

Business Connection



www.pleasanton.org

Catalyst • Convener • Champion

September 2023

Consumer Learning Center Celebrates 17 Years of Consumer Studies

The Consumer Learning Center (CLC) was founded in 2006 with the purpose of bringing consumers and brands together to help provide superior market research. This enables value in the creation of great innovative products, while having residents in Pleasanton play an active role in what products they can potentially see in retail.

If you would like to be part of this exciting process, they are always looking for new participants to sign up and give their opinion at theclc.com

Over the past 15 years, the CLC has held thousands of product studies in categories such as food and beverage, household cleaning products, beauty care, pet care, and more!

The CLC facility has various test areas and an experienced staff that runs the studies with the utmost care and attention, always keeping the consumer experience in mind. Depending on the project, consumers can participate in various types of studies such as testing different products in your home or in one of our test kitchens or test bathrooms, participating in focus groups where you discuss a topic in a small group setting, or online interviews where we reach out to you virtually.

Located conveniently in the city of Pleasanton, at 7164 Johnson Drive, next to the future Costco site, the Consumer Learning Center gathers valuable insights from its



CLC staff is looking forward to meeting you and hearing your valued opinions.

local population and serves as a good side opportunity for those looking to earn some extra rewards in the form of gift cards. They partner with Tango gift cards that offer incentives from more than 200 local and online merchants, such as Target, Amazon, Walmart, Macys, Kohls, and many others.

The CLC is always accepting new participants in the Tri-Valley and the greater East Bay area. All people ages 18 years and older are eligible to sign up and be considered for upcoming projects.

If you would like to sign up, simply visit the home page at theclc.com and click "Join Now" to begin the process. You can use the QR code below to reach their website.



The Consumer Learning Center is located conveniently in Pleasanton on Johnson Drive.

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SILVER



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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



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



James Cooper
 President/CEO
 Pleasanton Chamber

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!

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 group like ours within the Lafayette



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 biggest 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



Jill Buck
 Board Chair
 Pleasanton Chamber

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.



Business Spotlight

Valley Community Church opens new building for all in the community

Valley Community Church (VCC) near Downtown Pleasanton is pleased to announce the grand opening for the Families Building, an addition to their Kids and Disability Ministry.

VCC Kids and Disability Ministry are committed to a welcoming and safe space where everyone can learn God's word and grow to know and love Jesus. They are thrilled to share this new space with the community.

The building is approximately 4,800-square feet of intentionally-designed space. From the indoor check-in and welcome area for parents to securely drop-off their kids, to a dedicated environment functionally designed for students with disabilities and special needs, each room was thoughtfully procured to best serve families. This new addition to the VCC campus also includes a fun and vibrant playground for toddlers, preschoolers, and elementary students to enjoy, all next to the grassy area of the Gathering Place to create a park-like ambiance.



"With our new classroom, we can welcome someone with disabilities of any age and build friendship while playing and learning," said Disability Ministry Director Lilian Jewell. Volunteers are trained and screened to ensure every participant has the best possible experience. "It is our hope that someone with autism, sensory-processing disorder, cerebral palsy, or another special need, will walk into this space and see it is made for them and their families to flourish," Jewell continued.

In addition to providing a special space for VCC's Sunday gatherings, special respite events and Friday Friends programs will be offered to parents and caregivers to create fun moments for children and adults with disabilities. This new space will also provide classroom expansion for their preschool - Shining Light, which is celebrating its 25th year this September.

To find out more about Valley Community Church and its ministries, visit them online at vc.church or call 925-846-6622.



Business Spotlight



Discover Mochiholic: Where Tradition Meets Culinary Artistry

Welcome to Mochiholic, a realm where mochi, the cherished Japanese delicacy, transcends into a blend of flavor and aesthetics. Our creations reimagine tradition with innovative twists, offering an array of delights that harmonize tradition with contemporary gastronomy.

Mochiholic is more than just a culinary destination; it's a community hub where passion, creativity, and cultural connection converge. Through interactive workshops, cultural cel-

ebrations, and a shared appreciation for the art of mochi, we invite you to become a part of our vibrant community of food enthusiasts.

