

Lifetime Achievement
VIC MALATESTA

Vic Malatesta owned and operated Vic’s All Star Kitchen in downtown Pleasanton since 1994. He recently sold the popular breakfast and lunch spot with a sports theme to enjoy family time as well as some travel in retirement. Vic’s family has been in the restaurant business for as long as he can remember and after several years of managing restaurants and in food and beverage management, he had the opportunity to do something he had always dreamed about. He combined his love of sports with his passion for good food to create a solid dining experience with a local sports theme. Vic’s concept of a community restaurant recognizing youth is what made Vic’s All Star Kitchen a popular place for local residents. Vic’s community involvement with Pleasanton began in the 1970s, coaching youth soccer and baseball. He then went on to the booster club for Foothill High School and spent 33 years as a member of Foothill’s chain gang at home football games. He has chaired the Pleasanton Downtown Association, the Pleasanton Chamber of Commerce and the Kiwanis Club of Pleasanton.

Business Philanthropy
UNCLE CREDIT UNION

Over the past 60 years, UNCLE Credit Union has grown to more than $543 million in assets, 29,000 members, and continues to evolve as they strive to provide a seamless experience for their members with an array of innovative products and exceptional service. Throughout their history, UNCLE Credit Union has been a leading contributor to the community they serve. They have initiated and led impactful programs supporting financial education and are a major contributor to local nonprofits and events focused on health and human services, community-centered economic development, innovation, research and the arts. A few of the organizations they have supported include: Relay for Life, Pleasanton Rotary, Pleasanton Downtown Association, Sandra J. Wing Healing Therapies Foundation and Amador Valley and Foothill High Schools. UNCLE has excelled at providing opportunities for its employees to find fulfillment in work and in service to the larger community.

Excellence in Business
BUMBLEBEE MARKETING SERVICES

The community of Pleasanton is near and dear to the hearts of the BumbleBee Marketing Services team—after all, this is where Ellen Pensky founded the company 19 years ago. Ellen was a one-woman show working out of her home with a vision to create buzz for clients, and of course, that’s where their name comes from. Over the years, marketing technologies and tools have changed, and the company has also. They’ve grown into a busy hive with many team members that have worked together for over a decade. They have long term relationships with large companies like Cisco, AT&T, BT and many other household names but their heart is with the local community. BumbleBee Marketing helped launch the Firehouse Arts venue and the Bankhead Theater in Livermore. They’ve helped market local wineries and put together programs for the Pleasanton Partnerships in Education. Among their local clients are Cloud advisors Packet Fusion, Quest Science Center and Tri Valley Nonprofit Association among others. Ellen is a founding member of the Pleasanton Community of Character, and she and her team have donated their talents to help many well-deserving organizations. The Queen Bee and her hive have deep roots in Pleasanton, and they are always eager to help businesses create buzz.

Green Business
EAST BAY REGIONAL PARK DISTRICT

The East Bay Regional Park District is a system of beautiful parklands and trails in Alameda and Contra Costa counties, comprising nearly 125,000 acres in 73 parks, including over 1,250 miles of trails. The district is a strong supporter of green sustainable practices and programs. Recent projects include an installation of a solar panel shade structure and parking landscape at Shadow Cliffs Regional Park; drought-resistant grasses planted in response to changing climate and watered using recycled water; completion of Courdet Trail providing a two-mile long multiuse trail for hiking, biking and equestrian use allowing access into Pleasanton Ridge Regional Park; institution of a Climate Smart Initiative committing the Park District to mitigating and adapting to a changing climate by reducing greenhouse gas emissions and developing nature-based protection from the climate change impacts.
A Word from the CEO – Thoughts about Thankfulness

I think we can all agree that 2020 has been an extremely challenging year. I’m sure there are people you have turned to for help and guidance during this difficult time. I hope you will join me and take the time to thank them for all they have done to support you as we continue to work toward a better tomorrow.

I am thankful for the generosity of those who give of themselves because it is the right thing to do.

I am thankful for the compassion of those feeding or helping the less fortunate.

I am thankful for the selflessness of families caring for loved ones who can’t care for themselves.

I am thankful for the bravery of our first responders and healthcare workers who fearlessly run toward danger.

I am thankful for the determination of teachers to relearn how to shape and affect children’s lives.

