

Business Connection



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Catalyst • Convener • Champion

March 2023

ProSomnus Fights a Global Epidemic from Pleasanton

It's no secret that Pleasanton is home to some incredible innovation, and that includes some of the most effective Obstructive Sleep Apnea (OSA) treatment and advanced medical device manufacturing processes in the world.

In January, ProSomnus® Sleep Technologies committed its long-term future to Pleasanton by opening a 32,000-square-foot, state-of-the-art headquarters and manufacturing center that quintuples the company's ability to manufacture its FDA-approved, noninvasive precision oral devices to treat OSA.

The effectiveness of these devices starts with the cutting-edge manufacturing done in Pleasanton. After receiving scans of patients' mouths, ProSomnus uses AI-driven robotic milling with the highest-quality materials available to digitally manufacture devices that are tailored to each patient's anatomy and treatment plan.

OSA is a medical condition that causes people to stop breathing during sleep and can lead to many health issues. It affects 74 million Americans, with 56 million of them undiagnosed. The common symptom, snoring, may seem minor, but OSA is associated with heart failure, stroke, and diabetes. Patients with untreated OSA are 23 times more likely to suffer a heart attack and 4 times more likely to have a stroke.

ProSomnus's devices are critical because patients find the standard OSA treatment to be



ProSomnus users report better sleep without masks, hoses or surgery. According to a ProSomnus Institutional Review Board Study conducted in 2021, 96% of patients strongly prefer ProSomnus over CPAP and traditional solutions.

very challenging. OSA is often treated with Continuous Positive Airway Pressure, or CPAP, but that is uncomfortable and disruptive to patients and their partners. ProSomnus's devices treat OSA by repositioning the jaw during sleep to keep the upper airway open, letting patients breathe and sleep uninterrupted – no masks, hoses or scalpels.

Many of our employees have experienced OSA through family or friends. Helping these patients is personal and it shows; since

ProSomnus was founded in Pleasanton in 2016 to change OSA treatment, the company has delivered more than 187,000 of its devices to patients, and that is accelerating.

With more than 120 employees in Pleasanton, ProSomnus is already a mainstay of the city's economy, and between a growing demand for its devices and a massive new

facility, the company expects to create even more local career opportunities as it helps treat more patients' OSA across the globe. To address a worldwide epidemic like OSA and shape the future of treatment, ProSomnus needs all the help it can get, and that starts right here in the hub of innovation that is Pleasanton. To learn more or find a ProSomnus provider near you, visit ProSomnus.com.

INSIDE

- 1 ProSomnus
- 2 State of the City Workforce Housing
- 3 Pleasanton Young Professionals Leadership Pleasanton
- 4 Benefit Concert for ALS Cure Project
Cruising Down Memory Lane
Rhonda Fee, Broker Associate
- 5 Supporting PUSD Schools
Precision Accounting
ElleVMH
- 6 FTP Public Insurance Adjusting
Membership Anniversaries
- 7 Bay Area Synergos Group at Morgan Stanley
Pleasanton 2025 Forum
- 8 VHS Veterinary Surgery Center
Ribbon Cuttings

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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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Hear from Pleasanton Mayor Karla Brown at State of the City address on March 29

The Pleasanton Chamber of Commerce is pleased to announce the State of the City Pleasanton 2023, featuring Mayor Karla Brown. Everyone in the community is invited to hear Mayor Brown's annual address on Wednesday, March 29, 2023, at the Palm Event Center.

"I am pleased to join the Pleasanton Chamber of Commerce to present the State of the City update this year," said Mayor Brown. "It is an honor to reflect and acknowledge the achievements we have made together over the past year, as we set our sights on a strategic and sustainable future. I hope to see many of our Pleasanton residents and businesses at the event to hear about ongoing projects and exciting initiatives that ensure the city's continued progress in the years to come."

Following her election in November 2020, Brown is serving her second term as Mayor of the City of Pleasanton, preceded by serving two terms on the Pleasanton City Council. Mayor Brown currently serves on multiple regional and city committees, boards and commissions. She has worked as an Associate Broker/Real Estate Agent since 2002 and has held a Real Estate Broker's license since 2007.

Mayor Brown has lived in Pleasanton for 29 years during which she has supported many organizations. She has volunteered



Mayor Karla Brown
City of Pleasanton

with RAGE youth soccer as a coach, the Tri-Valley Conservancy, Hively, Valley Humane Society, and she has held positions as a Gifted and Talented Education (GATE) Liaison and School Site Council for Pleasanton schools. When not working, she enjoys playing tennis, walking, hiking, bicycling, and spending time with her family.

The Chamber looks forward to hosting the annual event as it is an opportunity to connect influential business and community leaders to elected officials. A portion of the program is dedicated to recognizing the Chamber's Circle of Influence members, whose ongoing support has been instrumental in the growth of the Chamber. The Circle of Influence is a catalyst for the exchange of ideas and



A sellout crowd is expected at the State of the City Pleasanton as attendees will hear directly from Mayor Karla Brown, while enjoying lunch and conversation at the beautiful Palm Event Center, a luxurious winery estate.

engaging key leaders regarding both obstacles and opportunities for local business growth and economic expansion.

