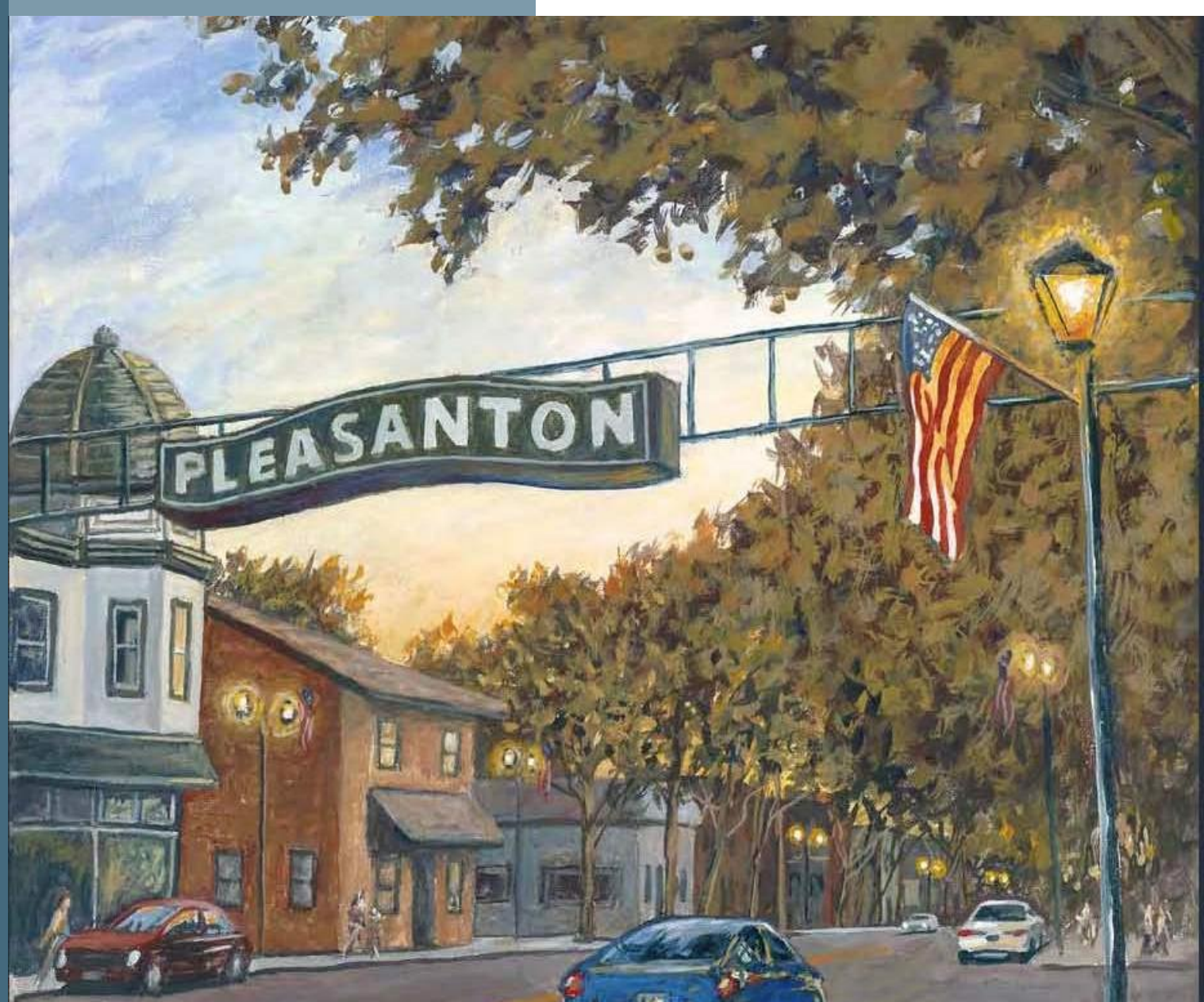


# 411 on Member Benefits

For prospective, new and longtime  
members of the Pleasanton  
Chamber of Commerce







Our mission is to advance the economic vitality of the Pleasanton community.

## Catalyst Convener Champion

- The catalyst for business and economic growth
- The convener of leaders and influencers
- The champion for a stronger and healthy community





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



# About us

“Great communities have great chambers.”

The Pleasanton Chamber of Commerce takes great pride in helping Pleasanton remain among the very best cities in the country in which to live, work and raise a family while providing great support, services and value for our member organizations whose financial support and engagement make it all possible.



