

Business Connection



www.pleasanton.org

Catalyst • Convener • Champion

May 2022

Local Food Bank Selects 1st United Credit Union as a Donation Stop

1st United Credit Union is delighted to announce that they are Alameda County Community Food Bank's (ACCFB) official Food Drive host for 2022. Community members who collect up to 400 pounds of food (about a barrel full) can now deliver their donations to any 1st United branch.

"Food insecurity continues to be a growing need in our community," commented Steve Stone, Chief Executive Officer at 1st United Credit Union. "Our hope is that by opening our branches as a convenient drop off location for food donations, we can leverage the strength and generosity of our membership to help others."

According to ACCFB, 1 in 4 Alameda County residents are now experiencing some level of food insecurity. Their operations have expanded dramatically to support the growing need resulting from the economic impact of the pandemic. By adding 1st United as a Food Drive host, they will have the ability to reach an even greater level of support.

"With the ongoing effects of the pandemic, we're still serving thousands of local residents," says Katherine Avila, food and fund drive coordinator for Alameda County Community Food Bank. "We not only expect to be in response and recovery mode for years to come –



1st United welcomes you to their branches to donate food.

there's little expectation that need will ever dip below pre-pandemic levels. Continued support is critical to our food bank's ability to keeping our shelves stocked and ensuring communities know both how to help and how to receive help if needed. We're greatly appreciative

to 1st United Credit Union for partnering with us in this effort."

Serving as the Food Drive Host this year is just one more way 1st United can uphold their commitment to being a good neighbor and giving back. By uniting with community, they can make an even

greater difference!

1st United encourages the community to get involved by hosting a food drive, donating money, or volunteering at the Food Bank. Learn how and locate your nearest 1st United Credit Union branch by visiting 1stunitedcu.org/fooddrive.

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STANFORD MEDICINE

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James Cooper

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Yianna Theodorou

Events & Communications Manager

Susie Weiss

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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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Partnering on the road to success this summer in Pleasanton

This summer will bring a variety of engaging events for our Pleasanton community.

The chamber is hosting an interactive tradeshow mixer on May 11 at Omron Robotics and Safety Technologies. This event is open to the community and free of charge. This is wonderful way to see many of our Pleasanton businesses showcasing their unique offerings. First Weekends

on Main kicks off in May where the streets will be closed to allow for a leisurely stroll to downtown businesses on the first weekend of the month. Each month will have a theme and fun activities.

In June, there's concerts in the park on Friday evenings (except the first Friday) at Wayside Park, and Movies in the Park on Thursdays at Amador Valley Community Park

starting at the end of June.

Also in June, the chamber will be hosting an economic development event in partnership with the City of Pleasanton. This event highlights companies headquartered in Pleasanton that add strength to our community through innovation and cutting-edge ideas in areas such as biotech, pharmaceutical manufacturing and emerging technologies. It

is exciting to see how Pleasanton has become the premier destination for innovation and entrepreneurship here in the Tri-Valley. Look for more information on this event at www.pleasanton.org soon.

The Alameda County Fair kicks off on June 17 and we can't wait to check out the concert series as well as all the wonderful food, rides, and exhibits. You might catch me at



Kim Damiani
2022 Chair of the Board

Kim Damiani is a Registered Representative and Investment Advisor Representative of Securian Financial Services, Inc. Member FINRA/SIPC. Securities and Investment Advisory Services offered through Securian Financial Services, Inc. Broker-dealer and Registered Investment Advisor, Member FINRA and SIPC. Summit Financial Group, LLC. is independently owned and operated. 2000 Crow Canyon Place, Suite 450, San Ramon, CA 94583. TR# 4699366 DOFU 05/2022

Pleasanton Chamber names James Cooper as next President/CEO

The Pleasanton Chamber of Commerce announced that its Board of Directors has named James Cooper as President/CEO of the organization.

Cooper succeeds current President/CEO Steve Van Dorn, who recently retired after a 25-year career as a chamber executive. Cooper will begin on June 1, 2022.

"We are confident that James will represent our business community with compassion and professionalism. His experiences not only make him well-positioned to lead our chamber, but also complement the economic initiatives our city has been focusing on," said chamber board chair Kim Damiani of Summit Financial Group.