"Pleasanton faces many challenges, from housing to water quality, that require collaboration across broad stakeholder groups," said Chamber board chair Jill Buck of Go Green Initiative. "The State of the City event is a unique opportunity to hear from the Mayor, and learn how to substantively engage in the most pressing issues in our community," said Buck.

Stanford Health Care Tri-Valley is the premier sponsor of the event, while The Clorox Company and Mirador Capital Partners are both elite sponsors. Altamont Corridor Express (ACE), Amos Productions, Bay East Association

of REALTORS, CEMEX, Hoge Fenton, John Muir Health, Fremont Bank, Nina Pomeroy Photography, Palm Event Center in the Vineyard, Sensiba San Filippo and UNCLE Credit Union have also partnered as sponsors. A limited number of sponsorships are still available. Email susie@pleasanton.org if interested.

Tickets to attend the luncheon are available at www.pleasanton.org, \$75 per person. All attendees must register by March 10. The event begins at 11:00 a.m. with networking and visiting sponsor tables followed by the lunch and program at 11:45 a.m. A sellout crowd is expected as attendees will hear directly from the Mayor, while enjoying lunch and conversation at the beautiful Palm Event Center, a luxurious winery estate.

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Workforce Housing: Expanding Pleasanton's Economic Family

The new housing element approved by the City Council on January 26 includes a wide variety of housing products that will benefit a broad range of Pleasanton's workforce pay scale. There are 19 sites throughout the City that are now zoned to accommodate nearly 6,000 new housing units, many of which will be affordable



Jill Buck
2023 Chair of the Board

for the many talented and cherished members of our economic family.

Workforce housing is defined as affordable for households making 60-120% of the average median income (AMI). Pleasanton's AMI is \$168,000, so workforce housing in Pleasanton is designed for households earning \$101,000 to \$202,000 annually.

Think of all the firefighters, teachers, police officers, nurses, and tech workers who will be able to become our neighbors, and not just people who come in and out of our community to make it better for current residents. Very soon, graduates of Pleasanton high schools who love their hometown can have a reasonable expectation of raising their own families here.

The City Council and City Staff worked incredibly hard with the

entire community to develop a housing plan that will help ensure economic prosperity for Pleasanton for decades to come. This one piece of public policy may be one of the most consequential decisions made by a council in a generation, and they deserve tremendous credit for what this housing element will accomplish.

Jill Buck, Go Green Initiative, and 2023 Board Chair of the Pleasanton Chamber of Commerce Board of Directors

Jill is an internationally featured speaker at business, public policy, political, and environmental conventions, and is one of the nation's leading advocates of free market solutions for environmental protection issues. In 2002, Jill founded the Go Green Initiative, a 501(c)(3) that is the global leader in environmental education, operating in all 50 U.S. states, over 73 countries, and on 5 continents. In 2004, Jill established Buck Consulting, which helps businesses "go green," and achieve profitability through sustainability. She is also the host of Go Green Radio, a weekly program on the U.S.'s largest internet talk radio station, www.VoiceAmerica.com, and is co-author of the book, 47 Things You Can Do For The Environment.

Meet the new leader for the Chamber's young professionals

Hi everyone, my name is David Wong and I am the newly appointed Board Chair for the Pleasanton Young Professionals, also known as the PYPs, a Pleasanton Chamber committee. We are a premier networking group in the Tri-Valley for emerging and established young professionals and entrepreneurs. We hold monthly mixers on the first Thursday of the each month for networking, bi-monthly mastermind workshops for professional development, and other standalone events such as volunteer and fundraising opportunities for philanthropy and giving back to the community.



David Wong
Board Chair
Pleasanton Young Professionals

have developed a legacy of learning, growth, and empowerment to our future leaders and our community. This year, we are celebrating our 10-year anniversary of continuing that credo, and coming up with new and fun ideas to exemplify that as we celebrate.

For me, 2023 is about building community, bringing innovation, and gaining more awareness to the group and the Pleasanton Chamber as a whole. With the continued support of the Chamber, and our very talented executive committee team, I have the utmost confidence that we can achieve our goals this year. If you, or someone you know, are a Pleasanton Chamber member, you can enjoy all of the benefits and success of the group as well.



Pleasanton Young Professionals

Scan the QR code to visit the PYPs online, Instagram, Facebook and LinkedIn and check out our upcoming events on the Chamber calendar.



The PYPs have developed a legacy of learning, growth, and empowerment to our future leaders and our community. This year, they are celebrating their 10-year anniversary.

Go behind the scenes to learn what makes our community work

Leadership

Pleasanton™

A Program to Develop Community Leaders

Leadership Pleasanton, created by the Pleasanton Chamber in 1988, has produced more than 775 graduates in its 30-plus years. In September of each year, roughly 30 individuals 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, city commissions, and in some cases pursue elected office.

