

# Business Connection



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Catalyst • Convener • Champion

November 2022

## Making a positive impact on people and small businesses through simple-to-use technology

Vagaro's founder and CEO Fred Helou needed a haircut while he was overseas on a business trip in Korea in 1999. Back then, there was no way to book this type of service online, and he was unable to call and schedule his hairdresser back in the U.S. at the time due to both long-distance phone call fees and the very drastic time difference. He wished for, and thought up, a way for this to be accomplished online. Years later, Helou was one of many Americans who fell victim to mass layoffs during the Great Recession. It was then that he finally acted on this idea. In 2009, Vagaro was born.

"When you are starting and running a business, it's crucial to think outside of the box," said Helou. "But more importantly, if you want to see what they see, you need to put yourself in the same shoes as the audience you are serving."

Helou is an immigrant entrepreneur from Beirut, Lebanon. He left the country during the Lebanese civil war at the age of 18 in hopes of making a better life for himself in America. In November of 2021, Vagaro was officially named a unicorn company, those that reach a valuation of \$1 billion without being listed on the stock market.

Vagaro offers an all-in-one business management software for businesses in the beauty, wellness, and fitness industries. Small busi-



Fred Helou is the founder and CEO of Vagaro, a cloud-based scheduling software commonly used by beauty, fitness, and wellness businesses to manage booking, credit card payments and processing, marketing, payroll, inventory management, and reporting.

ness owners and entrepreneurs use Vagaro's platform to facilitate tasks such as appointment scheduling, employee payroll, product inventory, marketing outreach and much more to streamline their workflow, save time, and make more money.

With the largest free marketplace in the industry, more than 20 million customers are searching for

beauty and wellness services from over 174,000 professionals. Vagaro businesses can potentially see a monthly average of new client growth at the rate of 30%.

As an innovative leader in their industry, Vagaro remains steadfast in prioritizing customer feedback to continuously improve their software and drive their product road-

map. "Do whatever you have to do to learn who your clients are; listening to them is at the core of improving everything you do," said Helou. With this inclusive methodology, the positive impact of this simple-to-use technology is truly impressive.

Learn more about Vagaro by visiting [sales.vagaro.com](http://sales.vagaro.com).

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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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Reflecting on my year as chamber chair

After a successful and exciting year, my term as Chair of the Board of Directors will conclude at year end. I'm excited to serve on the board in 2023 as past chair and help to see through many of the organization's initiatives under the leadership of chair-elect, Jill Buck.

The Chamber is committed to cultivating a vibrant local economy and had another great year of providing an enriching mix of programs and events for our members and community. Monthly networking mixers were back in full force. We returned to the Veteran's Hall in March for the mixer hosted by the American Legion Post 237, and also saw new hosts like Omron Robotics, who opened their doors for us this Spring for our first in-person tradeshow since 2019. Our Fall tradeshow mixer takes place next week on November 9 at the Alameda County Fairgrounds.

We were very pleased to be able to hold the Salute to Partnerships

Mixer and BBQ at Barone's Backyard in July, which honors the partnerships that involve everyone working together for the betterment of the Pleasanton community.



**Kim Damiani**  
2022 Chair  
of the Board

Our fan-favorite and biggest fundraising event of the year, our signature golf tournament, took place in September, and the Community Service Awards (CSAs) were a great success in October. There are very few events like the CSAs, which honor good people doing great things in Pleasanton that leave everyone feeling inspired and going home with a smile.

We continued our discussion on a variety of community issues through our monthly Economic Development and Government Relations (EDGR) committee and Pleasanton 2025 Forum meetings. Maintaining a hybrid format has allowed us to reach our broader community. This has given us a platform to continue our advocacy work on many critical issues facing our community.

Neither Summit Financial Group nor Securian Financial Services, Inc. are affiliated with the Pleasanton Chamber of Commerce. 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# 4982756 DOFU 10/2022

Local resources to help all types of businesses

Small businesses are the foundation of our business community. They employ nearly half of all workers, yet 75% of them have no employees. For these business owners, life is defined every day by the effort to achieve success. Finding and serving customers, managing staff (if there is any), dealing with vendors, paying bills, tracking inventory, and more fill every moment.

Not every business survives. The Small Business Administration (SBA) points out that about 20% of all small businesses don't make it

through their first year, and 50% close by year five. The effort to run a business can be overwhelming, and not every business idea is viable at the beginning. The organization needs to learn how to survive, and then how to thrive. In other words, they need resources.



