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**2022 Community Foundation**

### Board of Directors

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### Committee Chairs

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**Unified School District and Sunflower Hill**

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### Chamber Staff

President/CEO

**James Cooper**

Membership Director

**Dawn Wilson**

Business Operations Manager

**Yianna Theodorou**

Events & Communications Manager

**Susie Weiss**

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# What exactly is a chamber of commerce?

*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 | The **champion** for a stronger and healthy community

**W**e, at the Pleasanton Chamber of Commerce, take 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 great support, services and value for our member organizations whose financial support and engagement make it all possible.

Chamber membership helps small and large businesses alike. First and foremost, the chamber is your advocate. The chamber is the voice of business in local and state issues, and represents the business community in problem solving, promoting economic development and working with local elected officials. Various committees, such as Economic Development & Government



**Kim Damiani**  
2022 Chair  
of the Board

Relations (EDGR) help to lead the chamber's advocacy efforts. The chamber's own Vision 2025 document is the cornerstone of advocacy efforts to ensure Pleasanton remains the premier place to both live and work.

The exposure your business receives from being a member goes unmatched. The chamber website (pleasanton.org) and online business directory receive thousands of visitors monthly, and studies show the credibility that comes with being a chamber member makes your business more desirable to customers. With social media exposure, press releases, print and electronic newsletters, you have the potential to reach thousands of people in the community. Circle of Influence members (companies

whose continual support has been instrumental in the growth of the Pleasanton Chamber) receive more than 300,000 total print and electronic impressions annually.

The chamber offers a variety of ways to connect with others in our business community through mixers, tradeshow, luncheons, an annual golf tournament, community service awards, networking groups, grand openings and ribbon cutting ceremonies to name a few. Multiple opportunities throughout the year are also available to hear directly from city officials and business leaders in our community. There are opportunities to take your skills to the next level with Leadership Pleasanton, a program to develop community leaders, co-sponsored by the Pleasanton Chamber of Commerce and the City of Pleasanton. Each year, 30-32 individuals from local businesses, professional, govern-

ment, social and service organizations participate in the program. Topics include Pleasanton history, local government, public safety, cultural arts and recreation, and much more. This program is open to everyone.

The chamber is a resource for the community. Thousands of referrals of businesses that are chamber members are given to potential customers in response to inquiries from tourists, the business community, and the general public. The chamber also offers Certificates of Origin and notary services.

If you are a current member, please don't hesitate to reach out to the chamber to ensure you are maximizing all of your member benefits. We welcome new members and encourage you to learn more at pleasanton.org.

**Kim Damiani, CFP®**  
**Financial Advisor**

**Summit Financial Group, LLC**

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## Support your local businesses

**H**ello, Pleasanton! My name is James Cooper, and I am the new President/CEO of the Pleasanton Chamber of Commerce. The chamber of commerce is a membership-based, non-profit organization whose overall focus is to improve our community's quality of life by supporting and growing local businesses. We know that if our business community succeeds, our city will thrive due to increased tax revenue and local job availability, among many other benefits.

One program many people associate with a chamber of commerce (for good reason) is a shop local campaign. This effort helps focus public attention on the positive effects of purchasing goods and services at a local business. While this is very important for our retailers, restaurants, grocery stores and other daily-dollar businesses, it is equally true for professional services like plumbers, dentists and attorneys.

The decision to transact here in Pleasanton creates a multiplier-effect on the money spent. The recipient, a local business, spends much of that money paying staff, restocking supplies, and reinvesting in their organization. Staff of these local businesses then use their salaries to buy gas, food, and other goods and services that are primarily in Pleasanton. You can

imagine the impact on our businesses when the community shops local for their purchases. Higher sales often lead to hiring additional employees and perhaps upgrading to a bigger space. The business owner's confidence in their company's future success may compel them to make a capital investment, which can lead to greater operational capacity and even higher future profits. In other words, this is business growth.

We have wonderful businesses right here in Pleasanton. There are unique stores and restaurants interspersed with well-known brands. We have mom-and-pop shops and giant corporations and everything in between. Most business industries are represented, from accounting to transportation. The Pleasanton Chamber of Commerce encourages you to get to know your local business community better. Visit a few new spots each month. If you find something you like, spend a few dollars. The more you get to know the business community, the more you'll realize everything you need is right here at home.

Local businesses are the backbone of our community, and your support is crucial. If you have any questions or concerns, you can always contact the Pleasanton Chamber of Commerce at www.pleasanton.org or 925-846-5858.



**James Cooper**  
Pleasanton  
Chamber  
President/CEO



## Pleasanton's Salute to Partnerships event set for July 11

**T**o honor the partnerships that involve everyone working together for the betterment of the Pleasanton community, the Pleasanton Chamber of Commerce Community Foundation is hosting the Salute to Partnerships Joint Mixer & BBQ on Monday, July 11, 2022, from 5:00 to 7:00 p.m. in Barone's Backyard.

This joint mixer brings the Pleasanton Chamber of Commerce, the Pleasanton Downtown Association, City of Pleasanton employees and commissioners together for a BBQ dinner, drinks, and networking in a beautiful downtown Pleasanton setting. City of Pleasanton staff and Leadership Pleasanton Alumni are invited to attend free of charge. Chamber members, PDA members, and community members can attend for \$15,

which includes a BBQ dinner and two drinks. This event is open to everyone.

The popular and well-attended annual event returns next month after a pandemic-induced hiatus since July of 2019. Tickets to attend are available at www.pleasanton.org, and all attendees must confirm their registration by July 6, 2022.

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. The chamber's Community Foundation has a mission to support and advance small business development, business technology development, service projects and educational programs of the Pleasanton community.