Whether you are new to Pleasanton, or a life-long resident, going behind the scenes once a month to learn what makes this great community tick is time well spent.

"I can honestly say it has changed the trajectory of where I'm at in my life," said Nick Valenziano, an alum from the Leadership class of 2016. "I own a house in Pleasanton, I



The Leadership Pleasanton class of 2023 pictured at Callippe Preserve Golf Course during Local Government day in October of 2022.

have two businesses in Pleasanton, and literally my heart is Pleasanton. It's partly because of the Chamber and what Leadership did for me."

The program's goal is to develop community leaders, and participants meet monthly from September through May on the second Thursday of each month. Each member of the class is expected to attend all sessions in their entirety in order to realize the maximum benefits of the program. Sessions are designed to be interactive, educational and challenging. Each

What Leadership Pleasanton participants are saying

"What a wonderful day! I got so much out of it. Met many great people I had not known before, learned about my town, and enjoyed some laughs along the way."

"One of the most informative sessions of our Leadership experience. In this crazy world we live in, it is wonderful the community is as dedicated to help those in need. That's what makes Pleasanton a great place to grow our families and live."

class will be acquainted with current community assets, needs and issues while at the same time be given a forum to discuss these

challenges with current community leaders.

"If anyone is wondering - should I be a part of Leadership - you need



Pleasanton Chamber Community Foundation board member Randy Brown presenting Nick Valenziano with the Jenny Doehle Award in February.

to do it. It's where you become a player in this community, and you give back to what has given us so much. I will tell you why it's amazing," said Valenziano.

The program is open to everyone in the community and online registration to become part of the Leadership Pleasanton class of 2024 is open now at www.pleasanton.org. For any questions regarding Leadership Pleasanton, email program director Yianna Theodorou at yianna@pleasanton.org.



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www.stanfordhealthcare.org/tri-valley

The George Bowen Master Guitar Summit set for March 15

A Benefit Concert for the ALS Cure Project

Don't miss this rare opportunity to see so many of the world's most accomplished guitarists on one stage in Livermore. The George Bowen Master Guitar Summit features master guitarists Arlen Roth, Bill Kirchen, Jim Soldi, Redd Volkaert, and more in honor of the Tri-Valley's own George Bowen of Bowen Guitars, who handcrafts his guitars right here in the Tri-Valley. The benefit concert for the ALS Cure Project is scheduled for Wednesday, March 15, 2023 at the Bankhead Theater.

ALS CURE Project was founded in 2019 by Mike Piscotty and Stephen Piscotty in honor of Gretchen Piscotty with the sole purpose of finding a cure for ALS. Their mission is to conduct foundational research to identify the ALS disease mechanism and ALS biomarkers to enable pharmaceutical and biotechnology companies to develop the ALS cure.

All proceeds of this concert will be donated to the ALS CURE Project. Get

your tickets today for an evening of stellar guitar players from the masters themselves and be a part of finding a cure for ALS; a disease that touches too many of us.

Live at
The Bankhead
The George Bowen
MASTER GUITAR SUMMIT
A Benefit Concert for the ALS CURE Project
WED MAR 15 | 7:30 PM

ARLEN ROTH JIM "CACTUS" SOLDI BILL KIRCHEN
TEISCO DEL REY REDD VOKAERT

ALS CURE Project
ALS CURE Project was founded in 2019 by Mike Piscotty and Stephen Piscotty in honor of Gretchen Piscotty with the sole purpose of finding a cure for ALS. All proceeds of this concert will be donated to the ALS CURE Project. Learn more and donate at ALSCure.org

GET TICKETS NOW! LIVERMOREARTS.ORG | 925.373.6800
Bankhead Theater | 2400 First St. Downtown Livermore

Cruising Down Memory Lane: Stories of Pleasanton in the 50's

Fourth generation Pleasantonian Donna Kamp McMillion set out to capture the stories of long-time Pleasanton families while she still had the opportunity. She interviewed some of the City's founding fathers as well as longtime ranchers, farmers, and business owners. In the Spring of 2023, a new book, Cruising Down Memory Lane: Stories of Pleasanton in the 50's will be released.

"The book highlights so much of what's made Pleasanton a wonderful town," said McMillion, who began working on the project in 2021. "It's important to capture and

share these stories - especially as we begin to celebrate Amador Valley High School's centennial year." Pleasanton's first high school is having a Centennial Celebration September 14-16, 2023 with special events and activities throughout the weekend.

Proceeds from the book will go toward a fund to support Amador Valley High School's AV/Journalism program. You can pre-order your copy today through Towne Center Books at www.townecenterbooks.com or make individual donations to support this project through the Three Valleys Community Foundation.

