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Zone 7 Water Agency

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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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## Let's Go Shop Small

November 27, 2021 marks the 11th Small Business Saturday. This annual recognition was started in 2010 by American Express and is celebrated each year on the Saturday after Thanksgiving in the United States. Since 2010, consumers have reported spending nearly \$140 billion across all 11 Small Business Saturdays combined.

The Pleasanton Chamber of Commerce encourages our community to Shop Small and bring more holiday shopping to small businesses, not only on November 27 but throughout the holiday season. Shopping small can be as easy as purchasing a cup of coffee from your favorite neighborhood



Steve Van Dorn  
Pleasanton Chamber  
President/CEO

café or buying a gift from a local bookstore. For every \$1 spent at a small business, \$0.67 stays in the community. The bottom line is you're supporting local small businesses and making a difference in our community. And when you Shop Small, the dollars you spend at a local business add up to more tax revenue to our city that supports our police, fire, roads and parks and city services.

The City of Pleasanton and Pleasanton Downtown Association are also supporting this campaign with a twist, calling theirs Shop Small – Support Local. For more information on their program, visit [www.pleasantondowntown.net/shopsmall](http://www.pleasantondowntown.net/shopsmall).



## Cheese and charcuterie creations from The Board Room Pleasanton

The Board Room Pleasanton is a mother-daughter business duo specializing in custom cheese and charcuterie creations. Owners Denise and Kayla Ashtiani are thrilled to now have a storefront open in downtown Pleasanton, across from the library.

Denise started the business officially in 2019, but really, she has been making boards for family and friends for as long as she can remember. Her daughter Kayla knew the talent she had for this business and always believed it could grow into something special.

She decided to hop on board full time this year and help make that dream possible.

Through countless meals shared around the table with their family and friends, an eye for color and design, and an affinity for artfully crafted plates, they came to truly appreciate the experience of a shared meal.

The Board Room Pleasanton is open for people who want to come sit down, dine-in and order a board from their walk-in menu and have a glass of wine or beer. They are serving local Wente wines and Gilman Brewing beer. "We have Wi-Fi for our guests, and we love it when people come to hang out and work at one of our tables and order a cheese board," said Kayla.

The deli case features grab & go picnic boxes so people can come for a quick lunch or snack and take it with them. The shop is also open for order pickups that are pre-ordered through their website.

All of their artisan boards and boxes are unique and made to order. In



Denise and Kayla Ashtiani look forward to welcoming you into The Board Room Pleasanton at 301 Old Bernal in Pleasanton.

addition, the Board Room Pleasanton offers grazing tables, crudites boards, crackers, breads and can do special events for large groups.

The shop, located at 301 Old Bernal Avenue in Pleasanton, is open Tuesday through Saturday 11:00 a.m. to 4:00 p.m. and soon will be extending hours on Fridays and Saturdays to 7:00 p.m. Learn more and place your orders online at [www.theboardroompleasanton.com](http://www.theboardroompleasanton.com).



The Board Room Pleasanton is open for you to sit down, and order a board from their walk-in menu and have a glass of wine or beer. Don't forget to place your order for the holidays early.

## Poinsettia sale to benefit local children and seniors

The Assistance League of Amador Valley is holding its 3rd Annual Poinsettia Fundraiser this November. Proceeds benefit children and seniors in the Tri-Valley, and you can place your order online by scanning the QR code. The 18-inch tall red poinsettias will come in colored foil sleeves and can be picked up December 3-4, 2021 at 1181 Quarry Lane, Suite 400 in Pleasanton. Deadline to place your order is Monday, November 22, 2021 by 6:00 p.m.



Scan to Order

