

Business Connection



www.pleasanton.org

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March 2021

Introducing East Bay Community Energy

Pleasanton, Newark, and Tracy have joined other cities in Alameda County by becoming a member of East Bay Community Energy. East Bay Community Energy, or EBCE, is a local public agency providing an alternative for green energy to East Bay residents and businesses. The majority of Alameda County, including Dublin and Livermore, have been served by EBCE since 2018. Pleasanton will enroll in April 2021. EBCE customers have saved about \$10 million annually compared to what they would have



paid with PG&E's standard service.

How it Works

East Bay Community Energy generates and buys electricity for its customers. Before EBCE, PG&E was responsible for this service as well as the delivery of the electricity from the resource to you. Now, EBCE handles your generation (replacing the PG&E

generation charge) while PG&E continues to deliver that energy and send you the bill.

Your Energy Options

When your city joined EBCE, additional options became available to you. You are now able to choose between EBCE's various generation mixes or select to remain with PG&E's generation service. EBCE's Bright Choice option allows customers to save money 1% compared to PG&E's

(continued on page 3)



Customers in Pleasanton will automatically transition from PG&E's standard service to EBCE's Brilliant 100 service in April 2021.

CLPCCD's Year to Career program helps jumpstart employment goals in less than one year

The Chabot-Las Positas Community College District (CLPCCD) launched the Year to Career (Y2C) program in 2020, promoting a number of fast-paced certificate programs to support advancement into growth occupations. Whether a career seeker, career changer, or pursuing career advancement, Y2C prepares students to start high-skill, in demand careers in twelve months or less. Employers benefit from a pool of experienced and skilled college completers.

In its inaugural year, Y2C offered forty-two programs across six different employment sectors including Business & Management, Education & Public Safety, Health,



Information & Communications Technology, Occupational Safety & Health Administration (OSHA), and Professional Services. Y2C is designed to help advance employment prospects through college credit in the span of one year and is adding programs every semester. Many, if not most, courses are available online, and both Chabot College and Las Positas College have tools to help with online learning.

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The Year to Career program prepares students to start high-skill, in demand careers in twelve months or less.

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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.

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Stay connected with the Chamber



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Stanford-ValleyCare COO to Lead Chamber Board

The annual transition of the Pleasanton Chamber of Commerce's volunteer leadership took place in January 2021 as 2020 Chair of the Board Randy Brown passed the gavel to 2021 Chair Tracey Lewis Taylor, chief operating officer of Stanford Health Care-Valley Care. Taylor was installed by Mayor Karla Brown during the State of the Pleasanton Chamber virtual event.



Tracey Lewis Taylor
2021 Chair of the Board

Meet Tracey Lewis Taylor

After moving from New York City to Pleasanton in January 2017, I instantly felt the warmth that this community has to offer. There is a feeling of connectedness and

belonging that is inherent in a city like Pleasanton — where the business, professional, and residential communities converge and gather at events like the Farmer's Market, the annual PPIE run, Concerts in the Park, the Alameda County Fair and the Cattle Drive down main street. These events and moments come to mind when I think about the feeling of connectedness

this community has to offer and the feeling of belonging that ties us all together.

As COO of Stanford Health Care-ValleyCare, I have day to day responsibility for the operational and clinical care that is provided within our scope of services. And

while I am a hospital operator at heart, my passion and energy comes from my background in Public Health and knowing that the services we provide, and the manner in which we provide them, have the opportunity to impact the broader health of our community. A community hospital serves not only as a cornerstone for health and wellness but is essential to the economic health and well-being of the community it serves. I am honored to serve in a role that tightly aligns both economic and physical health.

Of course, when I think about economic health, naturally, I turn my attentions to my new role as the Board Chair for the Pleasanton Chamber. There is no more relevant moment than now, 12 months after the first bay area shelter in place

order was issued, to recognize the need for our business community to come together, focus on our present economic challenges, and work together to be the champions for a stronger and healthier community for our future.

As I look towards our future in 2021, I am inspired and optimistic that our sense of business continuity and stability will return. On behalf of the Board of Directors and the amazing Staff at the Pleasanton Chamber, we thank you for your commitment and participation with us and we applaud your resiliency and focus. Our commitment over this next year ahead, is to continue to listen and respond to your needs, take action, and be your advocate and voice as we collectively work to improve the economic and physical health of our community.

