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### A word from our CEO



**James Cooper**  
President/CEO  
Pleasanton  
Chamber of Commerce  
[james@pleasanton.org](mailto:james@pleasanton.org)

### State of the Pleasanton Chamber

I am very fortunate to have made my way to this industry. The nature of what we do as a Chamber of Commerce is to help – our businesses and our community. We are here to serve. This idea has been a core part of who I am since childhood. Whether it was raising money for mentoring disadvantaged youth or speaking with incarcerated young men about the danger of child abuse leading to future legal trouble, my role in life has revolved around being of service to others, to help when help is needed and to lead when leadership is required.

While our main purpose – economic development and business growth – is consistent regardless of the community, the challenge for a Chamber of Commerce is to learn what needs to be done to help our members, our businesses, and our community as we strive to grow the quality of living for all who work or live in Pleasanton.

How do we learn? We listen. We survey our members; we hold meetings on specific topics; we host networking events so we can meet and chat. And in late 2022, we started a Strategic Planning Process. This process entailed the Chamber reaching out to our members and business community for their input on the Chamber's strengths and weaknesses. We want to better understand what we do well, what we should work on, and where opportunities may lie that can help us grow.

After hearing from many of you, I can report that the State of the Pleasanton Chamber of Commerce is strong in many important ways. Our members use terms like impactful, approachable, and community leaders to describe the organization. It also means being in a good financial position. Networking is a plus, Ambassadors continue to lead the way, the Leadership Pleasanton program is shining, and our Young Professionals present a unique opportunity.

These are a few of the many high points of the Pleasanton Chamber. While there is much to be proud of, there are also many opportunities for growth that our Strategic Planning Process is uncovering. These include business development programs and business roundtables.

This is where our partnerships come into play. The Chamber of Commerce succeeds in our work in large part because we work with our partners toward our common goals of economic prosperity and a higher quality of living. We know that the best chance of success lies in collaboration, so we look for those with whom we can work together in pursuit of that common goal, partners like the City of Pleasanton, the Downtown Pleasanton Association, Hacienda, and many others. It is through collaboration that all things are possible.

So, again, what is the State of the Chamber? It is strong and it is ready to level-up, but this won't happen overnight. The Chamber is in the middle of developing a Strategic Plan that will provide a road map for the Chamber's work focus for the next three years. It will be finished later this year. In the meantime, we will continue to meet with Chamber and community members to learn more about what you think about the Chamber.

We will listen. And we will learn.

Thank you for being part of the Pleasanton Chamber family. We could not succeed in our mission without your support. You are why we are here.