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A word from our CEO



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Collaboration is the key

Pleasanton is a wonderful community filled with interesting people, businesses, and amenities. What we have today is the product of many decades of effort to create an idyllic location, one which checks all the boxes that make it a beautiful place to live and work. This effort was not made by any one entity. Rather, it has been, and will continue to be, a collective effort – by myriad organizations both public and private – to collaborate in a way that grows the economic prosperity of our community.

These partnerships exist because the organizations involved value both the process and the outcomes that are possible. In a Forbes article entitled “12 Habits of Highly Collaborative Organizations,” author Jacob Morgan notes the best collaborative partners lead by example, determine strategy before technology, create a supportive environment for collaboration and are persistent and adaptable, among other traits. They participate not just to achieve a personally beneficial outcome but to be part of an effort that will be positively impactful on a greater number of organizations and people.

The Pleasanton Chamber of Commerce exemplifies the spirit of collaboration through our economic development and advocacy work. For example, we partner with the City of Pleasanton, the Pleasanton Downtown Association, and various other organizations to focus on improving the conditions for business development and attraction. We also collaborate with Visit Tri-Valley to showcase our tourism-focused amenities and businesses; and our Leadership Pleasanton program educates attendees on how the City works by collaborating with community organizations from different sectors, who connect what they do with the larger issues we face as a city.

Of course, this isn't always easy. Collaboration is a process that requires each entity involved to listen to one another with an ear focused on bettering the entire community, not just a narrow slice of it. All too often, our public discourse changes because of the opinions of a few loud voices instead of the collective will of the entire city. That makes it paramount for those of us who serve in community leadership roles to make sure we listen to those whose voices may not be loud, but who are no less committed to seeing Pleasanton become the best place it can possibly be.

That is the essence of collaboration, and the nature of your Chamber of Commerce – working together to achieve a goal. We may not always agree on every detail, but there is broad agreement that we all want our community to thrive. Let's collaborate to make that happen.