Read about what it was like to grow up in 1950s Pleasanton for more than 30 sons and daughters of local ranchers, farmers, dairymen, and business owners

Available Spring 2023

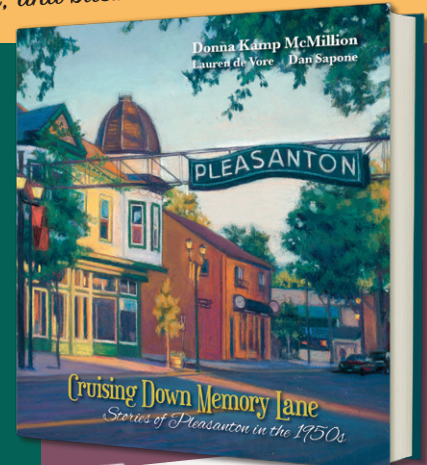
Limited copies!

Preorder yours now

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Towne Center Books

tinyurl.com/Cruising-Down-Memory-Lane



Proceeds benefit Amador Valley High School's AV/Journalism program

Individual donations to support this project through the Three Valleys Community Foundation can be made at: tinyurl.com/2ua4fb7b

Stories from Pleasanton's Past, Powering the Future is a fiscally sponsored fund at Three Valleys Community Foundation. Direct donations are tax deductible to the extent of the law. Federal Tax ID#87-1782380



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Let's make your next real estate transaction the best move you've ever made

I learned the philosophy of customer satisfaction from my father and grandfather who were licensed contractors in Fremont. My mission in real estate is to assist my clients in making their buying or selling experience as smooth as possible. After 10 years of running

my independent brokerage in Pleasanton, I decided to join the Christie's International Real Estate Sereno family, where I feel inspired and supported in my goal to provide the best possible experience for my clients. Regardless of your buying or selling situation, I'm here to help every step of the way.



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Supporting our PUSD Schools

For the past 35 years, Pleasanton Partnerships in Education (PPIE) has supported all schools in the Pleasanton Unified School District (PUSD). With funding from Pleasanton families and help from valued business partners, PPIE has donated over \$8,000,000 to Pleasanton schools.

The 2023 Pleasanton Run for Education presented by Workday will take place on Sunday, April 30th at the Alameda County Fairgrounds. The Run for Education is PPIE's largest fundraiser of the year, and serves to celebrate our community, encourage fitness, and support our schools. The 11th annual event will offer 5K (3.1 mile), 10K (6.2 mile), and a (new!) 2 Mile distances. All three courses are designed for participants of all ages and athletic abilities, and we welcome runners, walkers, and baby jogger strollers in all three events. For kids ages 3 to 10 years who are not quite ready for the longer distance, we also host a quarter-mile fun run.

By joining PPIE's Run for Education 2023, you are supporting our 15 public schools, 14,500 students and over 9,000 school families with supplemental staff (support counselors, reading/math specialists, librarians and school tech specialists), STEAM grants and innovative programs to engage students with leading businesses in the area.

PPIE recently hosted the 4th annual State of the School District. Superintendent Dr.



Pleasanton Partnerships in Education Foundation (PPIE) is a nonprofit organization that exists to enhance learning experiences for students of the Pleasanton Unified School District through a partnership of business, education and the community.



The Pleasanton Run for Education is PPIE's largest fundraiser of the year, and serves to celebrate our community, encourage fitness, and support our schools.

David Haglund's presentation included a comprehensive look at our schools, what PUSD has accomplished over the year, and how they continue to move forward. The businesses partnering with PPIE throughout the year – the Pillars of Pleasanton – were also highlighted at the event.



Business Spotlight

Accounting Services with Passion and Precision

Lewis Liu and his wife started Precision Accounting as a side business when family and friends asked for help on their taxes. The practice has grown in the last 15 years purely through the word of mouth, and they are proud of their family-owned accounting practice. "Accounting is more about relationships than boring numbers."



Lewis Liu
Precision Accounting

his skills in auditing and taxation. Over the past 10 years, he has served a wide range of organizations including public traded companies, and governmental entities in San Francisco Bay Area. He also specializes in international tax law and is currently serving many companies and individuals that are involved in that area.

Precision Accounting offers full accounting and tax services for individuals and corporations, full bookkeeping services as well as ad hoc consulting projects such as accounting system selection, setup and migration, business incorporation and entity selection advice. All staff are either licensed CPA or EA and are bilingual with English, Korean, Mandarin, and Japanese.

Lewis is a California Certified Public Accountant and he has been practicing accounting and tax for 15 years. In addition to his Bachelor degree in engineering, he also earned two masters degrees, Master of Science in Accountancy from San Jose State University and MBA from Embry Riddle Aeronautical University. He also passed all three levels of the Chartered Financial Analyst (CFA) test and will become a CFA once the required working hours are met.

