

April 2023

### A word from our CEO



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

### The Value of Business Networking

If you are a member of the Pleasanton Chamber of Commerce, and since you are reading this, you probably are, then you know we offer an array of benefits members can use to help grow their business. These include representing the interests of business to the community and government; promoting the city and community as an ideal place in which to live and work; and creating marketing opportunities members can use to promote their organization.

Based on past member surveys, the highest rated benefit we offer is networking. The Chamber is a natural convener that brings people together for meetings, seminars, and workshops that cover important business topics. Each activity offers a chance to meet the other participants and get to know one another. We also host monthly networking mixers at a local business that are attended by a cross-section of industries.

Why is this important? Networking helps build trust as you grow familiar with each other. It helps build brand awareness and connects you to people who can promote your brand to their own network. It serves as a source of education as you can receive and give advice about business in general or your industry in particular. And you might meet others in your industry who can offer advice and support as you navigate business challenges.

Running a small business is hard. It can consume every waking moment of your life as you worry about serving clients, keeping the shelves stocked, paying employees, and managing vendors. This doesn't include the need to grow your business, to find new customers and develop new products or services. A person can easily become overwhelmed and begin to despair. This is where networking can play a huge role as you connect with other businesses who may be able to help.

If you haven't attended a Chamber networking mixer before, or if it's been awhile since you last attended, I encourage you to do so. You can also refresh your memory on attending mixers by looking at our [Mixers 101 information sheet](#). Our mixers are held on the second Wednesday of each month, from 5:00 to 7:00 p.m. In April, Fremont Bank and Sunflower Hill will [co-host the mixer](#) at Sunflower Hill's Irby Ranch. In May, the Chamber will hold our first [Tradeshow Mixer](#) of the year at Callippe Preserve Golf Course. Visit the Chamber [Events Calendar online](#) for more information on these mixers and future events.

The value of business networking is that it connects you to people and resources. That is the essence of what the Chamber does, every day. We want to help you make that connection so please reach out and let us know how we can help.