Tracey Lewis Taylor has been the Chief Operating Officer of Stanford Health Care – ValleyCare since February 2017. Prior to her move to California, Tracey served as Vice President for Operations for NewYork-Presbyterian / Lawrence Hospital in New York City, overseeing hospital operations as well as operating and capital budgets, and implementing clinical strategy. She also served as Director of Clinical Services at NewYork-Presbyterian, responsible for operations of the Oncology and Cardiology Service Lines. Tracey joined NewYork-Presbyterian in 2006 as a Six Sigma Black Belt. Tracey has held roles with Tenet Health System and the healthcare consulting firms of Cap Gemini Ernst & Young and Arthur Andersen. In 2016 she was recognized as a Top 40 Under 40 influential business professional by Westchester County's Business Council. Tracey obtained an undergraduate and master's degree in Public Health both from Emory University in Atlanta Georgia and is Board Certified as a Fellow in the American College of Healthcare Executives. Tracey and her husband Brian live in Danville with their puppy Marty.

The Pleasanton Chamber of Commerce presents

State of the City PLEASANTON

2021

Featuring

Mayor Karla Brown

TUESDAY, MARCH 9, 2021 | 12:00 PM REGISTER AT WWW.PLEASANTON.ORG

Mayor Karla Brown's first State of the City address set for March 9

The Pleasanton Chamber of Commerce is pleased to present State of the City Pleasanton 2021, featuring Mayor Karla Brown. Everyone in the community is invited to join the Chamber virtually to hear Mayor Brown's first State of the City address, set for Tuesday, March 9, 2021 at 12:00 p.m.

Following her election in November 2020, Brown is serving her first term as Mayor of the City of Pleasanton, preceded by serving two terms on the Pleasanton City Council. Mayor Brown currently serves on multiple regional and city committees, boards and commissions. She has worked as an

Associate Broker/Real Estate Agent since 2002 and has held a Real Estate Broker's license since 2007.

Mayor Brown has lived in Pleasanton for 28 years during which she has supported many organizations. She has volunteered with RAGE youth soccer as a coach, the Tri-Valley Conservancy, Hively, Valley Humane Society, and she has held positions as a Gifted and Talented Education (GATE) Liaison and School Site Council for Pleasanton schools. When not working, she enjoys playing tennis, walking, hiking, bicycling, and spending time with her family.

"We're all excited to hear what Mayor Brown has to say in her inau-

gural State of the City address," said Pleasanton Chamber of Commerce President/CEO Steve Van Dorn. "Given the current circumstances with the pandemic, we are pleased to be able to offer this virtual format for the Mayor to reach Pleasanton businesses and residents alike with her address," continued Van Dorn.

Sponsors of the event include Bay East Association of REALTORS, Cemex, Chabot-Las Positas Community College District, Clorox, Hoge Fenton, John Muir Health - San Ramon Regional Medical Center, Lawrence Livermore National Securities, Resurrection Greek Orthodox Church, Safeway, Sensiba San Filippo, Stanford Health

Care-ValleyCare and UNCLE Credit Union.

The virtual event is a collaborative effort between the City of Pleasanton and the Pleasanton Chamber of Commerce, with Tri-Valley TV partnering in production. Online registration in advance is required at www.pleasanton.org, \$35 per attendee. A Zoom link will be sent to registrants prior to the event on March 9.

The Pleasanton Chamber of Commerce is organized to benefit business by being the catalyst for business and economic growth, the convener of leaders and influencers, and the champion for a stronger and healthy community.

EVENT SPONSORS



City's work plan excludes projects vital to Pleasanton's future

The Pleasanton Chamber of Commerce believes putting housing projects and private developments into the City's workplan is flawed, unwise



Steve Van Dorn
Pleasanton Chamber
President/CEO

and is inconsistent with our Pleasanton Vision 2025. Processing a privately funded project under the City's land use authority is much different than building a new fire station or completing a park project. Housing and private development projects pay for the cost of their applications to the City. City projects like park upgrades and new fire stations are paid for by the City's General Fund and therefore should be included in the City's Work Plan.

Projects like the Stoneridge Shopping Mall, Costco and

Merritt Housing project should be considered on their individual merits and their overall impacts to the City as they come forward to the Planning Department and City Council. Furthermore, with our State Legislators writing and approving hundreds of bills to take away our local control and new RHNA numbers coming soon, housing projects should be a priority for consideration not placed on another two-year moratorium as is the case for the Merritt project, for example.