**James Cooper**  
Pleasanton  
Chamber  
President/CEO

In every county in the United States, there is (or should be) a Small Business Development Center, or SBDC. This SBA-funded organization exists for one reason: to support small business. They offer one-on-one counseling, seminars and workshops focused on start-

ing and growing a business. Topics covered include marketing, human resources, legal, accounting, and how to start a business. Most of their services have little or no cost to the business, other than your time.

These resources are available to non-profits as well. Non-profits are a significant contributor to our economy, with 1.5 million organizations employing 10% of all workers and generating over 5% of the United States' GDP. Non-profit organizations are also small businesses that need to generate revenue to pay bills and staff salaries.

Another organization that is here to help local businesses is the Pleasanton Chamber of Commerce. Your local Chamber functions like

the hub of a wheel, serving as the starting point for businesses in search of resources. We link you to the solutions that are available to address your particular issues. In some cases, we organize local presentations and webinars, or partner with companies that provide that service. We can also refer you to the SBDC, SCORE (the Service Corps of Retired Executives), and other organizations that help businesses thrive.

Running a business is hard, but there are resources all around you that help make it easier. Don't know where to start? Contact the Pleasanton Chamber of Commerce at [www.pleasanton.org](http://www.pleasanton.org) or by calling 925-846-5858.

Chamber partners with PUSD for workforce development

What if you could start training your future employees while they are in high school? Imagine your new hires being ready to hit the ground running on Day One. We can do that in Pleasanton!

The Pleasanton Unified School District's (PUSD) Career and Technical Education (CTE) program is designed to prepare students for careers in their hometown industry sectors. Support for our local CTE program has long



**Jill Buck**  
EDGR  
Committee Chair

been part of the Chamber's Vision Statement, and we are forming a working group to bring industry expertise to Pleasanton classrooms.

In August, the Economic Development and Government Relations (EDGR) Committee heard a presentation from teachers and administrators from the Pleasanton Unified CTE program. We heard about simple ways the business community can engage with students and teachers to ensure curriculum and facilities align

to industry standards. There are also needs for students to have mentors, internships and work-based projects that they can present to professionals.

Currently, there are four CTE Pathways in Pleasanton: Engineering and Architecture; Health Science and Medical Technology; Hospitality, Tourism, and Recreation; and Information and Communication Technologies. We are looking for Pleasanton Professionals in each of these industries to help shape Pleasanton's future workforce.

The Chamber Board of Directors approved the formation of a volunteer working group to match

Pleasanton businesses with relevant PUSD career programs. If you would like to get involved, please fill out the survey using the QR code. Volunteer opportunities can take as little as an hour, or can be ongoing commitments of a few hours per year - whatever you choose.

Please fill out the survey today!



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.



## Business Spotlight

## Laser focused on a cure for ALS

**M**y favorite aspect of the ALS CURE Project is offering hope for a cure to those suffering this fatal disease. We are taking an out-of-the-box approach to leverage the synergies of working as a team on international research collaborations. I believe in this approach, and I am hopeful that others will see hope in this new collaborative model that will be successful," said Mike Piscotty, founder of the ALS CURE Project.

Mike and his son, former Oakland A's outfielder Stephen Piscotty, founded the ALS CURE Project in honor of Stephen's mother, Gretchen Piscotty, who passed



Gretchen and Mike Piscotty in St. Louis at a Cardinals game with their son Stephen in the background.

## ALS CURE PROJECT

away from ALS in 2018. As a 501c3 organization, the ALS CURE Project business model is simple: raise funds and identify sponsors for vital ALS research as well as organize research collaborations to cure ALS.

Amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig's disease is a fatal neuromuscular disease. People with ALS gradually lose the ability to control their muscles as the motor neuron cells that make up their nervous system die, and their brain is no longer able to transmit signals to their muscles, leaving them paralyzed in their body while their brain functions perfectly.

On average, 6,000 people are diagnosed each year with ALS and 6,000 die each year. With an average of 2-5 years of life expectancy, there are 18,000 people and their families in the United States suffering this fatal disease every year. The ALS CURE Project funds research to discover the ALS disease mecha-

nism and biomarkers (tests) to identify an ALS target for the drug and pharmaceutical companies.