Non-profit organization operating as a 501c6 currently made up of roughly 600 members ranging from small mom-and-pop type businesses to major corporations located in the Tri-Valley

Staff of four who have more than 50 years of combined experience in the industry



## Do consumers really support businesses because they are chamber members?

# The value of Chamber Membership



59% of consumers think that being active in the local chamber is an effective business strategy overall.

Consumers are **12%** more likely to think a company's products stack up better against its competition if the company is highly involved in the local chamber.

**44%** of consumers are more likely to think favorably of a small business when they know the company is a member of the chamber of commerce and are

**63%** more likely to purchase goods or services from the company in the future.

Statistics from a study commissioned by the American Chamber of Commerce Executives with support from Small Business Network Inc.



# Benefits of Membership

Opportunities to increase your visibility and maximize your exposure



Catalyst • Convener • Champion

## Featured Member Events



### Assistance League 2nd Annual Crab Feast

Join us for an evening of feasting on crab, dancing, raffles, auctions and much more!! The event is a fundraiser for our vital community programs, benefiting underserved communities in the Tri-Valley area.

Saturday, February 4, 2023 at 6:00 p.m.



### Museum on Main Wines and Valentines 2023

Join the Museum on Main for the 16th Annual Wines & Valentines Dinner. We will be at the brand new Rubys and Roses Restaurant located in the Pleasanton Hotel in Downtown Pleasanton.

Friday, February 10, 2023 at 6:00 p.m.



### Spectrum's Show Your Love Fundraiser

We are excited to announce that we are once again teaming up with Truffle Shuffle! All proceeds from this virtual cooking experience will benefit Spectrum's Senior Service Programs.

Friday, February 10, 2023 at 6:00 p.m.

## Featured Member - Prodigy Fitness



### New you in 42

Attention busy adults in the Tri-Valley: Are you ready to make 2023 your healthiest year ever? Interested in losing 10-30 pounds? Learn how to get lean, strong and have more energy in 6 short weeks.



Prodigy Fitness is pleased to present **New You in 42** - 6 weeks to a happier, healthier, fitter you!

- Challenge starts on January 23, 2023
- Over \$1,000 in cash prizes will be awarded

To learn more and reserve your spot, scan the code.

## Featured Members



### Crown Trophy selected as small business of the year

Assemblymember Rebecca Bauer-Kahan has selected Crown Trophy in Pleasanton as the 2022 Assembly District 16



**Small Business of the Year.** Crown Trophy is owned by the Rosenblatt family and is an exemplar model of a community minded small business. Locally owned and nationally known, Crown Trophy is owned by Jerry, Carol and Jeremy Rosenblatt. Successfully serving the Pleasanton and surrounding communities for many years, Crown Trophy has over 40 years of experience providing award and recognition items to thousands of leagues, organizations, corporations, and educational institutions to name a few. [Continue reading here.](#)



### Goodness Village has a donor match opportunity

C.H.E.F. has offered Goodness Village a 50% donation match up to \$25,000 during the month of April. This means for every \$2 donated, C.H.E.F. will donate \$1 and they are covering all credit card processing fees. If you know someone who has been wanting to donate to Goodness Village, please let them know about this awesome opportunity. It is a win for Goodness Village and a win for them. [Click here to donate.](#)



Monday Update Featured Member

# Benefits of Membership

Opportunities to increase your visibility and maximize your exposure

## Business Connection

[www.pleasanton.org](http://www.pleasanton.org)

Catalyst • Convener • Champion



### Business Spotlight

#### Laser focused on a cure for ALS

My 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.

away from ALS in 2018. As a 501(c)(3) 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.

Anyotrophic 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-



Vice President Stephen Piscotty with Orel Mendenso (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), 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.

### 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, Karolinska 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 LNL, where employee donations are matched with corporate donations, the charities can leverage the employee's donations.

[www.alscure.org/donate](http://www.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.

### Business Spotlight

#### Bringing you the best design solutions

Spun up in a Bay Area bedroom in 2020, ElleV Manufacturing House was founded by Paele 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



CEO Paele Powell celebrating moving into ElleVMH's first workshop space in June 2022.

multiple 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](http://www.ellevmh.com) or by calling Paele M. Powell, CPM® at 360-298-4578.

### 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.

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.

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](http://www.precisiontaxpro.com), emailing [lewis.liu@precisiontaxpro.com](mailto:lewis.liu@precisiontaxpro.com) or calling 925-452-8278.