Staying with the Merritt project, this project will improve Foothill Road and is consistent with the General Plan. How can decisions of "worthiness" and "priority" be given when the City is

not receiving all the appropriate information about a given project on the Work Plan? Furthermore, the City has an obligation under State Housing Statutes, and under its Housing Element, to process projects that provide affordable housing. The Merritt project is providing 15% inclusionary and it will address special needs with senior housing. Unfortunately, these important points are not being considered in developing the 2021-22 Work Plan.

This is my third Chamber as President/CEO and the first time I have seen a City prioritize private projects in this way. Projects of this nature should be processed as they come forward to the City. The City will still have the right to deny a project for legal reasons. Placing private project proposals on hold for several years before taking an in-depth look is not a prudent policy and should be changed.

Assistance League continues helping community

While some of the Assistance League of Amador Valley's programs have been put on hold with COVID-19 restrictions, others have continued. "In our time of such great need, it is vital to continue our work of helping those in need," said Barbara Campos, public relations chair for the Assistance League.



Mad Hatter's Tea are on hold due to COVID-19. They hope to resume both activities next year. "In the meantime, our can-do ladies are busy working to plan a virtual fundraiser this spring which will provide some much-needed revenue to continue our programs. Stay tuned for more information," said Campos.

Visit Assistance League of Amador Valley on Facebook or online at www.AssistanceLeague.org/amador-valley.

The donations of milk, eggs, flour, sugar and oil to the Food Pantry in Livermore on Junction Avenue are now weekly, thanks to contributions and grants. Currently, the pantry is serving more than 1,200 families each month. "The need is great, and our can-do workers are helping to fill a need," said Campos.

The Birthday Bag program this year has provided birthday bags to 22 children in local shelters. The bags contain age appropriate gifts and items to celebrate their birthday. In Livermore alone, the Assistance League helps children in three different shelters – one for homeless and two for victims of domestic abuse. Children in shelters may not have any other acknowledgment of their birthday and this is one way for these children to feel special during a very challenging time in their lives. Birthday bags let the children know we care.

As a nonprofit, the Assistance League relies on fundraising to support its programs. The annual Poinsettia Sale, Crab Feast and



Marti Vattuone is the chairman of the Birthday Bag committee.



\$475,000
Available in
Grant Funding

- Up to \$20k per grant
- Apply by March 15

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Visit www.stopwaste.org/grants to apply today.

Apply by March 15: Grants to Prevent Waste

StopWaste is offering grants with total funding up to \$475,000 for projects that focus on preventing waste in Alameda County and supporting local communities in these categories:

• **Reuse & Repair: Up to \$20K** per grant for projects that prevent disposal or recycling in favor of repair, reuse, recovery and redistri-

bution of goods and materials. For businesses and nonprofits.

• **Food Waste Prevention: Up to \$20K** for projects that prevent food waste through product or process redesign or recover and redistribute surplus edible food to feed people. For businesses and nonprofits.

• **Surplus Food Donation Equipment: Up to \$10K** for storage and transport equipment to

recover or donate surplus edible food that would otherwise go to waste. For nonprofits only.

• **Reusable Transport Packaging: Up to \$10K** for reusable equipment such as crates, bins and pallet wrap to replace limited-life packaging used in manufacturing, transportation and/or distribution. For businesses and nonprofits.

For details visit www.StopWaste.org/Grants. Apply by March 15: Grants to Prevent Waste.



An EBCE volunteer informs the community about their new energy options during the initial launch in 2018.

Energy

(continued from page 1)

standard option. Additionally, EBCE has a 100% carbon-free (Brilliant 100, sourced from solar, wind, and hydro-power) and a 100% renewable (Renewable 100, sourced from California wind and solar) option for customers looking for a cleaner mix. Please note, Pleasanton has selected Brilliant 100 as the default option for most residents and businesses. This means that customers in Pleasanton will automatically transition from PG&E's stan-

dard service to EBCE's Brilliant 100 service in April 2021 if they do not take action to select a different option. Brilliant 100 is the same price as PG&E's standard rate, resulting in no financial difference for the customer.