In 2021, the ALS CURE Project led the 2nd Annual ALS Innovation Symposium with 115 international ALS researchers from 10 nations and developed a strategic plan to cure ALS known as the "Roadmap to Cure ALS." The ALS CURE Project funded three international research collaborations that were identified at the symposium with Lawrence Livermore National Laboratory (LLNL), Sheffield University (UK), St. Andrews University (UK) and the University of Utrecht (Netherlands).

In just 3 years, ALS CURE Project has funded over \$1.2 million in ALS research with money raised from public events, such as golf tournaments, dinners, country music concerts and private donations.

During his journey, working on a cure for ALS, Mike Piscotty has taken on a role of compassionate counseling for people diagnosed with ALS and with their family members. "I wasn't expecting to be receiving these calls from ALS family members, but I felt prepared for these conversations and compelled to help having been a care-



Vice President Stephen Piscotty with Osiel Mendoza (person with ALS) at an Oakland A's Awareness game coordinated by the ALS CURE Project.

giver for Gretchen. I look forward to the day, when I can offer advice on how to treat this disease rather than how to compassionately care for those dying from this disease."

For those who would like to support our charity, there are numerous avenues such as making a tax-deductible donation [www.alscure.org/donate](http://www.alscure.org/donate).

## Giving Opportunities

## National Giving Day – November 29, 2022

This is an opportunity to focus support to your favorite charities. The ALS CURE Project will be requesting donations on this day to raise funds for our Multi-modal Longitudinal Modeling project that was recently launched with US (Stanford, Barrow Neurological Clinic), Canada (McGill University and University of Alberta) and Australia. We expect this project will establish a framework to analyze not only ALS but other neuromuscular diseases like Parkinson's and MS.

## Corporate Matching Programs

This program is a wonderful way to support your favorite causes. By signing up for corporate matching, such as the HOME campaign program at LLNL, where employee donations are matched with corporate donations, the charities can leverage the employee's donations.

[alscure.org/donate](http://alscure.org/donate), volunteering at an event, participating on an event planning team or becoming a corporate partner. Please send your interest in an email to Mike Piscotty at [mikep@alscure.net](mailto:mikep@alscure.net) or call 925-321-5487.

**HOPE**  
Hospice & Health Services

Benefiting the patient services and family programs provided by **Hope Hospice**

**CRAB FEED**

February 25, 2023  
Shannon Center, Dublin  
\$75, single ticket  
\$550, table for eight  
This event is for age 21+  
[HopeHospice.com/crab](http://HopeHospice.com/crab)

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# Good people doing great things in Pleasanton

The Pleasanton Chamber of Commerce recognized deserving individuals, groups and businesses who have demonstrated excellence and leadership in business, volunteer activities and achievement at Pleasanton's annual Community Service Awards, which have been celebrated since 1963.

The chamber also recognized the downtown transportation corridor with the Distinguished City Initiative award, for the City's efforts with the expansion and improvement of the City's downtown parking and the beautifully updated Civic Park, providing a new space in our downtown for our community's use. This award, presented by the chamber's Community Foundation, recognizes an outstanding City of Pleasanton project or program that enhances the quality of life in our community.



The event, sponsored by Summit Financial Group and Amos Productions, was a community celebration to honor good people doing great things in Pleasanton in the open-air vista veranda overlooking the Pleasanton skyline at Callippe Preserve Golf Course on October 24, 2022.



Award recipients from left to right: Marsha McInnis, Alan Hu Foundation; Valerie Arkin, City of Pleasanton; Ken Mano, Kim Damiani, Summit Financial Group and Pleasanton Chamber board chair; Nina Pomeroy, Nina Pomeroy Photography; Will Schlicher, Schlicher Orthodontics; Xiaofang Chen, Alan Hu Foundation; Showkot Hassan, OMRON; and Mark Rahman, Alan Hu Foundation.

## Pleasanton's Community Service Awards for 2022

### ALAN HU FOUNDATION Excellence in Service

Its founders, Xiaofang Chen and Chih-Ching Hu channeled their grief over the loss of their 15-year-old son to suicide in 2018 to create the Alan Hu Foundation. Alan, a student at Amador Valley High School, lost his battle with mental illness. To honor Alan's wish that no one else should suffer from mental illness, the mission of the Alan Hu Foundation is to promote mental health, raise awareness, and remove stigma surrounding psychiatric disorders, and support fundamental research for cures. The Foundation provides education and support to those struggling with mental illness and their families, through a lecture series as well as scholarships for students who will prepare for mental health fields in college.