Born in Southern California but raised in the Bay Area since 1968, Cooper is a native Californian who transplanted to Vallejo in 2009. He got to know the community first as

a Business Services Representative for the Workforce Investment Board of Solano County before delving into the chamber of commerce world starting in early 2011.

Cooper worked at the Novato Chamber of Commerce as its Membership Manager before taking over as President/CEO of the American Canyon Chamber of Commerce, where he served for nearly four years. In late 2016, he was hired to

take over as President/CEO of the Vallejo Chamber of Commerce, which he has led for the last five years. Cooper also served as Interim Executive Director for the Benicia Chamber of Commerce during the COVID pandemic, providing executive-level support at a time when that chamber had no staff. He is a graduate of the Western Association of Chamber



James Cooper
Pleasanton Chamber President/CEO

the deep-fried dessert station.

July will bring our Salute to Partnerships Joint Mixer and BBQ with the Pleasanton Downtown Association and the City of Pleasanton. This annual event draws well over 200 people and features a BBQ dinner in the beautiful setting of Barone's Backyard. The event is sponsored by the chamber foundation and brings the chamber, Pleasanton Downtown Association, City employees and commissioners together. In the past, the CEOs of each organization have joined the Mayor, the police chief and fire chief on the serving line. Tickets will be available for purchase to all members of our community and is free to attend if you are a Leadership Pleasanton Alumni, City employee, and chamber Circle of Influence member.

Applications for Leadership Pleasanton are still being accepted for the 2022-23 class starting in September. Apply today on the

chamber website www.pleasanton.org. 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, and city commissions. This program is designed to develop community leaders and since its creation in 1988, has produced more than 755 graduates in its 30-plus years. As a 2015 graduate, I can confirm how empowering this program is.

At the chamber, we are proud of all our valuable partnerships here in the community. We are looking forward to all these opportunities to connect with you, together.

Kim Damiani, CFP®
Financial Advisor
Summit Financial Group, LLC

Executives (W.A.C.E.) and holds an MBA (Global Management emphasis) and an undergraduate degree in Business Management.

"I am honored to be given the opportunity to guide the Pleasanton Chamber of Commerce in its role with helping local businesses grow," said Cooper. "My focus is for the chamber to be relevant to its members and the community. This only happens when we understand their concerns and collaborate on the solutions. For our voice to be heard, we must first be willing to listen," he said.

Prior to moving to Vallejo, Cooper spent nearly 15 years in the real estate industry as a Corporate Marketing Director, General Manager, and Real Estate Salesperson. Other professional experience includes serving in the U.S. Air Force (Security Policy, K-9 Handler) and running a dog training academy. James is married with two daughters, one in college and the other a senior in high school. He and his wife own a small

bed-and-breakfast on an island off the coast of Madagascar, his wife's home country. His personal passions include music, movies, sports, traveling, and spending time with his family.

"The greatest joy I get from my role as Chamber President is when I hear from a member that the chamber made a difference for them. We are a resource to be tapped, rich with information and connections benefiting businesses. Our job is to make sure members know we can help, and how," said Cooper.

"James has an impressive professional background, and we are confident his approach will help the chamber fulfill its vision and mission over the years to come," said Damiani.

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

Popular tradeshows return, complimentary admission May 11

After a two-and-a-half-year hiatus due to the COVID pandemic, the Pleasanton Chamber is pleased to announce the return of its popular tradeshow mixer events. Scheduled for the spring and fall of 2022, the tradeshow mixers are open to everyone in the community and represent a great opportunity to network with local businesses in a fun and interactive setting.

OMRON Robotics and Safety Technologies is set to host the spring tradeshow mixer on Wednesday, May 11, 2022, while the Alameda County Fairgrounds will host the fall tradeshow mixer

on Wednesday, November 9, 2022.

The tradeshow mixers have traditionally been the most well-attended chamber functions of the year, featuring delicious food, wine and beer tastes from local restaurants. Vendors showcase their products and services with their table-top displays, often with raffle prizes, tchotchke items and other giveaways.

Companies and organizations that are exhibiting can promote themselves, connect with local business and community leaders, and grow their customer base. Being an exhibitor is one benefit of chamber membership and

attracts businesses from a variety of industries looking to network with others who are invested in the region. Online vendor registration is open at www.pleasanton.org, with the cost for chamber members to exhibit at \$300.

