

## Business Spotlight

# Photographer uses his gift to help others

Ron Essex was the kid from a small town in middle America Ohio who wanted to become a photographer. "I still remember the dream I had at the age of 20 where I was a military photographer," said Essex. "It inspired me so much that when I woke, I went down to visit my local recruiter."

Essex graduated from the U.S. Air Force Still Photographic School in 1991 and was stationed at Elmendorf AFB, Alaska for four years. He then spent seven years in Minneapolis as an assistant photographer and was finally promoted to a food photographer while working at the General Mills Photography

Studio, taking photos for the Betty Crocker Cookbooks.

"At the same time, I was shooting food, I began a photo project of my own photographing the local art, music, skate, and BMX scene. That is where my style of photography began to emerge and where I began to blossom not only as a photographer, but as an artist," said Essex.

After living in Minneapolis for 10 years, Essex landed a full-time photography position in sunny California shooting for The Clorox Corporation. I had the opportunity to work on brands such as Glad, Hidden Valley Ranch, Brita, Burt's Bees, Kingsford, PineSol, and many

more. "My work for Clorox is now seen all over the world in countries such as Saudi Arabia, Peru, Australia, China and Canada," said Essex.

Now, he is bringing all that experience and passion for photography to his own business: Ron Essex Photography, a commercial photography studio that specializes in creating high-quality imagery for businesses large and small. "When you hire me, you are hiring not just a guy with a camera, but you are hiring a highly experienced artisan who wants to exceed all your expectations."

"My business partner and wife,

Cledia Lopez, is the backbone of the business," said Essex. "She supports the business with managing all things other than photography. Our business would not be as successful without her direction and her unique talent for business."

"We have large production capabilities, but we can also work with smaller budgets by figuring out cost effective ways of creating content for our clients marketing needs." Learn more at [www.ronessexphotography.com](http://www.ronessexphotography.com).

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PHOTOGRAPHY



"My favorite part about being in this business is that my work makes a positive impact on businesses, people, and the community. I enjoy every experience I have as a photographer, from seeing new places to meeting new people, my natural curiosity guides my creative eye on every photography opportunity."

## Chamber's EDGR Committee Works on Housing & Water in Q1/Q2 2022

The Chamber's Economic Development and Government Relations (EDGR) Committee meets monthly to research topics that are vital to Pleasanton's economy. EDGR members hear from subject matter experts, conduct research, and when appropriate, make recommendations for action to the Chamber Board of Directors.

### Pleasanton's Housing Element & Workforce Housing

The City's General Plan includes a Housing Element that is currently being updated for the sixth time, and is required to be adopted by January 2023. The housing element includes sites throughout the City where housing projects could be developed if private companies or nonprofit developers are able to absorb the financial risks associated with new housing projects.

It is no secret that Pleasanton is rich in excellent job opportunities thanks to Hacienda Business Park and the many local businesses that employ tens of thousands of people. The tax base created by these employers provides significant revenue for the City which helps to maintain the amenities residents love.

### Pleasanton businesses of all sizes recognize that:

- Success in generating revenue for the City depends on hiring and retaining an excellent workforce
- Attracting high-quality employees depends on adequate workforce housing.

Public meetings about the Housing Element are scheduled to take place in June-July, and again in November-December. You can find out more by scanning this QR Code to the City's website:



### Local Water Supply

Pleasanton is heavily reliant on imported water from the State Water Project (SWP). As much as 70% of our drinking water comes from the SWP via water our City purchases from Zone 7. During drought years, which are expected to be a habitual cycle, it is not uncommon for our local area to receive only 5% of its contracted allotment from the SWP. Bay Area water agencies are actively working on diversifying our water supply options, and in April, Zone 7 Board of Directors faced a decision about whether to remain part of the Delta Conveyance Project (DCP). In March, Zone 7's General Manager, Valerie Pryor, was the featured speaker at the EDGR Committee meeting, and the committee recommended that the Chamber Board send a letter urging Zone 7 Board members to vote in favor of remaining involved in the DCP, which they did by a vote of 5-2. You can read more about the Delta Conveyance Project by scanning this QR Code:



## How Does Workforce Housing Benefit Pleasanton?

Much of Pleasanton's workforce must commute to the City.

- What if more of these people lived here?
- What if our teachers, police officers and firefighters could afford to live here?
- What if Amador, Foothill & Village graduates came home to work?

### LOCAL WORKFORCE = LOCAL AMENITIES