### NINA POMEROY PHOTOGRAPHY Business Philanthropy

Since she began her business more than 20 years ago, Nina has frequently donated

her time to local charities and raised money for non-profits, including Shepherd's Gate and Goodness Village. The residents of Shepherd's Gate have had custom family portraits to cherish for a lifetime and in one fall weekend, Nina donated all family session fees to Goodness Village for a fundraiser. Nina also volunteers as part of the Portraits for Patriots program, a national organization that allows photographers to work with veterans and provide professional headshots for transitioning members of the military.

### KEN MANO Distinguished Individual Service

Ken Mano has lived in Pleasanton since 1971, and he's truly been involved with countless community organizations. Ken and his wife Carolyn were both involved with the Amador Boosters and Special Olympics. Ken also led community service efforts for The Church of Jesus Christ of Latter-day Saints. He is currently serving as a missionary, visiting nonprofits in the bay area to provide humanitarian grants.

The Community of Character, Boy Scouts of America, Pleasanton Unified School District, American Red Cross Make a Difference Day for Pleasanton, and Senior Support of the Tri-Valley are just some of the organizations he has volunteered with over the years.

### OMRON ROBOTICS AND SAFETY TECHNOLOGIES Excellence in Business

OMRON's mission is to improve lives and contribute to a better society. Established in 1933 and headquartered in Kyoto, Japan, OMRON has more than 29,000 group employees and net sales totaling more than 750 billion. Hacienda is home to OMRON's Pleasanton office, which boasts a unique workforce, featuring more than 250 team members from over 25 nations, 95% of these employees are University graduates with either master's degrees, PhDs or postdocs. Academic collaborations with colleges and high schools have provided scholarships and support for innovation projects. At Foothill

High School, OMRON has sponsored and supported their Robotics Club, creating a talent pipeline for intern and career placement right here in town.

### SCHLICHER ORTHODONTICS Excellence in Business

Serving Pleasanton and the entire Tri-Valley with state-of-the-art orthodontic care, Dr. Will Schlicher truly appreciates the opportunity to help children, teens and adults love their smiles. Schlicher Orthodontics prides itself on integrity, ethics, and putting their patient's best interest above all else.

Form patient rewards programs to celebration goodie bags upon getting braces off to regularly supporting Pleasanton schools and the PPIE Fun Run to breast cancer awareness participation every October, seasonal patient photo contests, holiday celebrations, toy drives and collecting donations for those in need, it's easy to see the positive impact Schlicher Orthodontics has on the Pleasanton community.



## Fresh Cut Christmas Trees at the Alameda County Fairgrounds

The Fresh Cut Christmas Trees Family is back for another year with beautiful Oregon grown trees, wreaths, garland and some special goodies as well. You'll be destined to be in the holiday spirit with our hand-crafted California snow. We are excited to read each and every letter to Santa this year as well, so please make sure that your child includes their mailing address so Santa can send a return letter.

Our soft opening is on Wednesday, November 23, 2022, and then will be open from November 24 daily from 9:00 a.m. to 8:00 p.m. until December 21 or until we are out of trees.

### The Hepler Family's Fresh Cut Christmas Trees

Oregon grown Christmas trees

At the Alameda County Fairgrounds, Gate 8

At Bernal and Valley Avenue, Pleasanton

November 24-December 21, 2022

9:00 a.m. to 8:00 p.m.



Fresh Cut Trees is a small family farm operating in the foothills of Oregon's Cascade Mountains and specializes in growing premium quality Fresh Cut Christmas trees and building long term relationships with clients.



## Business Spotlight

## International cookies and desserts from family-owned Passion Pastry

Passion Pastry owner Sofia Orozco has always had a passion for baking. As an 18-year-old in her hometown of Guadalajara, Mexico, Sofia would make and sell pumpkin bread every day to a friend, who then sold the baked goods at his high school. Friends always went to Sofia for their birthday cakes and celebrations.

Sofia's son Ivan used to get in trouble in middle school for talking too much, so she sent him to the local farmers markets to sell her cookies, thinking this would be a better use of his talkative nature. Passion Pastry began in 2008, selling baked goods at the San Ramon farmers market and later in Oakland. Now, they sell at farmers markets in Pleasanton, Livermore, San Ramon and Dublin, and they've also sold cookies at a few local wineries, including Retzlaff and 3 Steves Winery. What started as means for a second income, is

now a bakery store front in the Vintage Hills Shopping Center in Pleasanton with the whole family on board.