The May 11 event will be the first in-person tradeshow since the fall of 2019. In an effort to boost attendance as in-person events make their way back into the mainstream, the chamber has made general admission to attend the spring tradeshow complimentary to everyone in the community. Guests can register in advance to attend the event at www.pleasanton.org.

Pleasanton Chamber Spring Tradeshow Mixer

Wednesday, May 11, 2022
5:00 to 7:00 p.m.

OMRON
4225 Hacienda Drive,
Pleasanton

*Open to everyone
in the community,
complimentary admission*

Food, drink, prizes, fun

www.pleasanton.org

Business Spotlight



BALANCE BEGINS HERE

Cereset enables your brain to fully relax and reset itself to its natural balance from the inside out.

Cereset: We help your brain help you

Stuart Wright opened Cereset® in Dublin for his friends and family, as well as the entire community.

Cereset is a wellness experience that helps you relax your brain to manage stress, restore hope and finally achieve restful sleep through patented BrainEcho® neuromodulation technology that empowers the brain to reset itself as it hears and "sees" its own reflection. Cereset enables your brain to fully relax and reset itself to its natural balance from the inside out. There is no outside intervention, stimulus, or medication of any kind – the brain does its own work while you may nap or relax quietly in a comfortable chair.

"We all dream, set goals, even contemplate the 'what if' question for a better life," said Wright. "I do too! With all I've read, seminars attended, groups joined for mentorship, doctors seen to discuss physical or emotional symptoms, medications for this or that, diets and supplements for better health, hours at the gym, use of destructive coping mechanisms, there was always something missing." Cereset technology allows you to freshly challenge possibilities and helps them become more real. "My brain helped itself through the Cereset process," said Wright.

If you're seeking answers to the "what if"

Cereset enables you to achieve higher levels of well-being and balance throughout your life.

- Overcome worry and anxiety
- Restore hope and happiness
- Release "stuck" stress
- Enhance learning and memory
- Support restful sleep
- Increase energy and performance

questions, call Cereset to discuss concerns in your life so they can help you to restore hope. Schedule an introduction to Cereset \$99 special today or call to find out more about our comprehensive 5-session Cereset package. Cereset is located in the 580 Executive Center at the second stoplight at 11501 Dublin Blvd., Suite 200 in Dublin, and can be reached at (925) 587-8038.



Business Spotlight

Learning center director helps students get to the front of the class, no matter how they learn

Mona Sethi realized early in her career as a teacher and a counselor that all children are different, and one size does not fit all. She has worked with students in various ways to make learning fun and before she took over the Huntington Learning Center in Pleasanton five years ago, she knew she wanted to do something more personalized.

"When this opportunity came along, I was very hesitant as it was a big move. I was a teacher, and I had never run a business, but it has been perfect for me," said Sethi. "I've had lot of support from the corporate office with running a successful business, and I've realized that I love my work!"

Every single time Sethi hears parents or teachers tell her about the change they are seeing in their students, whether its reading, writing or math, she feels elated. "When you walk into our center, it's a fun place. It's a family environment. Kids make friends here and teachers are not technicians, but fun people," she said. The teachers are all certified, and Huntington is an accredited institution.

While Sethi has owned this local business for five years now, Huntington Learning Center has been in Pleasanton for 35 years. "I like that every student has an individualized program," explained Sethi. Students come to Huntington because of a variety of reasons whether they are struggling in school, they need additional help with homework, or they are just looking to get ahead. "Sure, we boast some impressive stats, but I also understand that the most profound accomplishments aren't seen in mere numbers, but in the first glimpse of confidence on a struggling student's face."

Since Sethi has led the learning center,



Mona Sethi celebrated her five-year anniversary of owning the Huntington Learning Center in Pleasanton this spring.

she has never refused services to any student. They tutor kids on the spectrum, with ADHD, dyslexia and those needing any accommodations. She also awards scholarships to families based on need and performance. If students really show effort and the family is in need, she helps them.

While the COVID pandemic has certainly brought challenges to Sethi, she feels fortunate and grateful to see and hear students and teachers in the center again. "I have amazing teachers and a whole lot of community support. Seeing the confidence in the students brings me a lot of joy."