## Business Spotlight article



# Benefits of Membership

Opportunities to increase your visibility and maximize your exposure

## E-BUSINESS CONNECTION



## Catalyst Convener Champion

### Spotlights on Members

#### Get On The Bus - Learning life skills through soccer



Get On The Bus breaks down financial-and-transportation barriers so that kids can play recreational soccer on a team in their community, while ensuring participants have an opportunity to learn valuable life skills, good study habits, and access to healthy snacks all through the free GOTB after-school program which services Title 1 schools to ensure Diversity, Equity, Inclusion and Belonging (DEIB).

Get on the Bus has partnered with Ballistic United Soccer Club and the Rage Girls Soccer Club to provide this opportunity for kids at Valley View Elementary School in Pleasanton.

Check out this video to learn more about Get On The Bus.

Learning Life Skills Through Soccer



### Spotlights on Members

#### Online Ordering, Delivery & Marketing for Restaurants



boons is a commission-free online ordering, delivery, and marketing platform for businesses. We help restaurants and retailers to make more money and take back control of their online

business by removing their dependency on third party marketplaces.

boons has become a trusted partner to leading restaurants in the Bay Area. Just a few of our local Pleasanton-based happy restaurants include Sultans Kebab, Elia, Brava Garden, Vics All Star Kitchen, Frontier Spice, Experience Burma, New Thai Bistro, and Meiko Sushi. We help owners to grow their online business and connect directly with their customers so they can focus on what they do the best - cooking great food!



#### Corporate gifting from Shelley Goldblum, Boisset Collection Wines



Contact Shelley Goldblum, Boisset Collection Wines for your marketing and gifting needs.

- Custom label wines for business/marketing/employee recognition/client gifting
- Specialist in corporate partner programs
- Virtual/on-site private wine tasting experiences
- Wine selection and full wine service for events/mixers/client appreciation
- Wine lifestyle jewelry and gifts
- Assistance in wine-food pairing for events

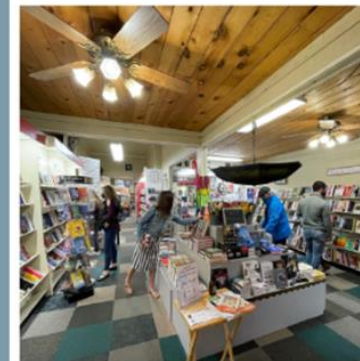


Contact Shelley for your marketing and gifting needs.  
sgldblumca@aol.com  
my.boissetcollection.com/shelleygoldblum  
"Purchase for a Purpose" and Giving Back to Non-Profits



### Spotlights on Members

#### Business Services from Towne Center Books - We're Local!



Towne Center Books is excited to bring services geared towards your business:

- Book club suggestions and sales, based on your chosen theme, including discussion questions
- Speakers and authors focused on your business (i.e. leadership, negotiation, mindfulness)
- "Brain break" activity baskets with games, activity books, short stories or fidget toys
- Books focused on specific topics
- Community building activities like employee gifts or in-person mini book fairs

We provide a friendly, personal shopping experience – no algorithms necessary. Independent retailers, like TCB, return \$0.53 of every \$1.00 spent back to the community – and we donate 10% of our sales to local schools and nonprofits. Your community is our community.

Contact **Christina Nystrom** via email or visit us in downtown Pleasanton or Livermore.



### Spotlights on Members

#### Apply Now: \$1.1 Million in Grants for Waste Prevention



The 2023 grant cycle is now open. StopWaste is offering \$1.1 million dollars in grant opportunities to nonprofits, businesses, and institutions with projects aimed at increasing individual, business, and community involvement in the prevention of waste in Alameda County. There are several grant funding opportunities available for a variety of project scopes and services – please take a moment to review all of the funding categories here.

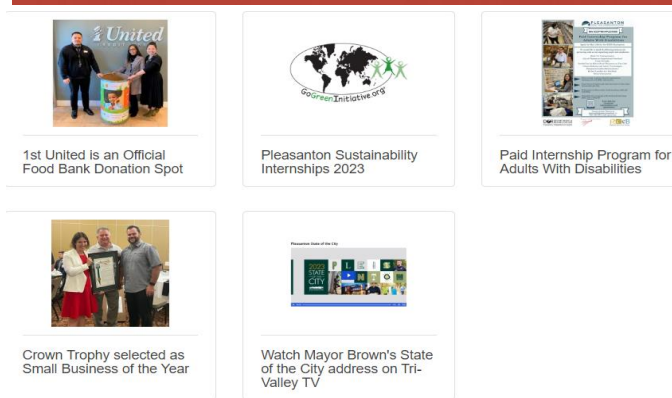
Grant applications are due by March 3, 2023.



