

Raty shares lasting accomplishments

The Pleasanton Chamber of Commerce, one of the most engaging and successful chambers in the Bay Area, is celebrating its 75th anniversary in 2021, and is commemorating the occasion with a variety of captivating stories, news articles, and reflections from community leaders. Scott Raty, former President/CEO of the Pleasanton Chamber, shares his three favorite successes of his time with the chamber.

"Before jumping right into my three most favorite of the Pleasanton Chamber's lasting accomplishments in celebration of its 75th anniversary, here's a little personal background for context.

Proudly I served as the chamber's CEO for a total of 16 years.

However, my familiarity with the chamber spans more than 34 years as I was first employed as CEO from 1984 to 1989, when the self-correcting IBM Selectric reigned supreme and fax machines were trending. I returned to the position



Scott Raty
Former President/CEO
Pleasanton Chamber

in 2008 as iPhones took the world by storm, until my retirement in August of 2018 when mention of the Cloud had nothing to do with weather, and Siri had an answer for everything except Alexa.

Now, here are my top three.

Leadership Pleasanton, created by the chamber in 1988, has produced more than 755 graduates in its 30-plus years. In September of each year, up to 30 local adults from all walks of life begin participating in nine, monthly, day-long

sessions on topics of Pleasanton history, government, education, recreation, business, public safety, health and infrastructure. Many graduates go on to volunteer for local community non-profits, service clubs, youth sports, city commissions, and in some cases pursue elected office.

As each new year of LP gets underway, and attendance requirements are reviewed, most participants express reservation and anxiety about having to take one whole day per month away from work, family, school or whatever. Without exception, by the third session, these same folks are wishing out loud for more than just one day per month!

Whether you are new to Pleasanton, or a life-long resident, going behind the scenes once a month to learn what makes this great community tick is time well spent, but be for warned that you may discover an unexpected passion for volunteer service.

Pleasanton 2015: A Community Vision – Pleasanton did not become one of the best cities in all of California in which to live, work and raise a family by accident; it happened by design with strong leadership and teamwork among all sectors of the community. 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.

Of the 45 measurable objectives in the chamber's initial document, the community accomplished most of them and two subsequent iterations of the Vision (2020 and

2025) along with the chamber's ongoing public policy advocacy efforts have proved instrumental in helping Pleasanton remain among the best communities in California. Get a look at the current Vision on the chamber website.

Of all the chamber's most memorable accomplishments, most significant to me these many years is its **enduring success with people**. Pre IBM Selectric and way beyond the cloud, generation after generation of engaged business leaders bring their time, talent, and resources to the table freely for the benefit of the entire community through their involvement with the chamber. Pleasanton is blessed with a richly diverse business community that contributes enormously to the economic success and quality of life we enjoy. If you are in business, and not yet a member, you should join.

Congratulations to past, current, and future chamber members, leaders and staff on this milestone anniversary."

– Scott Raty



Pleasanton—Let's Celebrate!

In honor of our Community Service Award recipients and our 75th anniversary, the Pleasanton Chamber invites everyone to a community celebration with hors d'oeuvres, drinks and live music from Retroactive, featuring high energy music from Motown to today's hits, all outside in the beautiful backyard of Barone's.

Wednesday, October 20, 2021—Barone's Backyard—5:00 p.m.

www.pleasanton.org

\$65 per person, \$75 after October 3rd



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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 made 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 learn more.

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

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