Take Action

Now that you are eligible for EBCE, additional services are available to you. EBCE customers can take advantage of EBCE offered programs, select from different power mixes, give direct input at our open, public meetings, and more. Find out more at www.ebce.org or call 1-833-699-3223.

Business Spotlight



CEWS Tech for Good, funded by Stopwaste.org, is a program created to provide 100% certified, refurbished laptops to individuals and families in need at no cost to the recipients.

Helping Businesses Go Green by Achieving E-Waste Sustainability Goals

At Corporate eWaste Solutions (CEWS), they agree that acquiring the latest technology and IT products for business is a needful catalyst for maintaining a competitive advantage. They are also mindful that these electronic technology products are becoming obsolete at an unprecedented rate. In fact, it's reported up to 50 million tons of E-Waste is generated annually. This is equivalent to throwing out 1,000 laptops every second. The

alarming truth is only a fraction, 20% or 8.9 million metric tons of end-of-life electronics (E-Waste), is being properly disposed and recycled today. Improper disposal of electronic technology into landfills is harmful to humans and our planet. CEWS offers expert guidance and planning for supporting business E-Waste sustainability goals. The proper disposition and recycling of IT assets has become a formidable

challenge to the corporate community in which it was designed to serve. As a California approved, R2, and ISO certified electronics reuse and recycling provider, CEWS stands firm in its mission of solving tomorrow's unrelenting problem of E-Waste today through responsible and comprehensive electronics recycling and disposition methods. "From 2019 to 2020, CEWS has doubled its environmental impact

goal by diverting 9.4 million pounds of E-Waste from landfills to 18.8 million pounds respectively. We are looking forward to reaching 2021 milestones through new and continued partnerships with nationwide businesses, non-profits, and government entities," said Chiman Lee, Director of NorCal Operations. CEWS specializes in Circular-economy E-Waste Management. Their operations consist of full chain-of-command and end-to-end services for IT Asset Disposition (ITAD), data security and destruction, E-Waste recycling, plastics recycling, collection events, OEM RMA, logistics, and regulatory support, including White Glove services and data center decommissioning. CEWS gives back to local communities. CEWS Tech for Good, funded by Stopwaste.org, is a program created to provide 100% certified, refurbished laptops to individuals and families in need at no cost to the recipients. The technology re-use partnerships with non-profits and community organizations offer youth educational and adult job training opportunities. Please contact norcalpickup@cewsb2b.com to donate or learn more. CEWS experts are here to help protect your business, community, and our planet. Contact Holly Rose at hrose@cewsb2b.com or call (415) 652-6176.

Career programs

(continued from page 1)

"The Chabot-Las Positas Community College District continuously develops innovative programs in partnership with employers to accelerate local hiring matches, expand earnings and career opportunities for residents, and build a skilled local workforce," said Vice Chancellor Theresa Fleischer Rowland. "Designed for both entry-level and advancement, our programs and certificates fulfill industry requirements so students are ready to work immediately upon completion. In challenging economic times, the Y2C programs deliver on what employers tell us they need, and are designed to meet the value and timeline adults want to achieve their desired career goals." As a coordinated effort of career education organizations throughout Alameda County, the Y2C Network offers, in addition to the programs available at Las Positas College and Chabot College, connected pathways with adult education community partners as well. Employers interested in aligning with the Y2C Network, hiring students, advising on programs, donating equipment, or requesting tailored courses on site, please contact VC Rowland trowland@clpccd.org with "Y2C Network" in the subject line. For more information <http://districtazure.clpccd.org/y2c2020/index.php>.

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“ Mobile App is wonderful. It allows me to be in the office while away from the office. I get calls as if I'm sitting in front of my desk. It allows me to call customers as if I was physically at work. Caller ID shows the business phone also! I love it!! ”

– Daniel Chiu | DC Dental Group

Ooma Office, the #1 rated business phone service 7 years running.

Business Spotlight

Achieve your educational and career goals with Grand Canyon University

Grand Canyon University is committed to elevating education and offers degree programs, as well as continuing education courses for aspiring teachers, current educators, administrators and policymakers. GCU's nine colleges offer 225 academic programs, including 175 online academic programs. An innovative, digital platform supports dynamic online learning and connects over 81,000 online students to dedicated faculty.

