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Workforce Development and CTE

Over the last two years, the Chamber has heard from many businesses about how hard it is to find employees. Employers describe having very few applicants, and among those they receive not enough qualified applicants. These are jobs that run the gamut from entry level to management and cross all industries, working for companies in all stages from start-up to the most established.

For the most part, employers recruit employees as they always have. They upload the job offer to

the internet and wait for job seekers to respond. While this can work, 2023 has seen unemployment drop to levels not seen in over 50 years.

This means there are far fewer job seekers and not enough good candidates, leading many businesses to struggle to find employees. And while a company cannot control broad employment levels, one thing they can do to help overcome a lack of candidates is local workforce development.

The Pleasanton Chamber and the Pleasanton Unified School District (PUSD) are partnering to start a

Career and Technical Education (CTE) program that seeks to bring local businesses and local students together. This effort will familiarize the older student participants with local businesses – what they do, how they do it, and, most importantly, what skills are needed to become part of it – while giving businesses a chance to impart specific skills and education that will better help students prepare for their career.

When a company participates in CTE, they develop a local talent pipeline that enhances the community's perception as a socially responsible, locally engaged and innovative employer. They tap into a younger demographic that can

inspire innovation from the program participants' ideas and energy. And the organization also creates new awareness of their organization, both as a possible employer and a business to do transactions with. These are just some of the reasons to consider being part of the program.

The Chamber will soon send out a CTE program survey. If you are interested in investing some time and energy into growing your community's future workforce, please complete the survey and let us know how. One thing we know for sure is that this program will have a positive, and even profound, effect on those who sign up. We hope you will be part of it!



James Cooper
President/CEO
Pleasanton Chamber

Young Professionals collaborate to bring entrepreneurs and business owners from different locales together

Collaboration has always been a part of my personal and professional life. Without it, I probably would not be an entrepreneur who practices chiropractic by trade. There is truly something magical being surrounded by people with likeminded values and intentions, figuring out an end goal, and the willingness to see it through.

When I first took the position of board chair for the Pleasanton Young Professionals, I knew that we were embarking on our 10th year as a group that had made ripples within our community, with a very energetic executive committee to get things done. I also knew in order to maintain such credo and legacy, we had to think outside the box. After seeing the success of the joint events our Tri-Valley Chambers of Commerce had previously hosted, it inspired us to do the same. However, there isn't a young professional group, that isn't industry specific, within a 25-mile radius.

When I learned about the Lafayette YoPro's, another



The Pleasanton Young Professionals partnered with the Lafayette Chamber Young Professionals for a joint networking mixer in August at Sideboard Neighborhood Kitchen and Coffee Bar in Downtown Danville.

Chamber, who hosts the same types of events, I knew we had to jump on the opportunity to collaborate. One thing I've learned over the years is you can't be afraid to ask for what you want – the worst thing that can happen is a no. I presented the idea to the Pleasanton and Lafayette Chambers and each young professional group, and luckily, everybody loved the idea of doing a joint event together. In August, we hosted one of our big

gest events of the year.

This event not only showed that

we could collaborate with the right organizers to host a joint event with a large attendance, but it also taught us that there is a demand for young professional groups outside of our communities. Being able to bring together young entrepreneurs and business owners under one roof from different locales showed a sense of community and built connections and relationships that can last a lifetime.

I am humbled by the attendance and the quality of people at our networking mixer with the Lafayette Young Professionals. Because of this event, we were able to establish an amazing collaborative relation-

ship with another subcommittee with the same values and intentions as ours. I'd like to thank all who attended our first joint mixer as it was truly an amazing experience, and we hope to host more events like these in the near future.

To learn more about the Pleasanton Young Professionals and our upcoming events, scan the QR code.



Protecting your family from PFAS chemicals in our drinking water

Since learning that Pleasanton groundwater contains PFAS chemicals in the fall of 2019, I have advocated for PFAS treatment facilities for both City wells and Zone 7 wells. Zone 7 has instituted plans, designs and in some locations, construction of PFAS treatment facilities. The City is studying the issue, and is scheduled to bring recommendations to Council in fall of 2023.

Fortunately, the heavy rains

this winter allow us to receive our full allocation of surface water from the State Water Project at this time, and there has been no detection of PFAS chemicals in the surface water. This means that any groundwater needed this summer will be blended with surface water, and could reduce our exposure to PFAS chemicals in our drinking water in the short term.

However, it is important to know that PFAS chemicals accumulate in

the human body, and the half-life is in years. This means that PFAS chemical exposure over time builds up in our bodies and can lead to the many health impacts listed by the CDC on their website. There are many ways to reduce exposure to PFAS chemicals, but eliminating them from your drinking water is one of the most important ways to protect your family's health.

For the past 15 years, I have hosted a weekly radio show called Go Green Radio. On July 28, 2023, I interviewed a Senior Science Analyst from the Environmental Working

Group who led a recent study to determine which water filters eliminate 100% (or close to 100%) of PFAS chemicals. You can listen to the full interview by scanning the QR code. You can also check it out on Apple podcasts, Google podcasts, Tune In, Stitcher, iHeart Radio, Spotify, or Amazon Music.