He worked for PriceWater HouseCooper (PwC) and Vavrinek, Trine and Day & CO., LLP (VTD, now is Eide Bailly). and honed

Lewis volunteered as a community CPA to be part of the audit committee for Pleasanton Unified School District. Lewis is an energetic and passionate person. He believes the true value lies in bringing the latest in tax law to the clients and strategizing on the change in order to minimize on tax impact and maximize rate of return. "We work with you on a personal level to determine the best solutions for your unique needs, then leverage our seasoned expertise to achieve the best possible results," said Lewis.

Learn more about Precision Accounting by visiting them online at www.precisiontaxpro.com, emailing lewis.liu@precisiontaxpro.com or calling 925-452-8278.



Business Spotlight

Bringing you the best design solutions

Spun up in a Bay Area bedroom in 2020, ElleV Manufacturing House was founded by Paelle Powell, a graduate of MIT who focused on manufacturing as part of her Mechanical Engineering studies. She defines the business by the marriage of creative thinking and engineering, utilizing her background in art and mechanics as a platform for designing elegant solutions.

Additionally, her passion for manufacturing near home led to her prioritizing the location of the business to be in California. Originally catering mostly to artists, the company was founded to meet the needs of small businesses and individuals who couldn't find overseas manufacturers that would accept their low production volume requests.

"We believe that the closer to

home you can have your plastic components produced, the better for the community and the planet, in an industry that takes a historically high toll on the environment," said Powell.

ElleV Manufacturing House provides turnkey resin and plastics solutions for mechanical and artistic projects. The team designs and develops elegant 3D solutions to meet customer visions, provides 3D print services in a variety of materials for prototypes, and can meet plastic and resin production needs for both small and medium volume outputs.

"While there are many things to enjoy about doing physical development work like manufacturing, the most engaging part of working in this industry is the challenge of addressing environmental issues around material production,"



Production Project Manager Kai Newquist holding a prototype of one of an in-house collectible designs.

Powell says. The company plans to expand into a variety of higher volume manufacturing areas in the next couple of years.

Perhaps you have an artistic sculpture in mind that you would like for a personal project, or you have a vision in which you are able to sell



GEO Paelle Powell celebrating moving into ElleVMH's first workshop space in June 2022.

multiples of your physical 3D art to customers, ElleVMH can bring this vision to life. For businesses or individuals in need of engineering components, our engineering development team can work with you to understand your needs, provide models and prototypes, then produce parts in a variety of kinds of materials that best meet your application requirements.

In addition to development and

production of client projects, the team also designs collectibles and sells these figurines and one-of-a-kind artworks. "We want to bring smiles and joy to our community and have found that developing our own artwork keeps us on our creative wave," said Powell.

Learn more about ElleVMH at www.ellevmh.com or by calling Paelle M. Powell, CPM@ at 360-298-4578.

Business Spotlight

“Your Claim, Our Fight”

Don't take on the insurance companies alone

Public adjusters provide a valuable service in determining a fair settlement between an insurance company and its policyholder. They review the details of a claim thoroughly, including photographs, reports, and estimates. By doing so, they can identify any discrepancies or gaps that may be present in a claim before submitting it to the insurance company for consideration.

“In addition to reviewing claims carefully, we also negotiate with the insurance carrier on behalf of our clients in order to secure the best possible settlement terms,” said Troy Willis, Co-Founder and Chief Financial Officer of For The People (FTP) Public Insurance Adjusters.

At FTP Public Insurance Adjusters, they understand how difficult it can be to recover after experiencing significant property damage or loss due to fire, storm, theft, or other events. “We want to ensure that every customer receives fair compensation for their losses so they can move forward with rebuilding or repair processes as quickly as possible,” said Willis. The goal is to ensure that you receive maximum compensation for your loss or damage, regardless of the cause or circumstance.

Willis has been in the insurance industry for more than 30 years, including 25 years as a restoration contractor. With the desire to be an advocate for the people, he became a

licensed public adjuster three years ago and started FTP Public Insurance Adjusters.

“We take claims based on if we can be a benefit to the customer, not by the amount of the claim,” said Willis. “If we cannot help a customer, we do our best to guide them in another direction for assistance.”

His firm also provided more than 25 pro-bono cases last year to help senior citizens, veterans and disable individuals.

FTP Public Insurance Adjusters has a 20-business day cancellation policy, and they prepare the insureds Demand Proof of Loss in seven business days. They prepare their own estimates and testing, whereas other companies use outside estimators, which enables them to truly advocate for the cost.

Willis and his business partner started a podcast, “Claims Underground,” to help educate people on their rights and how to read their insurance policies. Learn more by calling 833-590-Claim or visit them online at ftppublicinsuranceadjusting.com.



Membership Anniversaries



During the past four months, nearly 100 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.

52 years

Alameda County Fair Association

40-45 years

Precision Auto Repair, Inc.

Independent Newspaper and Magazine, The

35-39 years

Costello Accountancy Corporation

Four Points by Sheraton

Pleasanton Partnerships in Education Foundation

Huff, Charles A.I.A. Architect

Yorkshire Roofing of Northern California Inc.

