

Business Connection



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May 2021

Pleasanton Chamber Celebrates 75 Years of Supporting the Community

It all started back in 1907 when a small group of Pleasanton's influential citizens met at City Hall for the purpose of organizing a civic body that would do work to further the progress of Pleasanton and to communicate with the citizens and businesses of Pleasanton an ambition to enhance and grow the town.

This was the genesis of the Pleasanton Chamber of Commerce as it is today. The formal incorporation was completed on September 30, 1946, and the reason for celebrating the chamber's 75th anniversary in 2021. "This gives us the opportunity to thank and remember our past leaders that were instrumental in guiding the chamber to continued success," said Steve Van Dorn, President/CEO of the Pleasanton Chamber. "After all, the chamber would not be where it is today without the support of our members and our awesome community," he said.

"Great communities have great chambers," said Dave Kilby, President and CEO of Western Association of Chamber Executives (W.A.C.E.) and executive vice president of corporate affairs at the California Chamber. "I think a case could definitely be made that Pleasanton is what it is today – a great community – because of the work of the chamber for the past 75 years."

About the Chamber

The Pleasanton Chamber is a non-profit voluntary organization currently made up of roughly 700 members ranging from small mom-and-pop type businesses to major corporations located in the Tri-Valley. Each member organization pays annual dues based on the type of business and the number of employees.

The chamber takes great pride in helping Pleasanton remain among the very best cities in the country in which to live, work and raise a family while providing support, services, and value for its member organizations. Programs such as Leadership Pleasanton and committees within the chamber including Economic Development, the Ambassadors, and the Pleasanton Young Professionals all involve working together for the betterment of the Pleasanton community. As it states in Pleasanton 2025: A Community Vision, "Our strong local economy and extraordinary quality of life happen by design, not by accident."

History of Growth

Frank Capilla, 1984 chamber board chair, recalled a significant time where "the chamber was flat broke, no money." Over lunch at LaRochelle's restaurant in 1979, Wells Fargo agreed to loan \$7,000 to the chamber, thanks to the efforts



of Larry Lindsey and Jim Barri.

"I think the best thing we did was hire Debra Strong to be the full-time manager," said Joyce Shapiro, 1979 chamber board chair, referencing upgrading the Chamber office staff. Prior to this time, Chan Anderson was the lone manager of the Chamber as a part-time employee.

In the meantime, Hacienda Business Park came to town and the chamber really started gaining momentum. "Joe Callahan said if you're going to do business at Hacienda, we want you to belong to the chamber. We just really started to take off," said Capilla.

Marty Inderbitzen, 1983 cham-

ber board chair, expressed a similar sentiment. "I remember the 1980's as the decade that the Pleasanton Chamber of Commerce really came into its own. In those years, we set a goal for membership development and grew the chamber to 1,000 members. This was a remarkable achievement made possible by the approval and development of Hacienda Business Park and the Stoneridge Mall," said Inderbitzen.

"No matter what the circumstance, when there is something that needs to be addressed, the community comes together and sees that it happens," said James Paxson, 2015 chamber board chair and current general manager of Hacienda. "So often, the convening force or common thread to that collective response has been the Pleasanton Chamber of Commerce through their active civic engagement and care for those things that make Pleasanton, Pleasanton," he continued.

Supporting the Pleasanton Community

Leadership Pleasanton, created by the chamber in partnership with the City of Pleasanton in 1989, is a program to develop community leaders. Comprised of individuals from all sectors of the community,

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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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Spring is the season for renewal and hope

I spent a recent Saturday in downtown Pleasanton, and for the days leading up to the weekend, I didn't anticipate that it would have been anything "special." I had planned to get my hair cut at Fusion 3 Salon and then head back home to finish my weekend chores. But as I parked my car on the north end of Main Street, a rush of excitement fell over me and the list of stores I wanted to visit grew long.