Huntington Learning Center is located at 4855 Hopyard Road in Pleasanton. Find them on Facebook or email them at pleasantonca@hlcmail.com.



Business Spotlight

National coverage with local ownership

I believe that our corporate structure gives us a competitive advantage over both smaller security integrators and the large, national behemoths that have resulted from recent industry consolidation."

After founding and operating two technology companies in the past 20 years, Rob Chamberlin started Security 101 in March of 2019. "We are the fastest growing branch in our organization currently," he said.

Security 101 offers a full range of commercial security professional services to business customers

in the Bay Area and Sacramento. They help to protect their client's people, property and profits with offerings like access control, video surveillance, and alarm monitoring. Security 101 specializes in installing and servicing these products for business customers.

Security 101 offers a nationwide service footprint with 53 offices across the U.S. Unlike other large security integrators, Security 101 is locally owned and operated. "This ownership structure helps to provide our customers the resources of a large company, but with a

small company look and feel," said Chamberlin.

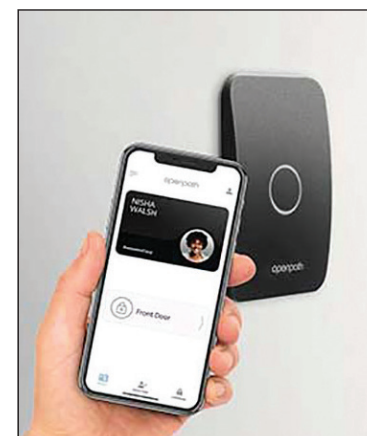
After starting two wireless service providers from scratch, Chamberlin thought that a franchise may be an interesting way to enter a new industry and leverage his experience in B2B (business to business) sales and marketing. Security 101 had several large corporate customers in the Bay Area, which made Security 101 a very interesting and unique opportunity for him to pursue.

"I started the business in Walnut Creek, but we quickly outgrew our facility there," said Chamberlin. "We moved to Pleasanton at the end of 2021 and leased a location that gives us room to expand. We are here for the long run," he said.



Rob Chamberlin and his team at Security 101 moved the office to Pleasanton at the end of 2021 and they are here to stay.

Security 101 clients range from small start-ups to large corporate clients like Johnson & Johnson, McKesson and American Airlines.



Security 101 protects their client's people, property and profits with offerings like access control, video surveillance, and alarm monitoring.

Learn more at www.security101.com/sanfrancisco or email Rob Chamberlin at sanfrancisco-service@security101.com.



Save the Date

Friday, September 23, 2022



Callippe Preserve Golf Course

Pleasanton Chamber Golf Outing
Food, drinks, prizes, fun and golf!

www.pleasanton.org

Business Spotlight

Infusing digital marketing experience into the community

Minuteman Press Pleasanton is a full-service graphic design, marketing and high-quality printing center in Pleasanton. Minuteman is also a USPS-approved provider of cost-effective Every Door Direct Mail (EDDM) and bulk mail services, offering everything you need from design and printing to mailing and monitoring USPS delivery.

You can find Minuteman offices across the U.S., where they help and empower small businesses to grow. There is a wide network of Minuteman central facilities across the U.S. to support any size project you may have. Minuteman Press Pleasanton is proud of the high quality of their products and their friendly staff, who will treat everyone like family.

The new owner of the Pleasanton location, Reza Attarha, is an expert

in the digital marketing space with a background as a digital transformation executive for enterprise retail companies. Over the last few years, he has been on a mission to infuse his digital marketing experience into his business community and work on helping businesses scale, even with limited resources.

His vision is to transform Minuteman Press Pleasanton into your one-stop shop creating turn-key marketing solution. He wants to develop the Pleasanton office to offer easy implementation with strong retention around marketing and advertisement including services in digital marketing, web-site design and maintenance, social media and posting, search engine optimization (SEO), pay per click optimization and anything else you may need to grow your business and reach new heights.



Reza Attarha is the new owner of Minuteman Press Pleasanton, and he's happy to have his business in this community he raised his children in.

In his own words, Pleasanton has had a huge impact on Reza and his family. He knew that bringing his business to Pleasanton would come full circle to the many meals eaten, coffees drank, and laughs shared with his family in this community he raised his children in.