30-34 years

Fox, Tom - Venture Sothebys International Realty

Strizzi's Restaurants

Heritage Valley Mortgage, Inc.

Wilson Property Management

Craig Property Management

25-29 years

Giles Studio Inc.

Gowey, John M., D.D.S.

Van Sloten & Laranang CPAs, PC

Barons Jewelers

Lee & Associates

California Financial Advisors

Tri-Valley Tax & Financial Services, Inc.

Valley Plaza II

20-24 years

Hap's Original

BKF Engineers

Fine Pueblo Pottery

ClearPath Business Advisors

Lawrence Mui-State Farm Insurance

De Pretis Certified Public Accountants

Marketing Solutions Group

Agape Villages Foster Family Agency

UNCLE Credit Union

Heritage Bank of Commerce

Oilpress!

15-19 years

Horizon Wealth Solutions

East Bay SPCA

Palm Event Center in the Vineyard

Livermore Valley Performing Arts Center/Bankhead Theater

Bregante + Company LLP

Ng, John & Daisy, Coldwell Banker Real Estate

Wealth Management Associates

From The Heart Home Care

KCommons, Executive Homes

10-14 years

Chevron Corporation

Cornerstone Fellowship

The Franchise Consulting Company / Steve Taylor Independent Consultant

Jeff Bowser

Swenson

Martin, Wardin & Eissner Financial Group

Pease Tax & Accounting Services, Inc.

Dahlin Group, Inc.

Outer Visions Landscape Design

A.J. Amstrup, State Farm Insurance

Duman Associates Custom Components and Marketing

Narum, Kathy

Parkwest Casino 580

Sunol Creek Memory Care

Velur Enterprises, Inc.

Neighborhood Market

Rancho Grande Taqueria #2

Primrose School of Pleasanton

5-9 years

UHaul of Pleasanton

Sunflower Hill

Mirador Capital Partners

Venema Homes Team

Ritter Investments, LLC

QASource

Patriot Pest Management

Rhonda Fee Real Estate -Christie's International Real Estate Sereno

Profit Minds, LLC

Addiction Treatment Alternatives, LLC (ATA)

The Wine Group

Cemex

Porky's Pizza Palace

The Errigo Group

North Point Construction and Restoration, Inc.

Pet Supplies Plus

Family Matters

Nina Pomeroy Photography

Sultans Kebab

1-4 years

Merchant Advocate

Girls Soccer Worldwide

Brookwater Irrigation Consultants

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The DeSilva Group

Simpson Strong-Tie Company, Inc

East Bay Community Energy

Huebner CPA, Inc.

Ooma Inc

Elation Real Estate

KMC Cleaners & Restoring Services

Trustegrity

Amazon

Mochiholic

Custom Moving & Hauling

Ham Family Law, P.C .

Affinity Resources EBB, LLC

HIKE for HOPE

Saturday, May 6

Del Valle Regional Park, Livermore



Sign up by 3/31 and get an event T-shirt!

*Self-paced hike • Barbecue lunch • Lawn games
Raffle prizes • Silent auction • Fundraising*

Your participation helps **Hope Hospice** care for more than 2,000 East Bay neighbors each year. Funds raised benefit patient care and help keep grief support, dementia education, and caregiver resources available to the public at no charge.

\$35 Adult (AGE 18+) | \$15 Youth (AGES 13-17) | Free for kids under 12

Corporate Sponsorships Available!

Connect by 3/31 to maximize your publicity benefits.

TheHikeForHope.com

Business Spotlight

Pleasanton Wealth Management Team: Offering over 35 years of experience

Morgan Stanley

As a dedicated member of the Pleasanton community and proud member of the Chamber of Commerce, we have had the privilege of servicing our clients for over 35 years.

At the Bay Area Synergos Group, we bring a team approach with complementary skills to every client we advise. We create plans to help navigate the various stages of your life from asset accumulation through optimized distribution. Our comprehensive wealth management process includes your investments, of course, but goes far beyond to encompass estate planning, lending, cash flow management, philanthropy, and business transition strategies – in short, virtually every aspect of your financial life.

We strive to address your goals

and offer financial solutions that are sustainable. Examples of common goals include retiring with confidence, leaving a meaningful legacy, financing a new home or other major acquisition, protecting your family from unexpected long-term care expenses, providing ongoing care for a special needs child, adapting financially to the loss of a spouse, investing in your children’s college education, and executing various business goals including acquisition, sale, succession, and cash management.

We work closely with your attorney and accountant to develop a plan in concert, not at odds with each other. If you wish, we can introduce you to professionals with the experience to help you meet the specific challenges you face.



At the Bay Area Synergos Group, our investment process focuses on the long term while simultaneously preparing you for unforeseeable bumps along the way.

Our investment process focuses on the long term while simultaneously preparing you for unforeseeable bumps along the way. When creating your personal financial strategy, we strive to quantify the minimum amount of risk needed to achieve the highest level of success,

identifying all resources available to achieve your goals. We utilize active tax management strategies to help reduce capital gains and minimize your obligations come tax season.