The sun was shining, temperatures were warming up and the street was abuzz with energy. Restaurant goers were dining outdoors, and kids were skateboarding

down the sidewalks while conversation, comradery and laughter filled the air. Is this what the start of every spring season is like, I wondered. Or was the excitement and energy I felt because Alameda County moved in to the "Orange Tier" and COVID-19 cases are decreasing?

For many of us, these past 12 months have been crammed with all kinds of stress: What if I contract COVID and get sick or what if my loved ones do? When will I be able to travel to see my family again? What if my business doesn't survive? What will I do next?



Tracey Lewis Taylor
2021 Chair of the Board

Pleasanton's Water Supply Requires Our Attention

It is time to conserve water.

According to the U.S. Drought Monitor (a collaboration between the USDA, U.S. Dept. of Commerce, the National Oceanic and Atmospheric Administration, and the University of Nebraska) most of the western United States is currently in drought, including Alameda County. More information: <http://bit.ly/alamedadrought>.



Jill Buck

Pleasanton is heavily dependent on Zone 7 Water Agency for our water supply.

Under normal circumstances, 20% of our drinking water comes from 3 City-owned wells, and 80% of our water is purchased from Zone 7 Water agency. The amount of water Pleasanton is allowed to draw from our wells is regulated by Zone 7, because they are responsible for managing the Livermore Valley Groundwater Basin into which our City wells are drilled. Currently, one of our City wells is out of service due to high levels of PFAS contamination. More information: <http://bit.ly/pleasantonwater2019>.

Zone 7 will only receive 5% of its allotment from the State Water Project (SWP) in 2021.

While Zone 7 has a diverse portfolio of water supply options, under normal conditions the SWP is the most substantial source of water. Water from the Sierra snowpack is

the origin of the SWP, and the snowpack has been very low in 2020 and 2021. In 2020, Zone 7 only received 20% of its allotment from the SWP. Current data predicts that 2022 will be dry, as well. More information: <http://bit.ly/Zone7water2021>.

The City of Pleasanton and Zone 7 have water-related rebate programs available for residents and businesses.

- City of Pleasanton website: <http://bit.ly/ptownconserve>
- Zone 7 website: <http://bit.ly/zone7conserve>

Pleasanton students created a documentary to help you learn more!

In 2020, Pleasanton high school and college students in the Go Green Initiative summer internship program created a documentary entitled, "Hometown Water: The Lifeline of Pleasanton." Watch it on YouTube by visiting this link: <https://bit.ly/pleasantonwater>.

For more information in a detailed slideshow with links, visit this URL: <http://bit.ly/ptownwateroverviewapril2021>.

Jill Buck, M.S., Ed.

Buck is the founder and CEO of the Go Green Initiative, and host of Go Green Radio. She has lived in Pleasanton since 1999, and is a board member of the Pleasanton Chamber of Commerce.

With spring upon us, this is a natural time for renewal, a time for healing and re-growth. As COVID vaccination rates increase, we are noticing this healing in our personal lives; friends and family safely reuniting, kids back at school and sports teams at play. We see this healing in our business community as well. Restaurants, fitness centers, and entertainment are all starting to re-open. And as they open their doors to us, our hearts fill with hope.

During this time of renewal and focus on the year ahead, I remain incredibly proud to serve as the Board Chair of the Chamber of Commerce. Our chamber staff continues to be deeply committed to the economic health of our community and of our member

businesses and have preserved the Chamber's ability to meet member needs through advocacy and meaningful connections. We are appreciative of the sustained partnership with the City of Pleasanton and with Mayor Karla Brown's office and were excited that the first virtual Pleasanton State of the City was attended by over 165 attendees and amplified the messages of a dozen sponsors. While we have a long road ahead of us this year, the Chamber is here to help support and be a resource for your business. We thank you for your continued commitment and participation.

I wish each of you a wonderful spring season filled with health and happiness and hope to see you in downtown Pleasanton soon!

To Tri-Valley with Love

The Red String Promise

The Cities of Pleasanton, Livermore, Dublin, San Ramon and the Town of Danville are joining hand-in-hand with their Tri-Valley neighbors to launch a local recovery marketing campaign to help businesses get back on their feet. The "To Tri-Valley with Love" Promise Campaign will connect resident hearts and lives with stories and incentives to spend locally, uniting all five communities while imploring a 'promise' to spend extra each week to stimulate economic recovery and save struggling hometown businesses.