Grand Canyon College was chartered on Aug. 1, 1949, with 16 faculty and approximately 100 students in Prescott, AZ. In 1951, the college relocated to a 90-acre tract in West Phoenix and was accredited in 1968 by the Commission on Institutions of Higher Education. Grand Canyon University has been accredited by the Higher Learning Commission (HLC) since 1968. The Higher Learning Commission (HLC) accredits GCU as a postsecondary institution. This accreditation covers both GCU's traditional courses as well as online, providing a foundation of trust for quality education in both modalities.

Students passionate about helping those in need have an opportunity to grow into an impactful, career-ready health care professional in the College of Nursing and Health Care Professions. The Colangelo College of Business at Grand Canyon University inspires and prepares students for a career in business and servant leadership.



MEET YOUR LOCAL GCU COUNSELOR

I am your local university development counselor and I am here to help you learn more about Grand Canyon University and start your program!

Let's connect to discuss these opportunities and benefits available to you:

- More than 175 online academic programs, cost-reduction options and scholarship opportunities
- 24-hour complimentary pre-evaluation to determine applicable, previously earned credit based on your transcript
- Bachelor's, master's and doctoral programs available
- Flexible academic plan tailored to your needs and interests
- Expert step-by-step guidance along the way

Together, we can get you started toward achieving your educational and career goals.

Zachary Schott
602 - 513 - 4468
Email: Zachary.Schott@gcu.edu
www.gcu.edu/c/zachary.schott

GRAND CANYON UNIVERSITY®

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EVENING

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Please note, not all GCU programs are available in all states and in all learning modalities. Program availability is contingent on student enrollment. Grand Canyon University is regionally accredited by the Higher Learning Commission 800-621-7440; <http://hlcommission.org/>. Important policy information is available in the University Policy Handbook at <https://www.gcu.edu/academics/academic-policies.php>. GCU, while reserving its lawful rights in light of its Christian mission, is committed to maintaining an academic environment that is free from unlawful discrimination. Further detail on GCU's Non-Discrimination policies can be found at gcu.edu/titleIX. The information printed in this material is accurate as of JUNE 2020. For the most up-to-date information about admission requirements, tuition, scholarships and more, visit gcu.edu ©2020 Grand Canyon University 20G0E0549

Learn more about California Online Programs in Pleasanton by calling Zack Schott at 602-513-4468.





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Taking Advantage of Proposition 19 To Transfer To A New Property Within California

In November 2020, the state of California approved Proposition 19, which will make important changes to the property tax transfer rules for those aged 55 and over as well as parent-child property transfers of primary residences and parent-child transfers of other real property. Beginning in 2021, the new guidelines will replace the existing rules of Proposition 13.

Prop 19 allows a homeowner who is 55 years of age or older, severely disabled or whose home has been substantially damaged by wildfire or natural disaster to transfer the taxable value of their primary residence to:

- a replacement primary residence anywhere in the state
- regardless of the value of the replacement primary residence (but with adjustments if replacement has a greater value),
- within two years of the sale and
- up to three times (or as often as needed for those whose houses were destroyed by fire).

Curious to learn more about Prop 19 & how it will affect you personally? Give us a call at 925-400-7533, or visit BayAreaHomeFinder.com/Proposition19 to join our information list & receive updates.

Mohseni Real Estate Group
925.400.7533
support@bayareahomefinder.com
BayAreaHomeFinder.com
DRE 01267039

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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.

58 Years

Der Manouel Insurance Group, A Division of HUB International

50 Years

Pleasanton Ready Mix Concrete, Inc.
Alameda County Fair Association

45-49 Years

Gay Nineties Pizza Company
Can Am Plumbing, Inc.
Pleasanton Nursing and Rehab Center

35-39 Years

Livermore-Amador Symphony
Callahan Property Company, Inc.
Brad Hirst
Independent Newspaper and Magazine, The Hacienda
Ross Property Management Inc.
DoubleTree by Hilton Pleasanton at The Club

30-34 Years

Law Offices of Phillips & Phillips, A Professional Corporation
Silmar Flooring
Black Tie Transportation
Michelotti, Sharrell

25-29 Years

Robert A. Tucknott, CFLC, CPE
Gatan, Inc.
Merrill Lynch
ENT Networks Inc.
Barons Jewelers
Westamerica Bank
Fremont Bank

20-24 Years

Faith Chapel Assembly of God
United Business Bank
Residence Inn by Marriott Pleasanton
Pennell, Nancy
Earl Anthony's Dublin Bowl
Pleasanton Weekly
Lawrence Mui-State Farm Insurance