But that's not all – we also invite you to experience our handcrafted boba and exquisite creme brulee desserts. From the chewy delight of boba to the rich indulgence of creme brulee, our culinary artistry knows no bounds.

Embark on a journey of taste and tradition at www.mochiholic.com. Discover the enchanting world where mochi becomes an art form, only at Mochiholic.

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Business Spotlight

Set To Thrive: Providing essential items to children experiencing foster care



Set To Thrive launched in July 2021 and came from the idea that children entering and transitioning through the foster care system deserve access to new, brand-name essential items to provide them with a sense of comfort and confidence during a vulnerable time.

There are consistently over 2,200 children in the foster care system in Alameda and Contra Costa Counties. Each time a child enters or moves through the foster care system, they may only have the clothes on their backs. They are not only entering a new home but often a new school and community. Unfortunately, their first placement is not always their last. Forty-four percent of California kids in the system move three times or more in two years; 15% move five or more times. Set To Thrive is a local 501(c)(3) nonprofit organization that provides children experiencing foster care with a custom bag - a Thrive Bag or a Student Bag.

Set To Thrive fills each custom Thrive Bag with new, brand-name essentials - backpack or duffel bag, clothing, shoes, hygiene items, and



President & CEO Lisa Henderson (left) and Executive VP Alex Gawel representing Set to Thrive at a recent golf tournament.

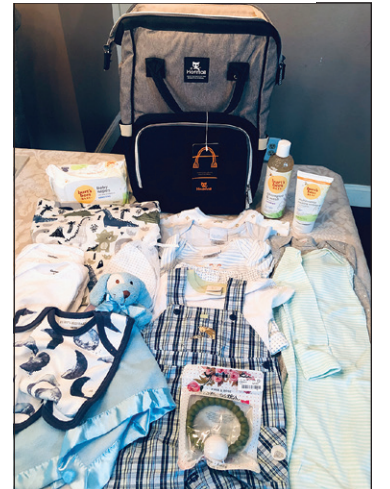
other items to help ease the transition. Each Thrive Bag is customized for the child, including fit, ethnic hair products, and LGBTQ ordering options. Through its Student Bag Program, Set To Thrive supplies students with a backpack with school supplies or, depending on the time of year, a holiday gift. The goal is to help each child thrive in their home and community.

Set To Thrive works directly

with local public and private foster care agencies that support children in Alameda and Contra Costa Counties. When a child enters or moves through the system, those organizations request a Thrive Bag through Set To Thrive's fillable order form. Once the request is made, Set To Thrive builds and delivers the custom-ordered Thrive Bag to that organization within two days.

Set To Thrive currently serves our communities' children from 0 -18 years old entering or transitioning within the foster care system. Set To Thrive has provided over 600 children in our community who are experiencing foster care with a Thrive Bag or Student Bag.

Set To Thrive relies on individual donations and corporate partners and is hosting its inaugural Fore!



Set To Thrive has provided over 600 children in our community with Thrive Bags, which include brand-name essentials, clothing, shoes, hygiene items, and other items to help ease the transition into foster care.

The Kids Golf Tournament is on Monday, October 16th, at Poppy Ridge Golf Course in Livermore, CA. They are looking for sponsors and golfers. For more information on signing up today, please visit our website at www.settothrive.org.

When learning is fun, it lasts a lifetime.

Learning is exciting, and your child is built to learn with a natural curiosity that knows no bounds. Through a balance of play and nurturing guidance, Primrose school teachers foster that curiosity and help your child feel a sense of pride and accomplishment that lays the foundation for a lifelong love of learning.



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Event venue newly remodeled for holiday parties

The Palm Event Center in the Vineyard has been a Pleasanton fixture since 2004. The event venue, located at the gateway to Livermore Valley Wine Country off Isabel Blvd, features extensive grounds, a retreat-like atmosphere, and spacious interiors.