Synergos denotes the human interaction necessary to work col-

laboratively toward a common goal. We welcome the opportunity to schedule a complimentary meeting to review your current investment strategy. To deepen our relationship and address any concerns or goals that are top of mind, contact us at (925) 730-3872.

Morgan Stanley Smith Barney LLC offers a wide array of brokerage and advisory services to its clients, each of which may create a different type of relationship with different obligations to you. Please visit us at <http://www.morganstanleyindividual.com> or consult with your Financial Advisor to understand these differences. Morgan Stanley Smith Barney LLC offers insurance products in conjunction with its licensed insurance agency affiliates. Morgan Stanley Smith Barney LLC (“Morgan Stanley”), its affiliates and Morgan Stanley Financial Advisors or Private Wealth Advisors do not provide tax or legal advice. Clients should consult their tax advisor for matters involving taxation and tax planning and their attorney for matters involving trust and estate planning and other legal matters. Morgan Stanley Smith Barney LLC is a registered Broker/Dealer, Member SIPC, and not a bank. Where appropriate, Morgan Stanley Smith Barney LLC has entered into arrangements with banks and other third parties to assist in offering certain banking related products and services. Morgan Stanley Smith Barney LLC. Member SIPC.

PLEASANTON
VISION
2025
Quality of Life by Design

PLEASANTON
CHAMBER of
COMMERCE

**Second Wednesday of the
odd-numbered months, 12 noon**

PLEASANTON 2025 FORUM

“Our strong local economy and extraordinary quality of life happen by design, not by accident. Working together, we cause great things to happen.”

Open to everyone.
Forums held in a hybrid format.
In person at the Chamber or virtually via Zoom.
777 Peters Avenue, Pleasanton
www.pleasanton.org

Pleasanton 2025 Forum: Open to All

The Pleasanton Chamber of Commerce exists to grow the economic prosperity of our community. We are a membership-based, non-profit organization focused on helping our local businesses thrive. We offer numerous benefits including networking opportunities; marketing resources to grow the visibility of your brand; promotional opportunities to advertise your products or services; and broad representation of the Pleasanton business community to public officials.



James Cooper
Pleasanton
Chamber
President/CEO

As an advocate for business, the Chamber hosts regular meetings that focus on specific topics of importance to local businesses and the community. One of these meetings is the Pleasanton 2025 Forum. The purpose of the Forum is to gain a greater understanding of issues identified by the Chamber in our “Pleasanton 2025: A Community Vision” document, receive feedback from attendees, and advance

our knowledge of the topics.

I’d like to invite you to attend our next Pleasanton 2025 Forum meeting, which will be on Wednesday, March 8 from 12:00 to 1:00 p.m. It is open to everyone in the community, is free, and is held as a hybrid meeting in-person at the Chamber (777 Peters Avenue, Pleasanton) or on Zoom (register for link at pleasanton.org).

This upcoming Pleasanton 2025 Forum meeting will feature two guest speakers. The first will be new City Council member Jeff Nibert, who will talk about his vision and priorities as a councilmember for Pleasanton. This is a fantastic opportunity to learn more about Jeff and to ask questions. The second will be Experian’s Adam Taplinger, who comes to us courtesy of a partnership with the U.S. Chamber of Commerce. He’ll give a presentation on the Employee Retention Credit (ERC) and help attendees better understand if they qualify. The ERC

is a refundable tax credit to help businesses with the cost of keeping staff employed. Adam will help you better understand if you are eligible to receive the credit, and what steps are next.

The Pleasanton 2025 Forums are just one example of how the Chamber works. We believe our members and our community should be familiar with their council representatives. We also believe businesses should be aware of all the financial tools and resources available. We organized this meeting to cover these topics and provide you with an opportunity to connect with important information and important people.

Would you like to learn more about the local business community or get involved with growing our local economy? If so, we would love to talk with you. The Pleasanton Chamber of Commerce is here to help our business community thrive and improve the quality of life for all who live and work in Pleasanton. Email me at james@pleasanton.org or visit us online at www.pleasanton.org.

Jeff Nibert

Pleasanton 2025 Forum Meeting

Wednesday, March 8, 2023

12:00 p.m at the Pleasanton Chamber

Guest speakers

Jeff Nibert, Pleasanton City Council Member • Adam Taplinger, Experian

Adam Taplinger

Valley Humane Society's new surgery center open to shelter animals

Valley Humane Society poised to increase lifesaving outcomes and access to care

Soon the Tri-Valley will have a much-needed resource that will ultimately save the lives of thousands of animals. Valley Humane Society is nearing completion on its long-awaited Phil Scholz Veterinary Surgery Center and is seeking public support in the final stages of making this important lifesaving solution a reality for the community. Just \$150,000 remains of the more than \$1.9 million needed to bring the project to fruition.