"Our cookies are extraordinarily soft and delicate," said Sofia. "We pride ourselves on our Peruvian Alfajores which are a short-bread cookie with dulce de leche in the middle." Sofia's love for making edible art evolved into a curiosity for her pastries that aren't very well known in the states. Now, their goal is to provide delicious desserts to accompany the memories you make at events you

will remember for a lifetime.

Sofia's most popular cake, the Mariela cake, which is a chocolate vanilla marble cake filled with dulce de leche and iced with dulce de leche and pecans, is her own creation, as are marshfellowes. These cute, handmade figurines are made out of marshmallows, icing, and fondant. All of their delicacies make perfect gifts for birthdays, showers and graduations and celebrations. Their freshly baked pastries are also available for delivery.

Passion Pastry is open Wednesday through Sunday, 8:30 a.m. to 3:00 p.m. and is located at 3500 Bernal Avenue #155 in Pleasanton. Visit them on Instagram and online at [passionpastry.com](http://passionpastry.com).



Passion Pastry makes delicious premium pastries inspired by recipes from around the world.



# OMRON

## OMRON Robotics and Safety Technologies Deploys UV Disinfection Mobile Robot

Due to the current COVID-19 pandemic, OMRON's team has deployed its first UV disinfection mobile robot in their Hacienda Business Park Pleasanton office. The UV disinfection robot autonomously disinfects the common areas in the OMRON office on a nightly basis.

Given the utmost significance of sanitization and disinfection in the current times, OMRON's UV-equipped mobile robots yield a great value to organizations who are struggling to find the right, effective, less labor-intensive and long-term solutions to ensure their environment is germ-free.

OMRON is committed to solving various global societal issues while ensuring the safety of all stakeholders including customers, business partners, employees and their families, and preventing the future spread of infection.

For further information please contact OMRON's marketing department via email: [ORT-Marketing@omron.com](mailto:ORT-Marketing@omron.com).





## Business Spotlight

## Tucknott Electric celebrates 50 years in business

Upon returning from active duty in the Army, Robert A. Tucknott needed to find a job quickly. He applied to the Electrical Contractors Apprenticeship program sponsored by local Union 595 in Alameda County and began his apprenticeship in February 1964.

After a four-year apprenticeship, he was offered a job as a foreman with a small electrical company in Hayward. He worked a year as a foreman, a year as a project manager and a third year as a general manager of the company. It was during that last year when he obtained a contractor's license from the State of California.

On June 1, 1972, Tucknott rented a small building in San Leandro, hired one electrician, and bought three used trucks to launch Tucknott Electric Company. "It was a little scary that first week because I had to meet a payroll and I dumped almost all of my money into getting the business

off the ground," said Tucknott.

"That was a real learning experience that first year," recalled Tucknott. From that point on, the learning experiences were coming fast and furious, and seemed to be bigger and with more risk involved. Through a lot of perseverance, hard work and never failing to put his key in the door, open up every day, he got the company off and rolling.

Tucknott Electric Company proudly celebrated 50 years in business on June 1, 2022. At its peak, the company employed more than 100 electricians, as well as having two offices with six project managers and two branch managers. The recession of the early 1980s slowed that pace down to a point where survival was cutting all of the overhead costs and working with smaller jobs.

Over this period of time, Tucknott was involved in a lot of insurance repair work, which got him into forensics through offers from insurance company's attorneys. Today,

Tucknott is a Master Certified Forensic Litigation Consultant, and he spends most of his time helping others sort out electrical problems, both in court and as a consultant. He has had some of the bigger cases in California come his way and has been successful in all of them.

Tucknott Electric moved from San Leandro to Pleasanton in 2006 and has also spent time in Dublin before locating to its current location in Livermore, near the airport. Learn more at [www.tucknott.com](http://www.tucknott.com).



Tucknott Electric Company has built a solid reputation among major industrial and commercial accounts and many residential clients for being able to look at a project with a critical and objective attitude that often results in substantial savings of time, money and energy to the client.



Robert A. Tucknott

## Business Spotlight

## Making space for timeless moments and big dreams

Good Morning Maxwell Pleasanton, also called The Bungalow Place, is the perfect backdrop for intimate celebrations, receptions, networking, building powerful teams, workshops, and photoshoots. This venue, located at 90 Mission Street, Suite 6, provides a flexible hourly event space rental that is elegantly decorated. The space boasts a modern design, an intimate dining room, and an outdoor patio for comfortable, open-air gatherings.