The Spring 2021 two-month multi-channel awareness and media campaign is meant to enhance and extend existing shop local initiatives on a regional scale for all five communities, through broadcast, radio, print, digital and outside advertising, dedicated websites, personalized branding, public relation activa-

tions and social media outreach. The main call-to-action through a series of love-letters will be for residents to make a pledge to get out and spend, sign up for a free mobile Promise Pass of specials at more than 100 participating businesses; and support local shopping programs throughout the Tri-Valley.

Each municipality has contributed to the regional business recovery campaign, matched dollar-for-dollar and implemented by Visit Tri-Valley (VTV), a regional destination marketing organization, for a total \$250,000 investment in the Tri-Valley communities. Through this innovative cooperative marketing partnership, combined resources will leverage media buying power and heighten local citizen awareness and civic pride as a region for economic benefit for all.

To make the promise go to ToPleasantonWithLove.com.



The Pleasanton PROMISE



1

Visit the website
ToPleasantonWithLove.com
or scan QR code



2

Sign up for your
PROMISE Pass



3

Start enjoying exclusive
promotions from
local businesses

#PromisePass #PleasantonPromisePass
#LivermorePromisePass #DublinPromisePass
#DanvillePromisePass #SanRamonPromisePass



10x Genomics was built on the mission to master biology to advance human health and its products are used by scientists to make discoveries in areas ranging from oncology to immunology and neuroscience.

10x Genomics plans large expansion in Pleasanton

10x Genomics has announced expansion plans to support the company's continued growth in Pleasanton across two properties. Along with the leasing of a second building in the same complex as its current headquarters, 10x has acquired the site of the former Pleasanton Plaza retail complex at 1701 Springdale Avenue for \$29.4 million.

The property at 1701 Springdale Avenue will undergo a significant transformation that will see 381,000-square feet created across up to three new buildings, as well as the construction of a parking garage. The first building is slated to open in 2022 and will include clean rooms for labs and office space. While this campus is under development, 10x will expand its current operations

to a second building at Pleasanton Corporate Commons. Located at 6210 Stoneridge Mall Road, this building will undergo an extensive interior buildout to enhance the company's research and development capabilities. 10x Genomics plans to take a phased approach to occupying the new space, which is expected to be fully completed by 2023.

These moves reaffirm 10x's commitment to the city it has called home since the company was founded in 2012. 10x Genomics was built on the mission to master biology to advance human health and its products are used by scientists to make discoveries in areas ranging from oncology to immunology and neuroscience. The company has grown to over 900 employees in offices across Singapore, China, Netherlands, Copenhagen and Sweden.

Business Spotlight

Three Italians. One dream. Infinite pizza

Locanda Amalfi is Enzo Rosano's newest Bay Area 'Ristoranti Locanda' locations. Enzo grew up in a town just outside of Naples, Italy. His fondest memories of his childhood are centered around his mother's cooking and the family meals he shared with his eight siblings. Mama Carmela's amazing cooking kept her children close to home throughout their childhood and young adulthood. Today, Enzo has created the perfect local favorite where the spirit of Mama Carmela's cooking is shared with customers from all over the Bay Area.

Enzo partnered with two young Italians, Francesco Esposito and Emanuele Ghirani, to bring Locanda Amalfi to Pleasanton.

Francesco came to the Bay Area from Naples in 2017. As one of the world's few certified Master Pizzaioli, Francesco brought the flavor of the Italian Riviera to Locanda Ravello where he worked as a pizza chef until opening Locanda Amalfi with Enzo. While at Locanda Ravello, Francesco met his wife Gabriela, a Bay Area native who caught his eye while dining at the pizza counter.

Emanuele came to the Bay Area from Florence in 2016 with his wife Tessa, a California native. Finding himself in a new country, he had the opportunity to change careers from running a dental lab in Tuscany to preparing and serving delicious food in Danville.