## Member Spotlight

# Benefits of Membership

Opportunities to increase your visibility and maximize your exposure



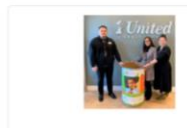
1st United is an Official Food Bank Donation Spot



Community

Drop off donations for Alameda County Community Food bank at our branches all year

1st United Credit Union is excited to serve as Alameda County Community Food Bank's (ACCFB) Food Drive Host for a second year. Community members can continue to drop off food donations at any 1st United branch all year long.



1st United's partnership with ACCFB spans decades and includes monetary donations and countless volunteer hours at the Food Bank's warehouse. Plus, they have sponsored the Oakland A's Home Runs for Hunger program for 11 years. Through Home Runs for Hunger, 1st United commits to donate \$50 to ACCFB for every home run the Oakland A's hit during the regular season.

Zoholics 2023: Optimize and Grow Your Business

Zoholics is the most informative, down-to-earth software conference you've ever been to  
Dates: April 20-21

Are you a business professional looking to see what a powerful software suite can do for your company?  
Spend two full days with us at an all-encompassing, interactive, informative experience as we share with you ways to work smarter with our software, streamline your business processes, and network with like-minded business professionals.

Meet the experts behind our products to ask questions and gain a better understanding of our solutions, and hear from current customers and other professionals how they are successfully using and implementing Zoho's software.

Our focus at Zoholics is to create a friendly atmosphere that promotes productive discussions, collaboration, and information sharing. Don't miss this opportunity to transform your business and learn about the future of cloud-software from our C-levels and industry leaders.



#### Why attend

- Enjoy over 4 hours of guided small group discussions with fellow users on a range of topics including sales, marketing, customizing Zoho, and much more
- Grow your professional network by meeting and interacting with like-minded Zoho users and business leaders from various industries



Set a Reminder

#### Date and Time

Thursday Apr 20, 2023 - Friday Apr 21, 2023

Thursday - 7:30 a.m. to 5:45 p.m.  
Friday - 7:30 a.m. to 4:00 p.m.

#### Location

Zoho Corporation  
4141 Hacienda Drive, Pleasanton, CA 94588

#### Fees/Admission

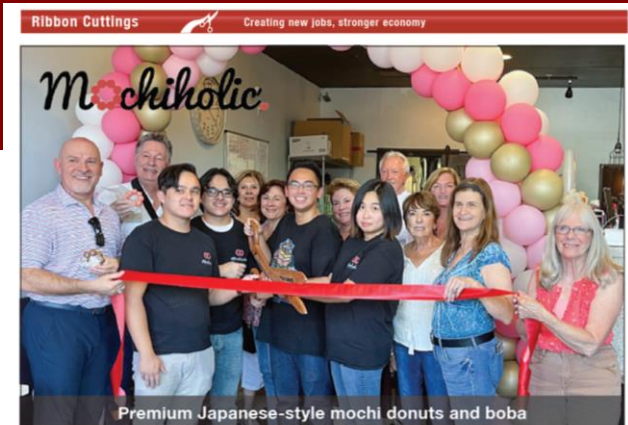
Grab your seat today!  
Learn more online here

Promote newsworthy information and current events



# Benefits of Membership

Opportunities to increase your visibility and maximize your exposure



**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.



**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 252 in downtown Pleasanton. Visit her online at [ninapomeroy.com](http://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](http://prosomnus.com).



**HR that makes a difference**  
**Insuperity** — Since 1998, Insuperity's local offices have been helping Bay Area business owners break through the fog of challenges that are hindering their companies. Insuperity's Pleasanton office offers full-service human resources for small and midsize businesses and human capital management for an optimized workforce. Insuperity 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. Insuperity's new office is located at 6701 Koll Center Parkway, Suite 420 in Pleasanton. Learn more online at [insuperity.com/bpa/ingrid.romero](http://insuperity.com/bpa/ingrid.romero)