The Good Morning Maxwell mission is to serve the community by providing a space where creatives can gather, and everyone is welcome to celebrate art, music, food, life, family and friends.

"We would like to think of our business as a community resource that is a happy rare find," said

Good Morning Maxwell founder Joanne Tan. "We have carefully crafted our business model with our clients in mind. We built a service that allows all kinds of planners to enjoy the process without all the added work and stress."

Tan opened Good Morning Maxwell in February of 2020, but was not fully operational until 2021 due to the pandemic. In September of this year, Tan opened a second location with co-owner Marie Simas. The team has over 20 years of hospitality and luxury events experience. "Our first location is in Livermore, and because of the strong support from the Tri-valley communities, we were able to expand and open our second location in Pleasanton. It is the perfect choice for growing our small business," said Tan.

In addition to offering venue rental,



much of the efforts are focused on helping other small businesses without a brick-and-mortar gain access to a space where they can explore their craft further and present it to their audience.

Time and time again, Tan was getting the following questions: Do you know of a place that won't cost me thousands of dollars to rent for a baby or bridal shower? Is there a place where I can bring my small team to have a private meeting and have a casual bonding after? Is there a venue that I can decorate using my Pinterest board that I created? Where can I host my book launch and host a little reception after?

"Knowing these needs from folks all over, I realized that the abundance of event spaces to rent did not fulfill the limitations and needs of micro events and gatherings. We aim to be the solution to this need," said Tan.

Learn more about Good Morning Maxwell by visiting [www.goodmorningmaxwell.com](http://www.goodmorningmaxwell.com), emailing [events@goodmorningmaxwell.com](mailto:events@goodmorningmaxwell.com) or by calling 925-738-8003.



Good Morning Maxwell Pleasanton's Bungalow Place is a beautiful, bright event space near Downtown Pleasanton, featuring 1,200 square feet of modern and flexible space.

## Membership Anniversaries



During the past two months, nearly 70 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.

### 42 years

Vulcan Materials Company

### 35-40 years

Lupeika, Walt, CPA

Peter MacDonald

Pleasanton Tulancingo

Sister City Association

### 25-30 years

Merrill Lynch

Assistance League of

Amador Valley

JGPC Business Law

Oracle

The Club at Ruby Hill

Terrence J. Rose, Inc.

### 20-24 years

Door Doctor, The

Axis Community Health

Stone Group, The

Harsch Investment

Properties, LLC

O'Neill & Associates

Diversified Mortgage

Group

RAS Construction, Inc.

Tri-Valley Electrical Service Inc

Sensiba San Filippo LLP

Tri-Valley Career Center

Zone 7 Water Agency

Roche Molecular Systems, Inc.

Valley Humane Society, Inc.

Agape Villages Foster Family Agency

### 10-19 years

Ortuno, Deanna

Maverick Networks, Inc.

The Parkview Assisted Living

Eddie Papa's American Hangout

PrideStaff

Amador Properties

Coldwell Banker Real Estate and Mortgage

Pirates of Emerson

Western Garden Nursery

LegalShield

Mortensen & Son

Pacificwide Lending

Pat Mayfield Consulting, LLC

### 5-9 years

Blaha, Hartford & Perry, APC

American Cancer Society

Discovery Shop

Towne Center Books

Inklings Coffee & Tea

Chick-fil-A

Sunrise of Pleasanton

Smog King

Susan Hayes, Nonprofit & Communications Consulting

Reliable Concepts Corporation

CityServe of the Tri-Valley

### 1-4 years

Pacific Pearl - Vestar

Farmers Insurance-Wallace Wong

Cook, Disharoon & Greathouse

BYE Junk

SideTrack Bar + Grill

Kokua Martial Arts Fitness Academy

Eileen Manger-COMPASS

PYT Construction Corp.

Merrill Lynch, Michelle Massey

Jeanette Schaub Health & Wellness by Design

St. John Manor

Carefield Pleasanton Memory Care

Sri Sai Temple, Inc

Grocery Outlet

Insperty

Rising Tide Studios

Annette Frei Design

Dr. David Wong, DC

Fondray



## Business Spotlight



Goodness Village is a tiny home community that provides affordable and permanent housing options in a supportive community for people experiencing chronic homelessness.