The three Italians come from different backgrounds, but they share one common goal: bringing mouth-watering, authentic Italian dishes to the Bay Area, served with a side of Italian hospitality.

If you dine with at Locanda Amalfi, you'll get the chance to meet Francesco, Emanuele, and Enzo, and they'll be happy to swap stories and share a



If you dine at Locanda Amalfi, you'll get the chance to meet Francesco, Emanuele, and Enzo, and they'll be happy to swap stories and share a limoncello with you.

limoncello with you. With some of the most delicious combinations of ingredients, there is something for everyone to enjoy. It's the perfect place for date night, family night, or just-for-you-pizza night. Visit Locanda Amalfi at 349 Main Street in downtown Pleasanton.



Visit Locanda Amalfi at 349 Main Street in downtown Pleasanton.

OMRON

OMRON Robotics and Safety Technologies Deploys UV Disinfection Mobile Robot

Due to the current COVID-19 pandemic, OMRON's team has deployed its first UV disinfection mobile robot in their Hacienda Business Park Pleasanton office. The UV disinfection robot autonomously disinfects the common areas in the OMRON office on a nightly basis.

Given the utmost significance of sanitization and disinfection in the current times, OMRON's UV-equipped mobile robots yield a great value to organizations who are struggling to find the right, effective, less labor-intensive and long-term solutions to ensure their environment is germ-free.

OMRON is committed to solving various global societal issues while ensuring the safety of all stakeholders including customers, business partners, employees and their families, and preventing the future spread of infection.

For further information please contact OMRON's marketing department via email: ORT-Marketing@omron.com.

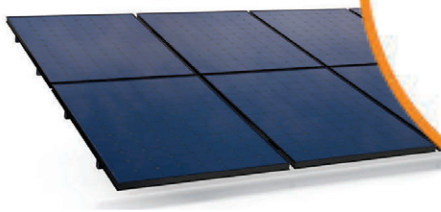


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Business Spotlight

Virtual wine tastings for all occasions and wine-inspired gifts

Shelley Goldblum-WinePro, Boisset Collection is a personal extension of the Boisset Tasting Rooms brought to your office or home. "I feature exclusive award-winning wines from Buena Vista Winery, Raymond Vineyards, DeLoach Vineyards, Wattle Creek, JCB and France," said Goldblum. She is certified WSET1 and has been with Boisset for almost 7 years.

"I am passionate about extending my love for all things wine to corporations, businesses and individuals. Boisset Collection is my platform for supporting local non-profits as I believe in giving back to my community," she said.

Shelley Goldblum-WinePro, Boisset Collection services include:

- Private virtual wine tasting experiences via Zoom, excellent for connecting with clients, peers (team building), friends and family throughout the United States
- Fundraising virtual wine tastings via Zoom
- Custom wine labels for business marketing/gifts/auctions/raffles, (your business card on a bottle!)
- Wine selection and full service for events/mixers/client appreciation/fundraisers
- Online shopping with personal assistance; home or office delivery
- Wine lifestyle jewelry and gifts
- Wine-food pairing for corporate and business events



Learn more about Shelley Goldblum at my.boissetcollection.com/shelleygoldblum.



Contact Shelley at sgoldblmca@aol.com, 925-219-6875 or for more information visit her website my.boissetcollection.com/shelleygoldblum.



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Business Spotlight

Northern California's Gilman Brewing Company announces official opening of third taproom in downtown Pleasanton

A premier East Bay brewery decorated with 45 medals awarded from top national and regional beer competitions, Gilman Brewing Company brings limited-edition beer releases never-before available outside of the Berkeley brewery to the Tri-Valley region with the official opening of their third location in downtown Pleasanton at 706 Main Street.

The 2,500 square foot downtown Pleasanton taproom is now open and collaborating with local favorites Oyo and Brava Garden for an eclectic sampling of large and small bites. The 900 square foot outdoor patio is a signature of the Pleasanton location with its high trestles full of string lights destined for unforgettable beer and culinary experiences. Local bands will provide live music nightly until 9:00 p.m. (outside) and 11:00 p.m. (inside).