15-19 Years

Turman Commercial Painters
Jue's Taekwon-Do
Marketing Solutions Group
Agape Villages Foster Family Agency
Mohseni Real Estate Group at Compass
Bratrude, Paul CPA
Diablo Publications
Office Depot
East Bay SPCA
Horizon Wealth Solutions
Pleasanton Golf Center
Dote, Tom - Farmers Insurance Group
Livermore Valley Performing Arts Center/
Bankhead Theater
Ng, John & Daisy, Coldwell Banker Real Estate

10-14 Years

Wente Vineyards
Diablo Prosthetics & Orthotics, Inc.

From The Heart Home Care
Pallesen & Butler Tax Service
Nothing Bundt Cakes
University of San Francisco
Pleasanton Campus
Jeff Bowser
The Franchise Consulting Company/
Steve Taylor Independent Consultant
StopWaste
Martin, Wardin & Eissner Financial Group
Dahlin Group, Inc.
Alliance Campaign Strategies
Pleasanton Family Wellness Center Inc.
A.J. Amstrup, State Farm Insurance
Mortensen & Son

5-9 Years

Duman Associates Custom Components and Marketing
Pacifiwide Lending
Narum, Kathy
Union Bank
Wall and Ceiling Alliance
Primrose School of Pleasanton
Dan Thompson Accounting Services, Inc.
Mirador Capital Partners
QASource
Patriot Pest Management
HERS Breast Cancer Foundation
Fulcrum BioEnergy, Inc.
CarMax
Pleasanton Diagnostic Imaging
Go Green Initiative

1-4 Years

Addiction Treatment Alternatives, LLC (ATA)
Bob Silva
SleepNumber
Profit Minds, LLC
Reborn Cabinets
Nonprofit & Communications Consulting
The Kepler Group, LTD
Pet Supplies Plus
Cemex
Macys Inc.
Family Matters
Curtis Fleming - Farmers Insurance
Baker Financial Consulting, LLC
The DeSilva Group
Investment Real Estate Company
De La Torre's Trattoria
Boisset Collection-Shelley Goldblum
WinePro
SMARTFIT360
Comcast
Jeanette Schaub Health & Wellness by Design
HSBC Bank USA N.A.
Shepherd's Gate
Superfly Wheels, Inc.
Dive N Trips
Pensionmark
Elation Real Estate
VIP Audio Visual
Eric "Otis" Nostrand

Business Spotlight

TekValley – Helping you ride the next wave to success

After several years, Seema Chawla saw the downside of the intense product-centric cultures at IT companies that were not meeting the needs of most companies. Corporate IT environments had become inefficient because of fragmented solutions delivered through "must-have" software products not designed or installed to work together.

Although a significant risk, especially for a woman of color, she decided to build her own talented team to deliver the customized IT solutions that companies need in an environment where people could thrive, regardless of gender or ethnicity.

Since its founding in 2000, TekValley has grown into a full-spectrum provider of IT services focused on digital transformation, with offices in four countries. "As a deep engineering firm, we possess proven expertise in all emerging technologies like Cloud Computing, Big Data, AI and Advanced analytics," said Chawla.

TekValley has over two decades of experience in designing, developing, and maintaining large and critical enterprise systems and infrastructure. Chawla knows that to harness the potential of technologies to transform and streamline, her teams must relentlessly focus on customers' business requirements.

This means listening and meeting customers' needs.

TekValley also brings expertise in rolling out critical knowledge and content management tools. The company has developed deep specializations in forward-thinking development and orchestration methodologies, such as Agile, DevOps, SaaS, and microservices.

Chawla proudly remembered comments from the CFO of a Fortune 10 company, "I wish we had more vendors like TekValley to deliver such quality work at such an amazing price structure." Chawla said, "We put our clients' interests first, and our work speaks for itself."

Although Chawla is very passionate about her work, she believes, "the book with the most stories should be your passport." This is her personal quote and she lives by it. Every year, she makes it a point to visit a place she has never been to with her family.

Chawla is also very passionate about helping underprivileged and spends significant time volunteering her time and meeting the needs of seniors, or anyone that's in need of basic things in life.