Visit Reza at his Minuteman Press shop, located at 1257 Quarry Lane in Pleasanton or email him at pleasanton@minutemanpress.com.



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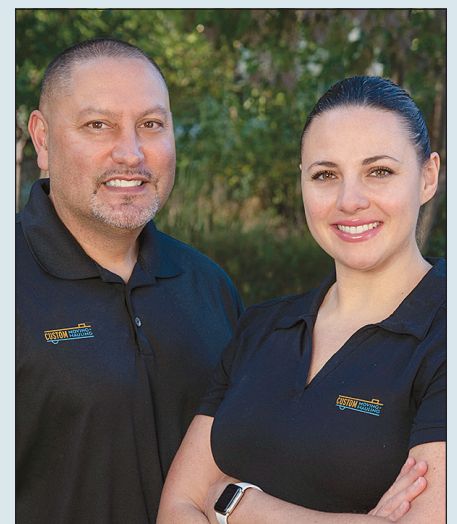
Business Spotlight

Junk It Move It announces new business name: Custom Moving & Hauling



While 2020 and 2021 found many sheltering in place, others chose to move, clean out, downsize, and seek a new neighborhood within California and beyond. Junk It Move It remained engaged helping people with these projects. As 2022 arrived, owners Art and Andriana found that the business had grown beyond the name Junk It Move It. To better understand the idea behind the new business name, Custom Moving & Hauling, we share the story of our beginning.

Art, an East Bay Area native, spent 20 years working at Trader Joes as a store manager, striving towards a career that would make a difference in the lives of his family, those he worked with, and their customers. Art built on his professional experience in that time, which included managing, coaching, and overseeing a multitude of employees while setting high expectations for workflow efficiency. Nonetheless, Art dreamed of owning a



Custom Moving & Hauling owners Art and Andriana Melendez have a goal to consistently provide a custom, personalized experience while moving, decluttering, or cleaning out for new chapters in life.

business that allowed him greater flexibility with procedures and employment standards enabling him to follow his heart with the support of his entrepreneur wife, Andriana.

(continued on page 5)

Business Spotlight



Diablo Magazine named Joya best yoga studio in the East Bay five years in a row, and the East Bay's best cycle studio for 2020 and 2021.

Fitness for the mind, body and spirit

Joya is a fitness and wellness company with studios in Pleasanton, Dublin and Livermore. Dublin residents Deanna and Razi Hasni established Joya in 2016, and own and operate the three studios.

Joya was created as a place for healing. "Prior to opening Joya, Razi and I had experienced a series of personal hardships," Deanna said. "My yoga practice during that time gave me tremendous resilience to endure the pain and gain strength from the struggle. Our goal with Joya is to give others the



same opportunity for healing and transformation that I experienced."

The desire to heal is a foundation of the culture that Deanna and Razi have instilled in Joya. "We want everyone who practices

at Joya to feel better when they leave the studio than they felt when they entered," said Razi. "We have created a community in which we want everyone to feel welcome, to accept others and to accept themselves, without judgement."

Joya offers a tremendous variety of fitness and wellness opportunities, including:

In-studio heated and unheated yoga, high-intensity interval training, strength training, cycle, meditation and much more. The three studios combine to host about 150 classes

per week. Classes are available for all experience and fitness levels.

Live-streamed and on-demand online workouts via Joyasoultv.com, ranging in duration from 10 to 75 minutes. Joya Soul TV's on-demand catalogue features over 500 workouts.

In-depth workshops

Teacher training on a variety of modalities

Retreats to destinations around the world

Joya's Pleasanton studio features two group fitness rooms, men's and women's lockers, and bathrooms with showers. Joya Pleasanton also houses Wellness by Joya, a Joya subsidiary that offers Cryoksin services, facials and other wellness treatments.

Joya's reputation has soared as the business has expanded, offered new types of classes and added members. Diablo Magazine named Joya best yoga studio in the East Bay five years in a row (2017-2021), and the East Bay's best cycle studio for 2020 and 2021.

Joya is building a franchise model that it will roll out first to the U.S. then internationally. "We believe we have created a unique, boutique-style studio concept that we can scale without sacrificing the boutique vibe," said Razi. "We have big plans for Joya."