I am thankful for the courage of those suffering with mental illness to reach out at a difficult time.

I am thankful for the unrelenting tenacity of parents who have added “teaching from home” to their parenting duties.

I am thankful for the service of the non-profits for they fill the gap for those that struggle.

I am thankful for the connectivity of the internet to bring families, friends and businesses together at a critical time.

I am thankful for the joy, wisdom and smiles my family brings to my life.

Lastly, I am thankful for those who choose positivity, patience, flexibility and love in a world we could not have imagined.

Steve Van Dorn
Pleasanton Chamber President/CEO

The Van Dorn Family enjoying time together at Manresa Beach, just south of Aptos. From left to right: Jon, Jason, Lori, Steve and Jeff.

California Is Experiencing A Mass Exodus

Is There A Better Future For You Elsewhere?

According to a recent survey, 53% of Californians say they want to leave the state. Per Census, California saw over half a million of its residents leave last year alone, moving to areas such as Texas, Arizona, Washington & Colorado. While the cost of living & running a business continue to rise, many are moving to different out of state locations. Are you going to be next?

If you’ve been a homeowner for more than 10 years, you’ve likely doubled your equity. Whether you’re looking to lower your cost of living, get more home for your money & live a better life, now is the time. Buyers are actively looking for homes to buy, and there’s not enough supply. You can win big by making a move right now.

Where will you go? Let’s meet to make a plan.

Call us today at 925-400-7533

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$40M+ 51 43+
volume in 2019 transactions in 2019 years of local experience

Business Spotlight

Committed to clients and community

Poppy Bank

Poppy Bank is 5-Star rated by BauerFinancial, the nation’s leading independent bank and credit union rating firm and is recognized as one of the strongest financial institutions in the country. Poppy Bank specializes in business lending including commercial real estate, construction and SBA/USDA loans. They have built a reputation of responding quickly to loan requests, turning applications around expeditiously, and closing loans. In addition, Poppy Bank offers a full array of personal and business banking products and services including deposit products, cash management services and ACH processing.

Locally, the Poppy Bank branch in Pleasanton is located on Stoneridge Mall Road. “We are the 15-time winner of the Best Places to Work in the North Bay and recipient of the North Bay Biz Top 500 Companies Award. We provide extraordinary service and are focused on building relationships with our clients,” said Lydia Santin, Assistant Vice President and Branch Manager with Poppy Bank Pleasanton.

Santin has more than 28 years experience in the banking industry and comes from a family where her Dad was a banker his entire working life, and retired as President and CEO of Bank of Livermore. “I grew up with his example of honesty and integrity, both in business and personally, and I knew that was the lead I would follow for my own life,” said Santin. “Banking was a natural fit; it is in my DNA. I began my career as a part-time teller and quickly worked my way up in the ranks.”

Poppy Bank exists to meet the banking needs of our clients and to make a positive difference in the communities it serves. “Our focus and dedication remain on supporting the business and economic prosperity of the areas in which we live and work,” said Santin.

Santin says Poppy Bank’s commitment to making a positive difference in the lives of their employees, customers and communities is paramount; culminating in the creation of PoppyCares, their program designed specifically for non-profit businesses. “This program is dear to me, it allows me the opportunity to give back, which is why I decided to become a banker in the first place,” she said.

Learn more about Poppy Bank at www.poppy.bank and contact Lydia Santin via email lsantin@poppy.bank or phone at 707-636-9123.

Steve Van Dorn
Pleasanton Chamber President/CEO

Lydia Santin
AVP Poppy Bank

5 Star Rated by BauerFinancial
Sharkey’s Cuts for Kids: A place where haircuts are cool and fun rules

Sharkey’s Cuts for Kids is a kid-friendly, family salon providing haircut services for the entire family. Young children can sit in a Dodge Police Cruiser, Frozen Jeep and Lightning McQueen Race Car, while watching their favorite cartoons or shows. Older children can play Xbox or watch YouTube and Netflix while getting their haircut.

“When we first moved into the Tri-Valley area, we were looking for a kid’s salon for our family and didn’t find anything nearby,” said Akhila Musku of Sharkey’s Pleasanton. “After doing some research, we decided to open a kid-friendly salon here in Pleasanton, and we’re very happy with all the support we’ve received from the community so far.”