Gilman's team of brewers, bartenders, musicians, and builders are devoted to taking the pretension out of craft brewing by representing their blue-collar spirit and fascination of workin' on cars, motorcycles, metal, and wailin' on Johnny Cash songs with the house band at the



brewery. Live music is an essential part of the Gilman Brewing community as many employees are working and professional musicians.

Established in 2015, co-founders, veterinary orthopedic surgeons, and seasoned brewers Sean Wells and Tim Sellmeyer, as well as their best friend and professional musician John Schuman, opened Gilman Brewing's production brewery and taproom on the bustling Gilman Street in West Berkeley. With almost 40 years of brewing experience between them, Sean and Tim found a common love for the nuanced, complex flavors of Belgian Farmhouse ales.

Gilman Brewing has been recognized for its premium IPAs, double IPAs, hazy IPAs, tart sours, fruit-forward beers, and a distinguished ros-



The 900 square foot outdoor patio at Gilman Brewing Company is a signature of the Pleasanton location with its high trestles full of string lights destined for unforgettable beer and culinary experiences.

ter of singular California-inspired Belgian and saison styles. In 2020 alone, they received seven Gold medals, two Silver and two Bronze medals, and two "Best of Show"

awards for "Beer of the Year." Built with working-class ethos and a dedication to brewing sophisticated beers, Gilman Brewing is a fiery underdog putting the East Bay beer

scene on the map along with an array of its craft contemporaries.

For more information regarding Gilman Brewing Company, please visit: gilmanbrew.com



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– Daniel Chiu | DC Dental Group



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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.

48 Years

Graham-Hitch Mortuary

40-44 Years

Richert Lumber Company, Inc.
Reynolds & Brown

35-39 Years

Kaiser Permanente-Diablo Service Area
Ponderosa Homes
Pleasanton Unified School District
Keller Williams Tri-Valley Realty
Livermore Amador Valley Transit Authority (WHEELS)

30-34 Years

Hacienda Child Development Center and School
Mavridis Investments
1st United Credit Union
MGR Assets Inc.
Black Tie Transportation
Vargas, Tom
Keystone Adult Learning Center
Schwaegerle, Gary-Schwagerle, Realtors
Lawrence Livermore National Laboratory

25-29 Years

Sea Cliff Properties
Vic's All Star Kitchen
Rotary Club of Pleasanton
Barone's Restaurant
Pleasanton Certified Farmers Market

20-24 Years

Promenade Apartments
Autotron Service Center
HYATT house Pleasanton
Courtyard by Marriott - Pleasanton
Museum on Main Street
Alameda County Community Food Bank
Pleasanton-Livermore Junior Women's Club
Mark Sweeney
AC Hotel Pleasanton
Tri-Valley Inn & Suites
BKF Engineers

15-19 Years

Marketing Solutions Group
Biletnikoff Foundation, The
Agape Villages Foster Family Agency
Y.A. Tittle Insurance
Heartland Payroll
Richard's Heating & Air Repair Inc.
Karn, Richard
BumbleBee Marketing Services
Service Champions Heating & Air
Haskett Law Firm, P.C.
Window-ology
Safeway, Inc.
Safeway, Inc.
Process Metrix, LLC

10-14 Years

Pleasanton Auto Mall
Wells Fargo Advisors
Eddie Papa's American Hangout
Dutra Enterprises, Inc.
Casa Real at Ruby Hill Winery
Comerica Bank
Ruggeri-Jensen-Azar
Servpro of Pleasanton/Dublin
Chase Electric
The Write Business
The Franchise Consulting Company / Steve Taylor Independent Consultant
Leslie Wolf - State Farm Insurance
Pirates of Emerson
The First Tee of the Tri-Valley

Pleasanton Family Wellness Center Inc.
Embarcadero Capital Partners
Integrated General Counsel, P.C.
Altamont Corridor Express (ACE)