## It takes a village for Goodness Village to thrive

**G**oodness Village offers a permanent supportive housing program for those who have been chronically unsheltered within the Tri-Valley. It is the only permanent supportive housing program with 24-hour wraparound services within the state of California.

Executive Director Kim Curtis is a Licensed Clinical Social Worker who has worked in mental health, substance use and homelessness since 2005. Her experience has included serving the most vulnerable through street outreach, locked mental health facilities, jail, and residential treatment centers.

Learn more and get involved by emailing Goodness Village at [info@gvlivermore.org](mailto:info@gvlivermore.org). Opportunities for Year-End Giving are available at [www.gvlivermore.org/donate](http://www.gvlivermore.org/donate).



"What I love about Goodness Village is that we are proactively ending homelessness through our individualized care plans, extensive in-house supportive services, our vocational skill building program and low barriers for housing retention," said Goodness Village Executive Director Kim Curtis, right with her husband Daniel Curtis.

### What Goodness Village residents are saying

*"For the first time in years, I no longer feel isolated or alienated. This is due in no small part to an extremely talented staff. They've ushered me towards a road of wellness. I feel healthier as days come and go. I'm at long last eagerly awaiting my future, the dread is done."*

*"I now have a home, no more searching nightly for a place to sleep. Goodness Village is a lifesaver for me. I can now cook hot meals, shower daily and have a bed to sleep in. Goodness Village saved my life."*

*"I finally feel there are true good people in the world. They show to the world that love and compassion can change people's lives. I feel welcome, understood, appreciated and supported by Goodness Village. They are helping the ones in most need. The ones who could not even voice a cry of help."*

**GOODNESS  
VILLAGE**



Goodness Village was founded in 2020 during the pandemic and is located at 1660 Freisman Road in Livermore.

## Business Spotlight

## Empowerment and Opportunity: How Judith Feuer contributes

**I** am a financial advisor with Edward Jones. I serve both individuals as well as businesses. This is done by actively understanding and anticipating needs, building trusting relationships, and solving for complex financial challenges so that you can focus on what matters most to you. My advice and solutions are centered around the following areas:

- Estate considerations
- Retirement plans
- Investment strategies
- Tax smart strategies
- Insurance and planning for the unexpected
- Charitable giving
- Business succession

I have over 20 years of business experience, including more than 14 years in financial services and corporate portfolio management. Linking strategy to financial decisions is not only a core competency of mine, but something I am extremely passionate about. I work with individual investors, family offices, small to medium size businesses and large public companies. I am very familiar with executive compensation packages, employee incentives, financial strategies, business cash flow, employee retention, succession strategies, and handling sensitive, complex, and dynamic situations.

I also work in a very collaborative style which means active listening, proactive engagement, and providing appropriate

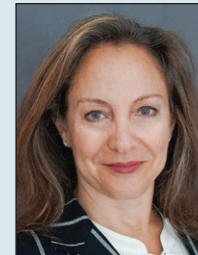
solutions for my clients, while educating them along the way. The relationships I have developed are deep and built on trust and a lasting partnership. This work is incredibly fulfilling, very entrepreneurial, and rich and meaningful to me and my clients.

Early 2020 presented an opportunity for me to decide whether I wanted to continue on the corporate side or pursue my interests on the retail side. I knew that making the shift was the best decision I could have made. I

enjoy helping people, solving problems, and working with individuals and businesses to optimize their situation.

Working with Edward Jones is the culmination of many years of experiences and gives me an opportunity to have an impact in the community where I live. It is thrilling for me to enable individuals and businesses to optimize beyond where they are today. This speaks to my core belief that with strong drive and passion, anything is possible.

My office is conveniently located in Alamo at 3201 Danville Blvd., Suite 162. I can be reached via my website [www.edwardjones.com/Judith-feuer](http://www.edwardjones.com/Judith-feuer), by email [Judith.feuer@edwardjones.com](mailto:Judith.feuer@edwardjones.com), or by calling my office at 925-718-7537.



Judith Feuer

**Edward Jones®**

## Business Spotlight

## Making your business healthy and profitable

**T**he Accounting Doctor was created nearly two years ago to assist small business owners with claiming Employee Retention Tax Credits. After four different pieces of COVID legislation, businesses can obtain up to \$26,000 per employee on their payroll during 2020-2021. The Accounting Doctor ensures your business is granted the government assistance that is available.

Co-Founder Javier Melendez said, "Most businesses aren't aware of their ability to qualify for ERTC or have been told incorrectly by their CPA that they don't qualify." In fact, not only does a business that had a decrease in revenues qualify, but also if the business had a COVID substantial operational impact.