## Ribbon Cutting Ceremony



# Benefits of Membership

Opportunities to increase your visibility and maximize your exposure

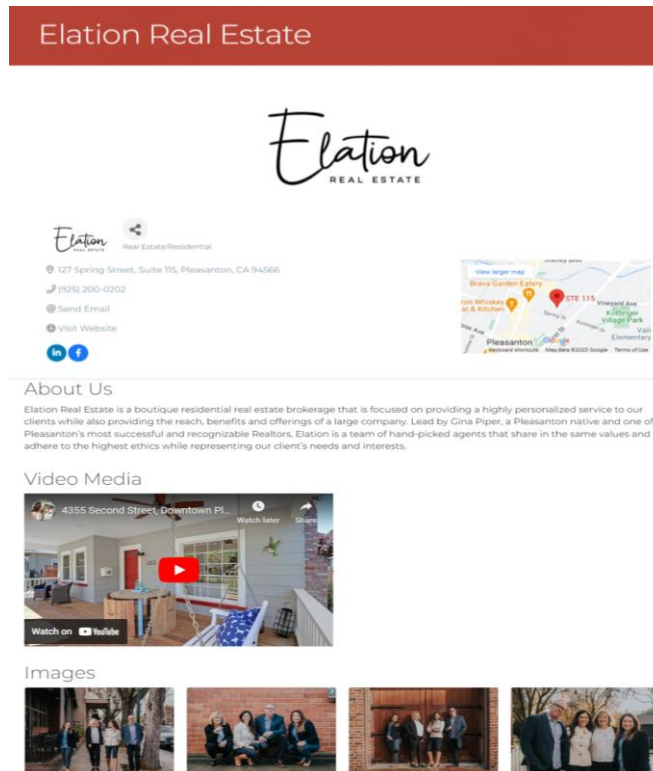
## Member Introduction

Introduce yourself and your business at a mixer



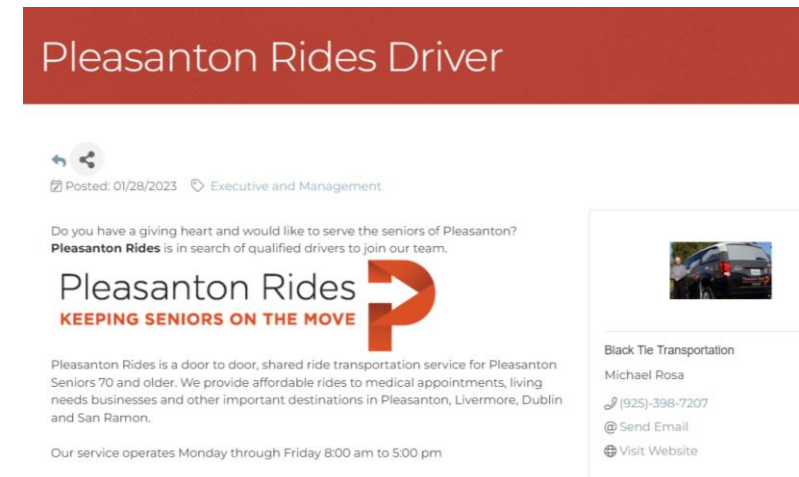
## Online Member Directory Listing

Basic and Premier options



## Job Postings and Hot Deals

Advertise job openings or discounts/promotions



Variety of in-person and online benefits



# Pleasanton Young Professionals

Established 2013  
Ages 21-40

The premier networking group for  
emerging and established young  
professionals.

LEARN • GROW • EMPOWER





# Ambassadors



A committee of roughly 35 chamber members that serve as the public relations arm of the Chamber. Ambassadors promote the Chamber to prospective members and the community as a whole.