5-9 Years

Karlsson & Lane, An Accountancy Corporation
Legacy Real Estate & Associates
Harrington Art Partnership
Olson, Arne
Baird Orthodontics
Primrose School of Pleasanton
Venema Homes Team
BlueSky Wealth Advisors, LLC
Bay Alarm Company
KinderCare Learning Center
Intero Real Estate Services
E J & J Investments, LLC
Landmark Lending
HERS Breast Cancer Foundation
Unchained Labs
Keller Williams Tri-Valley Realty
Hopkins & Carley A Law Corporation
J. Boles, West Coast Backflow

1-4 Years

Network Exchange
Addiction Treatment Alternatives, LLC (ATA)
Spectrum Community Services
Morgan Stanley - Shawn Henley-Senior Vice President, Wealth Advisor
ARCpoint Labs of Pleasanton CA
Target Marketing, Inc.
Eclipse Office Technology
Phoenix Technology Group, Inc.
Ballistic United Soccer Club
Valley Plumbing Home Center, Inc.
FirstLight Home Care of Tri-Valley, CA
Pacific Locomotive Association - Niles Canyon Railway
Profit Minds, LLC
Nonprofit & Communications Consulting
Nate Miley, Supervisor
One Resource Consulting
JBI Insurance Services
Tri-Valley Conservancy
Brad Warren - Velur Enterprises, Inc.
Prodigy Sports Performance
Pet Supplies Plus
WiZiX Technology Group, Inc.
Advanced MnT Inc.
Futures Academy
Perazul Capital LLC
Hospice East Bay
Ogden Costa Creative Group
California Gold Advocacy Group
Leisure Sports, Inc.
Plucked Chicken & Beer
Pleasanton RAGE Girls Soccer
Bio-Rad Laboratories, Digital Biology Group
Alameda County General Services Agency
VENTURE X - (Pleasanton)
Boisset Collection-Shelley Goldblum WinePro
SMARTFIT360
Merchant Advocate
Jeanette Schaub Health & Wellness by Design
IniBurger!
Fidelity National Title
TekValley Corporation Inc.
Paris Baguette - Pleasanton
Chabot-Las Positas Community College District
Boomecycle Digital Marketing
Resurrection Greek Orthodox Church
Hi-Five Sports Clubs, Tri-Valley

Business Spotlight

The one that gets it done

ALFREDO A LEDESMA

Alfredo Ledesma first got into real estate because his wife, who was in finance and had her real estate license, always said he was a natural salesman. In 2007 when the market crashed, Ledesma decided to change careers and give real estate a shot, not realizing it may have been the worst time ever to get into the business. He quickly learned how to do short sales, work with foreclosures and how to grow his own real estate business.

Ledesma is a former competitive roller skater. Back in 1988, he won the U.S. National Championships. He was selected to compete in the 1989 Olympic sports festival and went on to become a top coach in the sport. "The discipline I learned from skating always stuck with me. I always wanted to go above and beyond for my students and clients. I guess it's the competitive side in me," said Ledesma.

Fast forward to 2014, when Ledesma was asked by his broker Rishi Bakshi to open a new Intero franchise office in Pleasanton. He had been a top agent for Intero Fremont for a number of years at this point. Being very competitive and up for a challenge, Ledesma opened the office with himself and three agents. "We now have over 70 agents on our

roster, and we are growing," he said.

The Intero Real Estate branch that Ledesma leads focuses on residential and has a commercial and relocation division. They are a part of one of the Leading Real Estate Companies of The World, as well as Luxury Portfolio International. "We pride ourselves by being a local brand with a global reach," said Ledesma. "One of the many reasons why agents love Intero is our support and mentorship. Our goal is to provide our agents with the tools, technology and support they need to excel in a competitive real estate industry."

"As a former coach, I love giving back. If I can help someone achieve their goals, it is very fulfilling to me. Running Intero Real Estate in Pleasanton allows me to pass on my experience and knowledge to my agents. I always felt a passion for coaching and helping others," said Ledesma.