Remodeled earlier this year, the Palm has now taken on a new, stylish look. The main ballroom has been redesigned to feature contemporary lighting, a lounge area, and a new focal wall with niches and the warm glow of candlelight. Stacks of barrels and tea lights have been curated around the space. In addition, a sleek bar of iron, quartz, and concrete now sits next to new industrial black floor-to-ceiling windows. The barrel room has also been refreshed with a lighter wall color and pyramid-stacked wine barrels, lending it a sophisticated air.

Beets Hospitality Group, the operator and caterer of the venue, hired local design firm DAHLIN for the re-envisioning. The goals were to invest back into the property and to give the community a beautiful space worthy of elevated events that are usually held in more well-known wine regions, such as Napa and Sonoma.

The Palm is now taking reservations for holiday parties and galas for 2023 and 2024. Winter events at the Palm also include amenities such as an outdoor fire pit, patio market lights, twinkle lights, and heaters. These inclusions allow guests to enjoy the wine country ambiance year-round and add décor to any party. Estate-grown wines and fine-dining cuisine cap off a spectacular event experience for companies to host supporters, employees, or clients.

For more information, visit the Palm Event Center online at www.palmeventcenter.com or call 925-426-8666.



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GOLF MARATHON

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Take the day off for a good cause

Join this fun and challenging charity golf event on October 23 to raise support for hospice care in the Tri-Valley. You'll be among an exclusive group of golfers who will take on this unique dawn-to-dusk personal challenge, playing 100 holes of golf in one day at Castlewood Country Club. This event has just 36 player slots. Sign up now to secure your place!

Hope100GolfMarathon.com

Membership Anniversaries



During the past two months, nearly 80 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.

- 62 years**
Castlewood Country Club

50 years
Pleasanton Art League

40-45 years
Vulcan Materials Company
KKIQ

30-39 years
Alpha Omega Print
Marriott Pleasanton
Las Positas College
Mercedes Benz of Pleasanton
Keystone Adult Learning Center
Gene’s Fine Foods
Rotary Club of Pleasanton North

20-29 years
Colliers International
So Unique Painting & Decorating
Pleasanton VIP Senior Club & Peddler Shoppe
Bay East Association of REALTORS
Larkspur Landing
Rosewood Commons
Zone 7 Water Agency
Roche Molecular Systems, Inc.
SafeAmerica Credit Union
Blue Agave Club
UNCLE Credit Union
Quarry Lane School, The

15-19 years
CMIT Solutions of Pleasanton
Adams Pool Solutions
Heritage Estates
JL Consulting, A Professional Accounting Corp.
LPL Financial
Summit Financial Group, LLC
Diablo Prosthetics & Orthotics, Inc.
Shaklee Corporation
Netrique, Inc.
PrideStaff
Callippe Preserve Golf Course
- 10-14 years**
Chromagraphics
Action 1 Properties
Networking Plus
Stoneridge Creek Pleasanton
Parkwest Casino 580
Tri-Valley Evening Rotary
Spinal Health Chiropractic
White Oak Law, P.C.

5-9 years
Window Genie of the East Bay
Rice, Christina - Keller
Williams Realty
CreekView Health Center
Medea, Inc.
HERS Breast Cancer Foundation
CalEnergy Corporation
Bay Area Tile and Hardwood Supply
LifePlan Lawyer
Triangle Construction
Lloyd Steere - Keller
Williams Tri-Valley
Dublin San Ramon Services District
Metcon-Ti, Inc.

1-4 years
Alameda County General Services Agency
Boisset Collection-Shelley
Goldblum WinePro
Cool Earth Solar
Poppy Bank
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Surf Thru Express Carwash
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Leadership Pleasanton Alumni Spaghetti Dinner at The Shine



The Leadership Pleasanton program has produced more than 800-graduates in its 30-plus years, including the Class of 2023 pictured on their graduation day.

The Pleasanton Chamber of Commerce Community Foundation is hosting a Leadership Pleasanton Alumni Spaghetti Dinner, a fundraiser benefitting the Leadership Pleasanton Program at Sunshine Saloon on Sunday, October 15, 2023 from 5:00 to 7:00 p.m. Tickets are \$35 per person and include a spaghetti dinner with salad, bread, and one drink. All attendees must register at www.pleasanton.org by October 6.