The Surgery Center will primarily provide spay and neuter services to the public, shelters, rescues, and Valley Humane Society's adoptable dogs and cats. In addition, specialty procedures will be performed for

clients coming through a veterinary referral system when the cost of services is a lifesaving barrier.

With a focus on high-volume spaying and neutering, the Surgery Center will be able to accommodate up to 140 surgeries per week, significantly supporting adoption and pet overpopulation efforts in the Tri-Valley. "The serious shortage of surgery appointments affecting our industry limits how many animals rescue groups can help," says Jill Tucker, CEO of California Animal Welfare Association. "The state of California requires animal shelters and rescues to spay or neuter all animals before adopting them, but if we can't get them

fixed, we can't send them home."

The Surgery Center is also expected to reduce the number of cats and dogs surrendered to shelters by assisting guardians through a veterinary referral program. While the overall cost of services will be somewhat reduced, payment options will be available if needed. The Surgery Center is not a full-service hospital, however, nor will emergency services be offered. "We anticipate our clients will maintain relationships with their existing veterinarians for routine pet wellness care and diagnostic services," says Surgery Center manager Tracie Cota.

The Surgery Center is named for Phil Scholz, a Pleasanton resident



For the past two years, Valley Humane Society has been working to bring an important lifesaving solution to our community: the Phil Scholz Veterinary Surgery Center, which is located at 120 Spring Street in Pleasanton.

and pet lover who lost his life in January 2014 while rescuing another man from the Santa Clara rail tracks during his commute home. A supporter of Valley Humane Society with his wife Emily, Scholz deeply valued the organization's mission to create a brighter future for cats and dogs by supporting and strengthening their shared bond with people. Scholz' legacy of selflessness and compassion is well-remembered by those who knew him, including his

colleagues at NVIDIA who raised more than a third of the total project funding to secure naming rights in honor of Scholz.

Valley Humane Society's Phil Scholz Veterinary Surgery Center is expected to open on Spring Street in Pleasanton within weeks for shelter and rescue surgeries and be fully operational by May 2023. For more information or to donate in support of the project, visit valleyhumane.org/surgery-center.

Ribbon Cuttings



Creating new jobs, stronger economy



Healthy parks, healthy people

Interpretive Pavilion at Shadow Cliffs — The East Bay Regional Park District celebrated the completion of the outdoor interpretive pavilion at Shadow Cliffs in Pleasanton. The newly installed 1,000-square-foot outdoor exhibit provides a staging area and gateway to the park's 116-acre nature area that incorporates trails for walking, hiking, biking, and nature watching. With a shaded and weather-protected gathering spot for all visitors – including children participating in year-round school field trips and programs led by the Park District's interpretive staff – the pavilion features a series of educational exhibits about the natural and cultural history of Shadow Cliffs' native plants, wildlife, and environmental sustainability. Located at the Shadow Cliffs Regional Recreation area at 2500 Stanley Blvd. in Pleasanton. Learn more online at www.ebparks.org.



Award-winning headshot photographer

Nina Pomeroy Photography — Do you hate to have your picture taken? Whether it's lack of confidence, fear of not liking your photo or generally thinking you are not photogenic, most people shy away from the camera. This prevents you from showing your true personality and authenticity. "It's my job to direct, pose and guide you so that you don't have to feel uncomfortable in front of the camera ever again," says Nina Pomeroy. Being photogenic is not a gene you're born with, it's about being in the hands of an experienced professional who can capture all of your best angles and expressions. Nina is celebrating 22 years in business and her studio is located at 4725 First Street, Suite 262 in downtown Pleasanton. Visit her online at ninapomeroy.com.



Affordable therapy for sleep apnea and snoring

ProSomnus Sleep Technologies — ProSomnus is the leading manufacturer of precision, patient preferred, Oral Appliance Therapy medical devices for the treatment of Obstructive Sleep Apnea (OSA). ProSomnus Therapy helps you get a restful night of sleep without noisy machines, masks, or hoses. Learn why hundreds of thousands of patients are ditching their CPAP and sleeping with ProSomnus. Wearing the ProSomnus device (like a mouthguard for your upper and lower jaw) holds your lower jaw gently forward and opens the airway in the back of your throat. ProSomnus Sleep Technologies celebrated the grand opening of its new global headquarters on Gibraltar Drive in Pleasanton. Learn more at prosomnus.com.



HR that makes a difference

Insperity — Since 1998, Insperity's local offices have been helping Bay Area business owners break through the fog of challenges that are hindering their companies. Insperity's Pleasanton office offers full-service human resources for small and midsize businesses and human capital management for an optimized workforce. Insperity is committed to helping the communities where we work and live through corporate contributions, volunteer efforts, community leadership and social responsibility. Coast to coast, our 90+ offices provide personalized, local service when you need it. We'll work with you wherever you are. Insperity's new office is located at 6701 Koll Center Parkway, Suite 420 in Pleasanton. Learn more online at insperity.com/bpa/ingrid.romero