

A Word From Our CEO

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I'd like to share with you the Chamber's plans and focus for 2021. It goes without saying that 2020 was a year we will never forget and could have never prepared for.

Due to our awesome staff, board leadership and members that have continued to support us, we were able to keep our team together and pivot many of our programs to a virtual format. We also added some new programs such as virtual speed networking and hosted a Diversity, Equity and Inclusion webinar to name just a few.

The biggest takeaway for me in 2020 was how well we all came together to support one another. The Tri-Valley Chambers co-hosted several events throughout the year that provided added value to all of our members. The City of Pleasanton, Downtown Association, Visit Tri-Valley and Hacienda Business Park began meeting weekly to discuss how we could work together to assist our business community. Our communication and relationships have never been stronger.

When we flipped our calendars to 2021, I think most of us felt we were on our way to better days. Even though January started out a little shaky, I still believe 2021 will be a year of recovery and opportunity.

Our 2021 priorities will be focused on YOU our members! Our number one priority will be to continue to advocate for our business community. This year, for the first time, we will work with our City Council and City staff in developing an "Open for Business Pledge" outlining measurable goals to assist our businesses as they recover from the pandemic and the economic crisis.

Our second priority will be to provide valuable programming and virtual events that help our members grow their business.

The third priority will be to build upon our regional partnerships to provide a stronger voice to support our Tri-Valley business community.

And last but certainly not the least, we will celebrate our 75th Anniversary in September and plan to bring attention to some historical highlights that we have accomplished over these many years. We also hope to hold a special event in the fall, provided we are allowed to do so.

I know none of this can be accomplished without us working together. This is why we stand ready to work with the City Council, City staff and business community to work toward a stronger Pleasanton as we reach the end of the pandemic.

On a personal note, I ask you to consider doing one new thing this year to improve your community. My wife and I started something new over six months ago. We decided to start picking up trash on our daily walks. We often receive positive shout outs from other walkers and those that drive by. At first it felt strange but now we can't go anywhere without noticing trash and wanting to stop and pick it up!

I challenge you to pick your one thing you can do this year to improve your community in 2021!