Seema Chawla



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Business Spotlight

Grocery Outlet coming to Pleasanton in April

Grocery Outlet is an extreme-value grocery retailer, which offers customers big savings on brand-name products. The Pleasanton Grocery Outlet is opening on April 1, 2021 and will be operated by Grocery Outlet Independent Operator Richard Lipsit.

Lipsit has more than 10 years of experience running his own business and has notable retail business experience prior to joining the Grocery Outlet family. He has a deep passion for both his team and customers and plans to focus on building an inclusive and supportive atmosphere with the highest standards in customer service. Previously, he successfully operated the Newark Grocery Outlet location, and he is looking forward to incorporating these elements and more into the upcoming Pleasanton Grocery Outlet.

For 75 years, Grocery Outlet has offered a full range of products including fresh produce, meat, deli and dairy, along with a wide

assortment of natural and organic choices. Grocery Outlet also carries a large selection of beer and wine, health and beauty care, as well as seasonal items. A third-generation, family-led company founded in 1946, Grocery Outlet provides local customers an exciting place to find WOW deals on name brands they trust. Grocery Outlet has more than 375 locations throughout California, Idaho, Nevada, Oregon, Pennsylvania, and Washington.

Lipsit believes he will bring his positive energy, as well as his enthusiasm and professionalism to lead the all-new Pleasanton Grocery Outlet. "I am honored to be a part of the Pleasanton community and bring Grocery Outlet's values - family orientation, supportiveness, and positivity - to the Pleasanton community," said Lipsit. "I am looking forward to having my store be the place that local families want to return to repeatedly."

In addition, he is a current board member of the Newark Chamber



"I am honored to be a part of the Pleasanton community and bring Grocery Outlet's values - family orientation, supportiveness, and positivity - to the Pleasanton community," said Richard Lipsit.

of Commerce and a member of Pleasanton Chamber of Commerce, where he coordinates with the city to launch programs for small businesses, including support during the COVID-19 pandemic. Additionally, when they moved to Pleasanton, he and his wife Julia joined the Pleasanton Rotary Club to better

serve their community.

For some background, Lipsit was originally born in a small community in Nebraska and moved to California when he was 10, since which he has called the state his home. Richard and his wife Julia have a lovely daughter, Korah. Julia studied and worked

in Europe, Asia and USA, and is excited to bring her experience in people management to support Richard in his business. Julia is passionate about supporting local communities, including teaching kids about IT technologies, running special charity events, and community outreach programs.



Richard Lipsit is excited to open the Pleasanton Grocery Outlet in the Vintage Hills Shopping Center on Bernal Avenue.

2021 VIRTUAL EDITION

HIKE FOR HOPE

& ZOOM AFTER-PARTY!

JUNE 5, 2021

SPONSORSHIP OPPORTUNITIES

Hike for Hope is an annual fundraiser for Hope Hospice, benefitting patient care and community programs including grief support and family caregiver education classes. Your company sponsorship of this important event helps us provide services to families at a time when support is needed the most.

Hope Hospice is a 501(c)(3) nonprofit that has been serving the Tri-Valley since 1980.

Sponsor Levels and Benefits

**\$10,000 - Excellence**

Enjoy all sponsor benefits in lower categories, plus:

- ✓ Email announcement of company sponsorship (8K)
- ✓ Thank-you announcement by the headlining performer at post-hike virtual party

\$5,000 - Compassion

Enjoy all sponsor benefits in lower categories, plus:

- ✓ Company logo added to printed materials (if logo is received by March 12)
- ✓ Thank-you in emails deployed to event registrants
- ✓ Company mention on Hope's social media

\$2,500 - Comfort

Enjoy all sponsor benefits in lower categories, plus:

- ✓ Named in Voices newsletter (7K mailed)

\$1,000 - Kindness

- ✓ Company logo on TheHikeForHope.com homepage and event T-shirt
- ✓ Named in Hope's annual online donor listing
- ✓ Participate with your corporate team of up to 20 people at no charge

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Enjoy breakfast, brunch and happy hour at The Patio.



Enjoy your food on our Patio

The Patio Pleasanton is pleased to announce its extended weekend hours as well as additional beverages now on the menu. On Fridays and Saturdays, the Patio is open 8:00 a.m. to 8:00 p.m. and Sundays from 8:00 a.m. to

7:00 p.m. Their menu features everything from eggs, burgers and brews, including eight beers on tap, wine and appetizers. The Patio is located at 310-A Main Street in downtown Pleasanton. Learn more at patiopleasanton.com or call 925-399-5332.