Along with haircuts, Sharkey’s also provides styling for special events. Glamour Girl Parties take place in the special “Tween Lounge,” where your birthday girl and her friends will be treated like a star. Each girl will be pampered with a pretty hairstyle, make-up application, and mini manicure.

Sharkey’s opened in the Rose Pavilion shopping center in Pleasanton in February of 2019. Musku says her favorite parts about Sharkey’s are the excitement on the kid’s faces once they walk in, the confusion of not being able to decide which favorite car to sit in, the joy of watching their favorite show, and the spark in their eyes when they get a balloon and lollipop at the end of the haircut. “All of this makes us feel that we made the best decision,” said Musku. “We love when the parents tell us that their kids who were scared of the haircuts before now actually look forward to coming to the store.”

Sharkey’s Cuts for Kids offers a superior haircut with experienced stylists in a meticulously clean place filled with fun. It is located at 4247 Rosewood Dr, Suite 18B in Pleasanton. Learn more on Instagram (#sharkeyspleasanton) and Facebook (@SharkeysCutsForKidsPleasanton) or by calling 925-737-0313.
How volunteers and community donations meet a student need

SMBX is a small business bond marketplace that simplifies financing for small to medium sized businesses while empowering people to support their favorite community businesses. SMBX creates the ability to invest locally through small business bonds, rather than equities. This enables small businesses to bypass traditional lending institutions and work directly with people in their communities who want to invest locally, while retaining more control over how their money is invested.

“Our innovative vision of business investment allows people to show their financial support for their favorite local establishments by investing in their success in real time,” said SMBX CEO and co-founder Benjamin Lozano. “This is even more important today, as the current financial climate is creating investment turnstiles.”

SMBX is actively changing the way small businesses think about finances, and how people think about investing. This gives investors the opportunity to empower local businesses, while the community becomes fiscally stronger.

As a team of recovering bankers, financial engineers, and technologists, SMBX is working around the clock to democratize small business finance and build a dynamic small business marketplace network that unlocks wealth for business owners and the communities that invest in them.

In 2016, the SEC enacted Title III of the JOBS Act, making it easier for people to invest in start-ups and small businesses. The founding team saw an opportunity to utilize this new legal space to build a new small business capital marketplace and manifest their vision. SMBX was founded in 2016 in San Francisco, CA by co-founders Benjamin Lozano (CEO), Jackie Chan (COO), and Bhavish Ballotra (CTO).

“We just finished working with Pleasanton’s own Uji Time - an ice cream shop located in the Pacific Pearl Shopping Center near the outlets,” said Ben Stein of SMBX. “When the pandemic hit, they knew they wouldn’t be able to deliver soft serve ice cream, so they went to their local community to raise $85k to develop a hard ice cream product. The community came through raising $87k and will receive their first payment back in November,” said Stein.

SMBX believes small business investing should be something available to everyone. To learn more about this vision, contact Ben Stein at benjaminstein@thesmbx.com or by phone at 730-320-9142.
Long life and happiness through Kajukenbo at Kokua Martial Arts

Today, Kajukenbo is practiced all over the world in many different branches. Kajukenbo is a hybrid martial art that combines Western Boxing, Judo, Ju Jitsu, Kenpo Karate, Eskrima, Tang Soo Do, and Kung Fu.

Here in Pleasanton, Kokua Martial Arts Fitness Academy has a Kajukenbo program that focuses on developing complete martial artists. In contrast to many traditional martial arts, students are not required to mimic the teacher, but are encouraged to develop their own “expression” of the art.

“Our emphasis is on consistent and hard training both mentally and physically,” said Sigung Esther, co-founder and the head instructor of the Kokua Martial Arts Fitness Academy. The Academy educates its students in the Emperado method of Kajukenbo, also known as the original or traditional method. Kajukenbo uses hard, fast strikes to vital points throughout the body, take-downs involving high impact throws, and many joint and limb destruction techniques.