Learn more about Intero and Alfredo Ledesma's team by calling 510-406-2274 or emailing ALedesma@Intero.com. DRE# 01727652.



Alfredo Ledesma

INTERO



At Thrive, the focus is customer service and empowerment, utilizing the best education and self-developing health and fitness programs to inspire their members to obtain personal fitness empowerment.

Don't just survive, thrive

Thrive Fitness Plus is now open for workouts in the Vintage Hills Shopping Center in Pleasanton after a year-long wait for the green light. During this transition period, they are offering a limited number of reduced price Charter Memberships. Take advantage of the Thrive "One and Done" Circuit featuring Hoist Roc-It machines. This supervised circuit provides a mechanically sound, injury free way to get a full body workout in 30 minutes. Plus, they offer a fully

equipped gym with free weights, a second full line of machines, a training/stretching room and free instruction. The philosophy at Thrive FitnessPlus is to teach each member how to be fit in a way that works for them. To instruct and to inspire. Offerings, including classes, lectures, group hikes and more will expand as memberships increase to the capped number. Learn more at www.thrivefitness.plus or visit Thrive Fitness Plus at 3550 Bernal Avenue, Suite 110 in Pleasanton.

THRIVE

F I T N E S S *Plus*

Business Spotlight

Best hummus, period

Made fresh daily with love

In 1951, Mohammad Ziad’s grandfather, Afeef Awad, traveled to the city of Yafa which is located on the east coast of the Mediterranean Sea. While he was in Yafa, he learned how to make hummus and made his first batch that started the restaurant’s devotion for hummus.

A few years later, he moved to Amman, Jordan, and opened his own restaurant to give people the taste of his delicious, handcrafted hummus. Throughout the years as a restaurant owner and hummus



enthusiast, he perfected his recipe to produce world class hummus, which made its way all the way to California.

“The fact that we still use the same spices our grandpa used to use, which we import twice a year from Amman, Jordan is what sets us apart,” said Ziad, who opened his first Yafa Hummus location in Tracy, and has since opened restaurants in Dublin and Livermore. “The recipes originate from our grandpa’s restaurant that opened in 1951 in Amman and closed down when my grandpa retired in 2003,” said Ziad.

After graduating from San Jose State University, Ziad went to live with his brother and cousin in hopes of starting a business together. “One thing we knew for sure was that we couldn’t find any good hummus around, no matter where we looked,” said Ziad. That is when they decided to open a small concept restaurant, where they planned to produce and distribute hummus. “Our goal with the restaurant was a small menu, a lot of hummus, and a few months down the road we could start packaging and distributing hummus.”

Plans don’t always work out how you envision and sure enough, the



Yafa Hummus serves authentic flavors in bowls and wraps, with three proteins to choose from.

restaurant got busy, and the hummus production was put on hold for a while. Fast forward three years, Ziad and family have three Yafa Hummus locations, amazing reviews across the board, and still serving hummus a great volume.

Yafa Hummus serves authentic flavors in bowls and wraps, with three proteins to choose from: Chicken Shawarma, Beef Gyro, & Falafel (vegan option). They have 15 different sides, some of the most popular being: Hummus (Classic flavor, Spicy, or Pesto), Greek Salad, Mediterranean Salad, Tabouleh, Kale-slaw and Baba Ghanoush.

Visit Yafa Hummus at 7012 Amador Plaza Road in Dublin, or at www.yafahummus.com. Email for all of your catering needs at yafahummus@gmail.com or follow them on Facebook and Instagram @Yafahummus.

75 Years

(continued from page 1)

the participants meet monthly nine times for day-long sessions on topics of history, government, education, recreation, business, public safety, health and infrastructure.

In 1997, the chamber formed its Community Foundation to generate funding otherwise unavailable for programs benefiting the chamber, its members and the community. The Foundation’s mission is to support and advance small business development, business technology development, service projects and educational programs of the Pleasanton community.