"Restaurants with indoor capacity, law offices that couldn't get to the courthouse, doctors/dentists performing elective surgeries, nursing homes and elder care communi-

ties not able to provide their services and churches/religious organizations, all of these businesses automatically qualify," Melendez further explained. Even if you received a PPP loan forgiveness, you still may qualify for Employee Retention Tax Credits.

Melendez and his Co-Founder Adam B. Remis, CPA have done a deep analysis and extensive research on this program. "IRS has been extremely difficult to work with for our clients and we created this company to assist our clients in navigating the nuances of obtaining the ERC Credits," said Remis.

They are here to help serve our Pleasanton business community as IRS is known as a collection's government agency and not a payment agency like the Small Business Administration. Feel free to call Javier Melendez directly at (925) 476-2785, email at [info@theaccountingdoctor.com](mailto:info@theaccountingdoctor.com) or obtain more information at [www.theaccountingdoctor.com](http://www.theaccountingdoctor.com).





## Ribbon Cuttings



Creating new jobs, stronger economy



Bring your dream home to life

**Ambiance Design & Staging** — Ambiance Design & Staging offers innovative residential and commercial design consultations, complete home remodeling services and home staging with a wealth of knowledge to assist in profitable real estate sales. Got an idea of what you want, but not sure how to get that done? That's where Ambiance Design & Staging comes in. They mix your dream with their creativity, experience and resources to get the beautiful and functional home you've always wanted. New warehouse now open at 1069 Serpentine Lane, Suite 500, in Pleasanton. Learn more at [ambiancestaging.com](https://www.ambiancestaging.com).



IT managed services for your business

**California Business Technology** — California Business Technology® (CBT), Inc. is a managed information technology service provider. CBT provides on-site and remote support for organizations, leveraging industry-leading remote monitoring and management (RMM) tools. CBT is committed to supporting your information technology needs allowing organizations to focus on their own business. The CBT team has built partnerships with major technology vendors, including but not limited to Microsoft, Google, and Comcast, and can design a technology solution that best fits a company's specific needs. For further information, call us at (925) 426-2322 or learn more at [cbt.io](https://www.cbt.io). Its new office location is on Owens Drive in Pleasanton.



Premium Japanese-style mochi donuts and boba

**Mochiholic** — Mochiholic celebrated its one-year anniversary in business. This premium Japanese-style mochi donut shop serves delicious mochi donuts and boba daily in the Rose Pavilion shopping center. Mochiholic is located in Rose Pavilion Plaza in Pleasanton, next to Total Wine. Open for takeout, online order ahead pick-up, and delivery Monday through Friday, 10:00 a.m. to 8:00 p.m. Email [mochiholicca@gmail.com](mailto:mochiholicca@gmail.com) for catering and event inquiries. [www.mochiholic.com](https://www.mochiholic.com)



Five-Star physical therapy in Pleasanton and Walnut Creek

**Pleasanton Physical Therapy Services** — Pleasanton Physical Therapy is a private outpatient PT clinic that specializes in traditional and rapid pain relief techniques. Serving Pleasanton and the surrounding community since 1985. Teaching you to not only to take care of your injury, but how to work smart, and how to manage overall health. Pleasanton Physical Therapy combines their expertise in movement and pain with their belief in compassion and respect. They believe everyone has the capacity to heal themselves. They simply provide the opportunity and tools for you to achieve your goals. Located at 5976 W. Las Positas Blvd., Suite 110, in Pleasanton. [www.backontrack-pt.com](https://www.backontrack-pt.com)



Beauty, skin care, cosmetic, personal care

**Serendipity Beauty Lounge** — Serendipity Beauty Lounge was created to provide a luxurious experience centered around selfcare. Focusing on a collaborative process to revitalize the best version of you. Offering the latest technology to address your skincare needs. They welcome all genders in need of a space to unwind and turn back the hands of time. Located at 4450 Black Avenue, Suite A in Pleasanton. Visit them on Facebook.

*Five Little Monkeys*

**You're Invited!**

**GRAND OPENING CELEBRATION!**

**Saturday, November 5th**  
**11AM-4PM**  
**719A Main Street**  
**Pleasanton**

**Free to Attend!**  
 Live Performers \* Free Goodie Bags  
 Raffle to benefit local schools \* Crafts & Activities  
 ...and more!