Row House Pleasanton: for people of all shapes, sizes and ages

ROW HOUSE

Row House Pleasanton, located next door to Trader Joe's in the Rose Pavilion shopping center, offers low-impact, rowing based, full body workouts to individuals from different fitness levels and backgrounds. Row House offers various types of instructor-led, outdoor group classes. Enjoy the first complimentary class and talk to highly trained rowing coaches about your future fitness goals. "Our community is unique since we stay true to the sport of rowing, and the proper technique."



A. Peiris and Sara G. of Row House Pleasanton accept the Chamber's 214 Gift, an anonymous contribution to a small business.

Tell your story, increase your exposure

The Pleasanton Chamber is pleased to introduce new and effective marketing opportunities for members. Jump start your outreach with a targeted campaign to a very active business community and vibrant community of readers. With options ranging from a one-time print ad to having a regular presence in all of our publications to a banner ad on our online directory, we invite you to give consumers the knowledge of what your business is known for. Tell your story, increase your exposure, and promote your brand by partnering with the Pleasanton Chamber. Questions? Email Susie at susie@pleasanton.org

What our members are saying

"Hope Hospice has taken advantage of the Chamber's ad packages that provide both digital exposure in the e-newsletters and print advertising in the Pleasanton Weekly insert. It's a great value compared to regular advertising costs in the paper, and we reach a wide audience in one of our target markets."



Kendra Strey
Director of
Communications
Hope Hospice

"We've been working with the Chamber of Commerce for many years now and have had a great experience connecting with the community through their various marketing opportunities. As a local real estate agent, finding ways to support local business in this time is a great priority to us and the Chamber of Commerce provides an excellent platform for us to connect and support each other."



Steve Mohseni
Team Lead
Mohseni Real Estate
Group

"As a small business located in Pleasanton, gaining name recognition in our backyard is essential to our success. The Pleasanton Chamber has provided affordable marketing opportunities to target our primary audience, along with helpful guidance and advice to optimize the success of our efforts. We've chosen the "Gold Package" for the last two years, and plan to continue taking advantage of the Chamber's Marketing opportunities through the foreseeable future."



Rebekah Armstrong
Operations Manager
Cool Earth Solar

Business Spotlight

Blood donation remains an essential activity

Stanford Blood Center (SBC) is a nonprofit, community blood center and leader in the fields of transplantation and transfusion medicine. The vision is to provide hope for healing, which they fulfill on a daily basis through their support of local patients.

As a community blood center, SBC provides lifesaving blood products to patients at partner hospitals throughout the Bay Area, including Stanford Hospital and Lucile Packard Children's Hospital, both of which are Level 1 trauma centers. At SBC, they need to collect approximately 200 units (pints) of blood each day to support all the children and adults

in the community who depend on blood for treatment, including those suffering from traumatic injuries, chemo patients, burn victims, preemie babies and patients undergoing transplant surgeries.

"We encourage anyone who is eligible to please consider donating blood, as we are dependent on the generosity of blood donors to save lives on a daily basis," said Ross Coyle with Stanford Blood Center. "With just one donation, you can help multiple patients."

New to donation? Giving blood only takes about an hour of your time, with the actual donation taking only about five to 10 minutes. To make giving blood as convenient as possible, Stanford Blood



Giving blood only takes about an hour of your time, with the actual donation taking only about five to 10 minutes.

Center has locations in Campbell, Menlo Park and Mountain View and hosts blood drives throughout the Bay Area, including many in the Tri-Valley area. They also have flexible hours and appointments available every day of the week.

"Though much has changed during the COVID-19 pandemic, we

want to remind our community that the need for blood is constant, and blood donation remains an essential activity, even in a shelter-in-place or restrictive tier designation," said Coyle. "The safety of our donors is a top priority, and we have instituted a number of measures to ensure blood donation continues to be a safe process, which you can learn

more about at stanfordbloodcenter.org/covid-19."

Please join Stanford Blood Center in supporting those in need in our community. For more information on donating blood, as well as partnership opportunities (including hosting a blood drive), visit stanfordbloodcenter.org or call at 888-723-7831.



Stanford Blood Center hosts blood drives throughout the Bay Area, including many in the Tri-Valley area.