“The thing that has been most impactful to my chamber experience was the courage that it took to form a PAC so that business had a more formal seat in community discussions,” said John Sensiba, 2007 chamber board chair, on the 2004 formation of the Business And Community Political Action Committee, BACPAC. “It really allowed business to put their money where their mouth was. It was never intended to dominate the discussion, just to include the voice of business and I think it has done that well. Taxes on business help maintain our quality of life in Pleasanton and I think the chamber does a great job of advocating for a business-friendly environment.”

The chamber, through its

Community Vision Program launched in 2008, has been a catalyst for identifying and advocating fulfillment of community-developed objectives for a better Pleasanton in areas of housing, education, public safety, parks, recreation, infrastructure, health, and the local economy.

In 2013, the chamber launched the Pleasanton Young Professionals, the premier networking group for emerging and established young professionals age 21-40.

“The chamber provides many with the opportunity to lead from the front, to actively serve our community and to leave Pleasanton a little bit better than when we found it,” said Laura Brooks, 2009 chamber board chair. “While the chamber is an amazing business organization, it is also a community organization filled with people who are passionate about our city and our residents.”

As the chamber looks back on its rich history over the last 75 years, the business climate is a key driver of the community’s success. “Of all the Chamber’s most memorable accomplishments, most significant to me these many years is its enduring success with people,” said Scott Raty, who served as the chamber’s CEO for a total of 16 years. “Pleasanton is blessed with a richly diverse business community that contributes enormously to the economic success and quality of life we enjoy.”



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volume since 2019

\$92

transactions since 2019

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COMPASS

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) a replacement primary residence anywhere in the state
- b) regardless of the value of the replacement primary residence (but with adjustments if replacement has a greater value),
- c) within two years of the sale and
- d) 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.

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DRE 01267039

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Ribbon Cuttings



Creating new jobs, stronger economy



Open now in the Vintage Hills Shopping Center

Pleasanton Grocery Outlet — At Grocery Outlet, you'll find name brand groceries for 40-70% less than conventional grocery stores. 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. The Pleasanton location is run by Grocery Outlet Independent Operator Richard Lipsit, who 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. Pleasanton's Grocery Outlet (open 8:00 a.m. to 10:00 p.m. daily) is located at 3550 Bernal Avenue in the Vintage Hills Shopping Center. Visit them on Facebook @PleasantonGroceryOutlet.



Open now in the Rose Pavilion Shopping Center

The Port of Peri Peri — The Port of Peri Peri offers flame-grilled chicken made to order using their secret Peri Peri sauces of your choice. At The Port, they love healthy food, particularly grilled. When they set out from a small town in Portugal, it was their aim to offer everyone the chance to eat great chicken cooked to succulent perfection on an open-flame grill. Their all-natural, vegetarian-fed chicken is fresh, never frozen and marinated for a minimum of 24 hours. Everything is made fresh after you place the order. Their unique secret Peri Peri sauces are made from African bird's eye chilies mixed with fresh herbs and spices. Their sauces are suitable for everyone as they are free of nuts, gluten and MSG. Port of Peri Peri is located at 4275 Rosewood Drive, Unit 20 in Pleasanton in the Rose Pavilion Shopping Center. Visit them on Facebook @PortofPleasanton.

Assistance League receives contribution

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 \$400 check. The 214 Gift for March was presented to the Assistance League of Amador Valley. Barbara Campos, public relations chair,

accepted the gift.

"Assistance League® of Amador Valley would like to thank the Pleasanton Chamber and the anonymous donor for their generous gift," said Campos. "Our food pan-

try donations have doubled this year and we are so grateful for this gift to help others in need in our community. Thank you!"

Assistance League® of Amador Valley's philanthropic programs reach more than 4,000 recipients in the Tri-Valley each year.




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YOUTH MUST STILL BE REGISTERED

This year's format is a little different, but the goal is the same: to **raise \$100,000** for patient care and community programs, including grief support services, dementia education, and caregiver resources for local families.

**YOUR
CHOICE**

Single-Day Hike

Saturday, June 5

Week-long Challenge

Saturday, May 29, through Saturday, June 5

TheHikeForHope.com
(925) 829-8770