Custom Moving

(continued from page 4)

After a couple of unsuccessful ventures in the grocery retail industry, this determined team explored a stand-in career... junk hauling. Art assumed jobs from referrals, and Andriana designed the logo and the website as they created the name Junk It Move It. They uniquely offered both hauling and moving, while legitimizing the business and offering excellent service.

With an emphasis on local community, their foundation was built on reliability and dedication to customers in the East Bay Area. The goal is to consistently provide a custom, personalized experience while moving, decluttering, or cleaning out for new chapters in life. They talk through the customer's goals, listen to the challenges, and provide a creative, efficient, and understanding solution using their in-house services. With their customer in mind, Custom Moving & Hauling became the evolution to the business name that better supports this tailored process.

Art and Andriana find that numerous customers are overwhelmed with downsizing, are unsure where to start packing when selling their home, or they are paralyzed with fear when approaching sentimental items in their home.

Go to CustomMoveHaul.com or call (925) 895-4411.

For more information visit joyayoga.com and wellnessbyjoya.com.



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Business Spotlight

Skincare is a journey, not a one-stop-shop

Chryzhelle Cinco never really knew what she wanted to do with her career. "As a filipina woman, your parents will likely give you two options: be a doctor or be a nurse. So right after high school, I went to UC Davis to pursue the only option I knew – to be a doctor." Expectedly, she found no interest in that career path, so she decided to switch to a psychology major, which she also found to be nothing more than just an interesting subject.

"One day, my mom shared the story of a friend who owned a medical spa, which really piqued my interest," said Cinco. As she continued doing her own research in skincare and estheticians, she quickly fell in love with the art and science of skin-care, and the results that estheticians were able to achieve. After graduating from college, Cinco applied for esthetician school, and is now the proud business owner of Chryzhelle's Aesthetics.

"I am extremely passionate about providing progressive treatments for all skin types and colors," said Cinco. People of color are often restricted or feel like they are restricted in the types of treatments that they can do, so she often looks for treatments that are safe for individuals with darker complexions as well as lighter complexions. Although her ultimate goal is to provide her clients with long-term results, she is also intentional in creating a safe space for her clients to talk and ask questions as needed.

Chryzhelle's Aesthetics offers a wide variety of services to treat acne, pigmentation, and mature skin. Some of the most popular treatments include chemical peels, hydrofacial, enzyme therapy, and dermaplane. To deliver the best results, Cinco uses top-of-the-line skincare products during each treatment and provides a recommendation of at-home skincare regimen to ensure longevity of the results from the treatment.

"Being able to learn from other estheticians and business owners is something that I find extremely humbling and exhilarating," said Cinco, citing the potential for



Chryzhelle Cinco opened her own business in the middle of the pandemic. The shell in her logo represents what most of her friends and family call her: "Chelle" or "Zhelle." The eucalyptus symbolizes success and prosperity in business.

growth as one of her favorite parts about being in this business. There is always room for improvement, and learning about different techniques, ingredients, and protocols is astonishing because skincare really is not a one-size-fits-all.

Chryzhelle's Aesthetics is located at 4230 Rosewood Drive, Suite 122 in Pleasanton. Find her on Instagram, email her at Chryzhellesaesthetics@gmail.com or visit online at Chryzhellesaesthetics.square.site.



CHRYZHELLE'S
AESTHETICS

Adjust your outlook

Live healthier with whole-body healing

The mission: to change lives by sharing and modeling the proactive, wellness lifestyle, by acknowledging and engaging your inherent healing capacity, and by loving and serving out of abundance with integrity and respect.

If you have a health challenge that hasn't responded to anything you've tried, try

something different! If you're tired of taking medications that don't improve your health, try something different! If you're interested in discovering your best health ever, try something different. Try Lifetime Wellness Holistic Health Center. Feel free to contact Dr. Sammut directly at his mobile (925) 963-2740.



Lifetime Wellness
Holistic Health Center
Dr. Godwin Sammut



Membership Anniversaries



During the past two months, nearly 90 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.

49 years

Graham-Hitch Mortuary

45 years

Richert Lumber Company, Inc.

40-44 years

Reynolds & Brown

Stoneridge Shopping Center

Ponderosa Homes

Callahan Property Company, Inc.