Mingle with fellow Leadership alumni and re-connect with old classmates while supporting the Leadership Pleasanton program. Please note - Sunshine Saloon is a 21+ establishment. Leadership Pleasanton was created by the Pleasanton Chamber of Commerce in 1988, and has produced more than 800 graduates in its 30-plus years. In the Fall of each year, 30 individuals from local businesses, profes-

sional, government and service organizations as well as residents begin participating in monthly, day-long sessions, culminating in a graduation in May. Participants have the opportunity to go behind the scenes with current leaders in the community to learn what makes Pleasanton work. The Leadership Pleasanton program is committed to the betterment of our community and is open to everyone.

How The Delta Conveyance Project Would Make California’s Water Supply More Resilient Against Earthquakes

Special from California Department of Water Resources

According to the United States Geological Survey (USGS), there is a 72% chance of a 6.7 or greater magnitude earthquake occurring in the Bay Area by 2043 that could cause levees in the Delta to fail. This could result in significant amounts of salt-water being drawn into the Delta region, raising salinity levels and crippling the state’s ability to deliver fresh water because of the location of the State Water Project’s (SWP) only diversion in the Delta. Of the over 1,100 miles of Delta levees, many are not in a condition to withstand significant shaking. An earthquake could cause a possible outage in water supply delivery lasting anywhere from several months



to several years. Cessation of SWP operations would have catastrophic social and economic effects, including a loss of water necessary for public health and safety. The Department of Water Resources (DWR) has a responsibility to safeguard California’s main water supply against the potentially catastrophic disruption of water deliveries from a major earthquake. The proposed Delta Conveyance Project, by adding intakes in the northern Delta and an earthquake resilient tunnel, provides some insurance against water supply disruption from an earthquake in the Bay Area or Delta. There are 27 million Californians and 750,000 acres of farmland that rely on this water supply. Each year without “A Big One,”

the risk of disruption from a major earthquake significantly increases. Experts think it’s likely that California will experience a serious event in the next 30 years. A tunnel at the depth proposed in the Delta Conveyance Project is at less risk of earthquake damage than a canal or pipeline. Norm Abrahamson from University of California, Berkeley and University of California, Davis explains, “The advantage of a tunnel is that you’re at depth, and the ground motion at depth is much less than the ground motion at the surface. Fundamentally you can design a tunnel with much more confidence that it will perform as planned during a major earthquake.” Without a guard rail in place, such as the Delta Conveyance Project, California’s water supply is vulnerable to disastrous disruption caused by an earthquake event.

EARTHQUAKE RISK
by the Numbers

The **Pacific Ocean’s plate moves 50 mm per year** making California overdue for a major earthquake event

72% chance of a 6.7 or greater magnitude earthquake occurring in the Bay Area **by 2043**

Over 1,100 miles of Delta levees, many of which are not in a condition to withstand significant shaking

Several Delta islands are already subsided with many sitting **nearly 25 feet below sea level**

An earthquake could cause a possible outage in water supply delivery lasting anywhere from **several months to several years**

Likely economic impact of a major earthquake in the various regions of California is **\$9.6 billion a year**, on average, a **157% increase from the 2017 estimate**

Fun, sun and golf at Callippe September 29



The Pleasanton Chamber of Commerce is pleased to announce the return of its annual Golf Outing to Callippe Preserve Golf Course in Pleasanton on Friday, September 29, 2023. Big O Tires of Pleasanton, 1st United Credit Union, Golden 1 Credit Union, Insperity HR Solutions, Jersey Mike's Subs and SafeAmerica Credit Union are all sponsors of the event this year.

Whether you golf or not, this is a great opportunity to get you and your business engaged and more exposure and have a good time in the process. Opportunities to interact with the golfers and promote your brand throughout the day are available through a theme hole sponsorship. Golfers will enjoy 18 holes of scramble golf, lunch, dinner and prizes. The event is open to the public and

sign-ups are coming in daily.