Kokua Martial Arts Philosophy

- Treat people as we would like to be treated, with honor and respect.
- Welcome martial artists into our Academy which we consider our home and make them feel like Ohana (Family).
- Understand that Martial Arts encompasses your Spirit, Mind, and Body, which is the meaning of the clover in the Kajukenbo seal, which represents Sijo Emperado.
- Sigung Esther has many years of exceptional training and extreme competition with great accomplishments. She started her training while in college in the late 1970’s in Taekwondo then found the art of Kajukenbo in the early 2000’s. She is a member of the United Kajukenbo Federation and the Kajukenbo Self-Defense Institute.
- Her passion for the Martial Arts and her constant development and evolution of the curriculum has produced exceptional instructors and students, Grand Champions, World Champions, and responsible young adults in the community. Having been brought up with the Aloha Spirit, family is very important to her and can be felt throughout all aspects of the Academy. Her son, Sibak Matthew Kaiser, is an accomplished Second-Degree Black Belt in Kajukenbo and her husband is always there supporting her.
- Kokua Martial Arts Fitness Academy is located at 7063 Commerce Circle, Suite I-J in Pleasanton. Learn more at www.kokuamafa.com or by calling (925) 223-8519.

Definition of Kajukenbo

KA – Karate – Long Life
JU – Judo/Ju Jitsu – Happiness
KEN – Kenpo – Fist
BO – Boxing/Chinese Boxing
Kung Fu – Style

Philosophical meaning of Kajukenbo

Through this fist style, one gains long life and happiness.

Serving the Tri-Valley for 40 Years

Hope Hospice has been a vital community resource since 1980. We are a 501(c)(3) nonprofit organization committed to providing exceptional hospice care, as well as grief support and caregiver education.

Connect today to learn more.
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START A HOLIDAY VIRTUAL FOOD DRIVE!

We estimate the need for food assistance in Alameda County has doubled since the start of the pandemic. Help purchase our community’s most needed items such as milk, eggs, and fruits and veggies.

$1 = 2 healthy meals

For more info visit accfb.org/fooddrive

iniBurger is a fast casual burger chain founded in Northern California with plans for national expansion. iniBurger selection of Burgers include 4 oz B’igi Burgers and 2 oz M’ini Burgers. Our menu is comprised of custom iWay you like, gourmet burgers along with traditional sides including chicken wings, fries, and shakes. We serve a variety of patties including Angus Beef, grilled chicken, veggie, falafel, and even a Nashville hot crispy chicken burger to suit many taste profiles. iniBurger is proud to feature a 100% Halal menu. We are proud to call Pleasanton home! Come check us out! We believe in the power of community. We are an inclusive business, supporting all genders, faiths and beliefs. We support the local communities we operate in by donating 1% of profits to community causes in the neighborhoods in which we live and operate.
**Ribbon Cutting**

**Vic’s All Star Kitchen** — Congratulations to the Muñoz and Castro families on their recent ribbon cutting ceremony at Vic’s All Star Kitchen, located at 201 Main Street in downtown Pleasanton. Both families are committed to offering the best food and service in the entire Bay Area and also to continue supporting the local Pleasanton community. Many are familiar with long-time Vic’s employee Laura Castro, holding the scissors in this photo. Earlier this year, Vic Malatesta’s retirement opened the door for this opportunity for Laura and her family to run Vic’s. In recent months, patio seating has been extended and they’ve also added heaters outside for the fall/winter weather ahead. Regularly featuring weekend specials, available for catering and free delivery, Vic’s All Star Kitchen offers breakfast and lunch every day until 3:00 p.m. Learn more about Vic’s All Star Kitchen on Facebook or call (925) 484-0789.

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**Downsize and senior specialist**

Overwhelmed and asking yourself, “Where do I start?” Family Matters is the one company to call to take care of all your moves and clean-out needs. “With four teams, we are able to get the jobs done efficiently and quickly,” said Kim Falhati, founder of Family Matters. “We’ll map out a plan that is specific to your needs so you can focus on what’s important: you and your loved ones. We can help with local and out of state moves.” Call Family Matters today at 925-708-6635 for a free consultation to see how they can help.

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**Need help navigating through Medicare?**

Need to make changes during Medicare Annual Enrollment Period October 15, 2020 through December 7, 2020?

“I am here to HELP you!”

Kathleen O’Leary
510-304-9120

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WE ARE YOUR ONE STOP SHOP

ESTATE SALES

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JUNK HAULING AND DONATION

Family Matters can help with moves, downsizing, estate sales, junk removal and donations.

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