Studio Blue Reprographics

35-39 years

Pleasanton Unified School District

Keller Williams Tri-Valley Realty

Pleasanton Downtown Association

Livermore Amador Valley

Transit Authority (WHEELS)

Las Positas College

25-34 years

1st United Credit Union

Black Tie Transportation

Phillips Law Offices,

A Professional Corporation

Lawrence Livermore

National Laboratory

Sea Cliff Properties

Pleasanton Tool & Manufacturing

First Republic Bank

Proforma/J.C.L. Print Associates

21-24 years

Museum on Main Street

Alameda County Community

Food Bank

Pleasanton-Livermore

Junior Women's Club

Tri-Valley Inn & Suites

Mark Sweeney

15-20 years

Crown Trophy

Y.A. Tittle Insurance

Heartland Payroll

East Bay SPCA

Richard's Heating & Air Repair Inc.

Corporate Games, Inc.

Safeway, Inc.

Best Western Plus Pleasanton Inn

Pleasanton Auto Mall

Wells Fargo Advisors

10-14 years

Dutra Enterprises, Inc.

Casa Real at Ruby Hill Winery

Servpro of Pleasanton/Dublin

The Write Business

Ruggeri-Jensen-Azar

Chase Electric

The First Tee of the Tri-Valley

Pleasanton Family Wellness Center Inc.

Embarcadero Capital Partners

Harrington Art Partnership

Blue Oaks Church

5-9 years

Olson, Arne

Union Bank

Neighborhood Market

Intero Real Estate Services

SteelWave

E J & J Investments, LLC

Landmark Lending

Hopkins & Carley A Law Corporation

Unchained Labs

Keller Williams Tri-Valley Realty

J. Boles, West Coast Backflow

Mindshare Group Benefits

& Insurance Services

CarMax

Sunrise of Pleasanton

ARCpoint Labs of Pleasanton CA

Home Care Assistance

LifePlan Lawyer

Ballistic United Soccer Club

Pacific Locomotive Association -

Niles Canyon Railway

Bottletaps LLC

1-4 years

Income Tax Services

Tri-Valley Conservancy

Perazul Capital LLC

California Gold Advocacy Group

TekValley Corporation Inc.

VENTURE X - (Pleasanton)

Leisure Sports, Inc.

Plucked Chicken & Beer

Pleasanton RAGE Girls Soccer

Green Leaf Capital Partners

Fidelity National Title

Smart Path Wealth Management

Aloft Dublin-Pleasanton

Boomcycle Digital Marketing

Stanford Blood Center

VIP Audio Visual Company Inc.

Resurrection Greek Orthodox Church

EmailsAndSurveys, INC

Sri Venkateswara Grocery & Kitchen

Balch Enterprises, Inc.

Andrea L. O'Rourke

Accountancy Corporation

Sri Venkateswara Grocery & Kitchen

BNI 5 Star Networkpany Name

Business Spotlight

Transforming education through customized curriculum

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Meets the Art of Teaching®*

“Our child’s relationship with learning had been broken. He was despondent, had a skillset full of holes in many of his foundational reading, mathematics and writing skills and had an extremely negative view of himself and his abilities.”

This is how Drs. Cristin and Mike Johnston described their third-grade child’s relationship with school after being diagnosed with ADHD. They decided to enroll with Fit Learning, and after completing the first 40-hour enrollment with Fit, many of these areas of need were dramatically improved. “Most importantly, his relationship with learning had been repaired!” said Cristin. “It was clear that Fit Learning vastly improved his educational trajectory and saved our family from the stress we were all feeling as a result of his struggles

with school,” she said.

Cristin has worked as a professional behavior analyst in education in California for the past 10 years, and she was always left wanting to do more for the students with whom she worked. “Using the science of learning harnessed by Fit Learning’s individualized approach, which includes making academic work engaging, enriching, and fun for students was something I knew I had to do,” she said. Two years ago, she and her husband Mike opened Fit Learning Bay Area in Pleasanton.

Fit Learning is a precision teaching, science-based, highly effective academic intervention. All of their programs use a multi-modal approach that greatly improve visual and auditory processing speed, working memory, executive functioning, confidence, and perseverance. Fit Learning provides 1:1



Fit Learning targets many of the behaviors necessary for success in learning.

coaching and teaching in 40-hour enrollment blocks in the areas of reading, math, logic/comprehension, penmanship, advanced written expression, as well as a blended enrollment for younger students (“Lil Fits”) targeting learner readiness skills. Sessions are 4-5 days a week and 50 minutes at a time.