The golf outing has served as the main fundraising event for the chamber annually, attracting more than 120 golfers and countless sponsors. Golfers of all skill levels are welcome and encouraged to play. "We always look forward to our golf tournament because it is such a fun day from start to finish," said Susie Weiss, Events & Communications Manager for the chamber. "From the putting contest at the beginning to all the theme hole sponsors throughout the day to giving away prizes at the end, it's just a fun way to spend the day on a beautiful golf course," said Weiss.

For more information and to sign-up for the golf outing, visit the chamber's website Pleasanton.org or email susie@pleasanton.org.



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Dr. Sharma celebrates one-year anniversary at The Specific

The Specific Chiropractic Centers in Dublin, CA just celebrated Dr. Sharma's first anniversary in practice. Dr. Sharma, and his clinic director Dr. Drew Vercellino express their gratitude for all of those who attended.

Both of the doctors at The Specific base their clinical care on addressing the nervous system and all of the discomfort associated with a disconnect between the brain and the body. Dr. Sharma primarily sees patients experiencing symptoms like anxiety, depression, and ADHD, but the clinic also sees patients with spinal pain, migraines, vertigo, and many other conditions.

The Specific is a community-based health care practice, with a mission to restore health in the Tri-Valley area. They help people just like you overcome even the most challenging health problems. If you haven't seen them yet, you just can't say you've "tried everything."

Dr. Aanand Sharma graduated with Honors from Life Chiropractic College West last year. A recipient of multiple philosophy and clinical awards, Dr. Sharma spent countless hours during his doctorate program studying neuroscience and human health, leading him to join the team at The Specific.

Prior to becoming a Chiropractor, Dr. Sharma studied Mathematics at Whitman College and went on to serve as a Data Scientist and Consultant in Seattle, WA,



Dr. Sharma and Dr. Drew of The Specific Chiropractic Center in Dublin are accepting new patients.

working with large technology companies to solve complex business problems using mathematics and computer science. At the time, he struggled with anxiety and depression, and discovered Upper Cervical Chiropractic when the medication no longer served him. Though he enjoyed his first career, Dr. Sharma believed that he could use his love for problem solving in a clinical setting to help patients who struggle with similar issues. He loves nerding out about data, systems, and research.

You can follow Dr. Sharma's journey on his TikTok and Instagram page, @TheJoyManual, where he teaches folks how to reorient your life to support joyfulness. Check out their Instagram page, @TheSpecificDublin for information on their next live event. For more information, please visit their website www.thespecificdublin.com.

Donate Food All Year

To support the ACCFB, we're collecting food donations at our branch locations.

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Food Bank
Donation Location



For more information, visit
1stunitedcu.org/fooddrive



Ribbon Cuttings



Creating new jobs, stronger economy





Helping families build lasting legacies

Accardo Financial & Insurance Services — Accardo Financial & Insurance Services celebrated the grand opening of its Pleasanton headquarters. Ever since the formation of Accardo Financial & Insurance Services in 2008, we’ve had a singular focus on one-on-one client relationships. Like family, we want to be there by your side through the triumphs and tribulations because that’s what my family has always done. In developing your customized financial strategy, we walk you through our four clear steps. We are passionate about helping families build lasting legacies. After all, that is the genesis of our company. Offering impeccable service that turns clients into friends and makes friends feel like family. Learn more online at www.accardofinancial.com or visit them at 325 Ray Street in Pleasanton.





Shop now open on Hopyard Road, special events, gifts, corporate partnerships

Hanna's Chocolates — Hanna was born in Korea but raised in the Midwest. Her family moved to the Bay Area nearly a decade ago and they love it here. She received her professional training at the Chicago French Pastry School, training under World Champions and MOF winners in the art of French Pastry. Since then, she has created chocolates and pastries at a number of top-tier establishments like the Peninsula Hotel, Patisserie Coralie, Alexander's Patisserie and Facebook. However, her personal mission is to put a smile on people's faces by creating chocolates for them and their families. She decided to create Hanna's Chocolates to do just that. They are thrilled to launch their first shop at 4825 Hopyard Road in Pleasanton and love being a part of this great community. Reach out to hanna@hannaschocolates.com with any questions or visit online at www.hannaschocolates.com. Open Mon-Fri 11-5 and by appointment on the weekends.



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