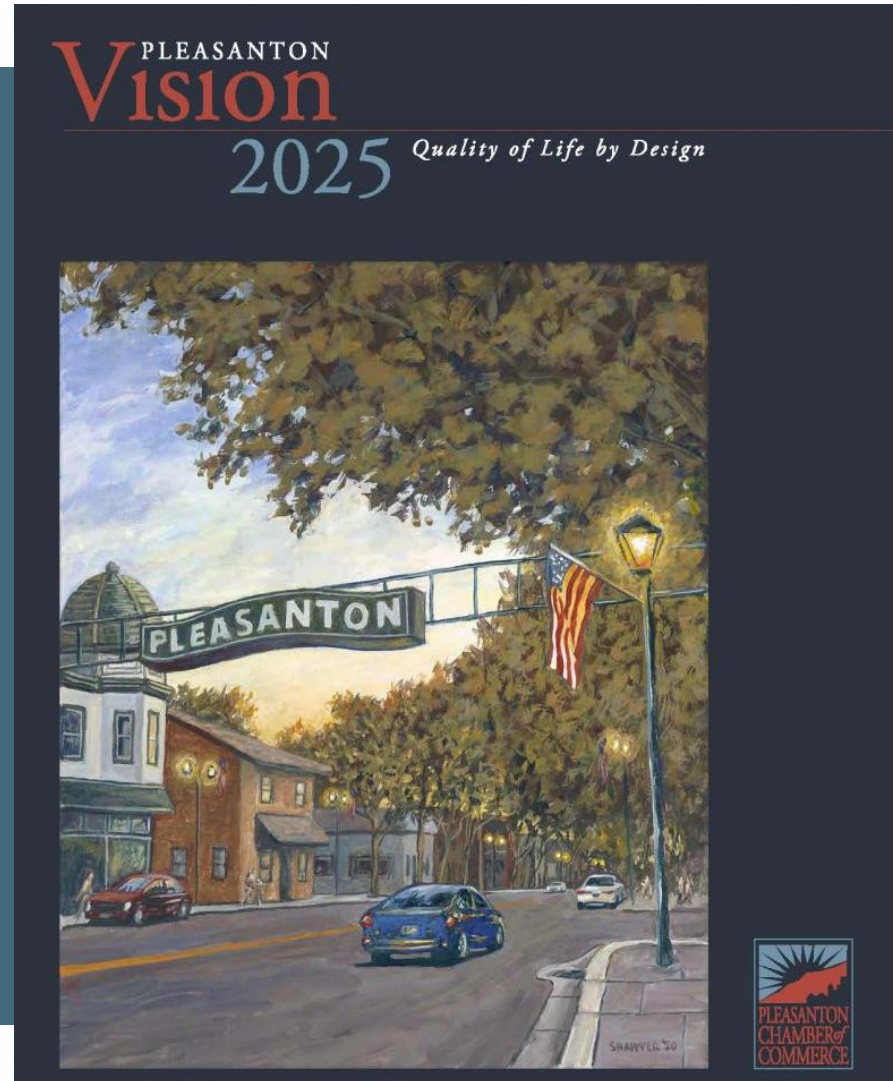
# Pleasanton 2025

## A Community Vision and Forum Meetings



### Topics

Transportation  
Education  
Housing  
Infrastructure  
Health & Human Services  
Public Safety  
Recreation  
Leadership



The Chamber relies on Pleasanton 2025: A Community Vision as its local public policy agenda, committing volunteer and staff time to work toward its fulfillment as a catalyst, convener and champion for all things Pleasanton.

### Pleasanton 2025 Forum Meetings

The Chamber brings stakeholders together to focus community resources, time and talent to achieve greater understanding of issues, obstacles and opportunities related to Pleasanton 2025: A Community Vision at these bi-monthly meetings.

# 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.





# Community Foundation



## Foundation Mission

To support and advance small business development, business technology development, service projects and educational programs of the Pleasanton community.

In 1997, the Pleasanton Chamber of Commerce formed the **Pleasanton Chamber of Commerce Community Foundation** in order to generate funding otherwise unavailable for programs benefiting the Chamber, its members and the community.

## Leadership Pleasanton



## Salute to Partnerships Mixer & BBQ

## Jenny Doehle Award



# Circle of Influence

Elite business partners of the Chamber

- Protecting Pleasanton's future
- Access and influence
- Measurable outcomes



The Circle of Influence recognizes companies whose continual support has been instrumental in the growth of the Pleasanton Chamber of Commerce.

Circle of Influence members are recognized each year in front of a sellout crowd of elected officials, key city department heads, influential business and community leaders before hearing the State of the City address by the Mayor of Pleasanton.



# Events



- Monthly networking mixers
- Tradeshow mixers in the Spring and Fall
- Annual Golf Outing
- Luncheons
- Community Service Awards
- Economic development event / economic driver awards





# Marketing & Advertising

Opportunities to reach a very active business community and vibrant community of readers

## Business Connection

Bi-monthly publication inserted into the Pleasanton Weekly on the first Friday of the odd-numbered months, with a reach of 10,000 residences and businesses and a readership of 25,000

## E-Business Connection

Electronic newsletter sent to the entire membership on the first Tuesday of the even-numbered months, reach of more than 1,100 in the business community



## Website

The Chamber's website pleasanton.org averages more than 16,000 views per month, including 2,900 views on average for the Business Directory and 1,900 views for the Events Calendar



# Where to find us

[www.pleasanton.org](http://www.pleasanton.org)



## Social Media