Both Mike and Cristin believe that any child who has struggled with

learning doesn’t just fall behind academically; self-confidence can be shattered. Perseverance, willingness to try harder, and positive belief in oneself are often low. “At Fit Learning, we don’t just provide highly individualized and effective academic interventions and supports whose effects can be clearly seen in standardized norm-based measures of achievement. We also

target many of the learner behaviors necessary for success in learning. “Great improvements in a learner’s endurance, effort, focus, and attention are also very common after using our approach,” said Cristin.

Learn more about Fit Learning by calling (925) 395-2643 or visit their website <https://fitlearners.com/centers/pleasanton/> to complete a request for evaluation.

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Wellness for the entire family

Ideal Body Chiropractic – Ideal Body Chiropractic has provided exceptional chiropractic care for over 10 years and is now proud to serve the communities of Pleasanton and surrounding areas including, but not limited to Livermore, Dublin, San Ramon, Danville, Castro Valley, and Fremont. Their focus is to help your body heal naturally and provide immediate pain relief, stability, and improved overall health and wellness. Ideal Body Chiropractic is located at 3283 Bernal Avenue, Suite 107 in Pleasanton. Call for an appointment (925) 232-1058 or check them out at idealbodypleasanton.com.



Now open at 7066 Village Parkway in Dublin

Hively Family Resource Center — The Hively Family Resource Center (HFRC) provides a one-stop shop for families to obtain all the basic necessities they need. The Diaper Pantry provides diapers, wipes and early literacy materials; the Community Closet provides new and gently used clothing, shoes, books and housewares; and the Food Pantry provides food and other basic necessities. All the resources are provided free of charge to families in need. The new HFRC promotes Hively's mission to provide resources and support so that everyone in our community can thrive. Visit Hively at www.behively.org. Photo by Nina Pomeroy Photography.



In Pleasanton, on Owens Drive

Chabot Las Positas Community College District — The Chabot Las Positas Community College District was pleased to celebrate the opening of their new offices, located at 5860 Owens Drive on the third floor in Pleasanton. Their Economic Development and Contract Education department (EDCE) works "at the speed of business" with both public and private sector organizations to provide a broad range of educational, training, consulting and fiscal-related support services. We empower individuals and communities to thrive by creating career, education and economic opportunities. Learn more at www.clpccd.org.



Water, wastewater, recycled water

Dublin San Ramon Services District — Dublin San Ramon Services District celebrated the grand reopening of their remodeled space, as they are finally back in their office which was flooded in late 2018. Their return was further delayed by COVID. Visit their new marine life mural or amble through their renovated Demonstration Garden and enjoy the beauty of drought tolerant plants. DSRSD protects public health and the environment by providing reliable and sustainable water, recycled water and wastewater services in a safe, efficient and fiscally responsible manner. Learn more at www.dsrdsd.com.

Calling all local businesses - Sponsorship opportunity through City of Pleasanton Movies in the Park

The Movies in the Park are held Thursday evenings from June 30 – August 4, 2022, at Amador Valley Community Park. Sponsoring Pleasanton's Movies in the Park puts your business in front of over 500 audience members each night while contributing to a fun and free, community-building event. Two levels of sponsorship are available, and your support helps to continue a popular Pleasanton tradition. For more information or a sponsorship agreement, please contact Nicole Thomas at nthomas@cityofpleasantonca.gov or Zack Silva at zsilva@cityofpleasantonca.gov.



All movies are free and begin at dusk.

MOVIES IN THE PARK!

You bring the snacks, we bring the stars!

Grab a picnic dinner, blanket, and low beach chairs
to enjoy family film favorites every Thursday starting June 30.
Be prepared for some fun activities and games for the whole family!

June 30	A Goofy Movie, G
July 7	Space Jam (1996), PG
July 14	Willy Wonka & The Chocolate Factory (1971), G
July 21	Sing 2, PG
July 28	Encanto, PG
August 4	Shang-Chi and The Legend of the Ten Rings, (PG-13)

Amador Valley Community Park, 4455 Black Avenue
(behind the Dolores Bengtson Aquatic Center)

