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Yianna Theodorou Events & Communications Manager

Susie Weiss Business Connection is a bi-monthly

publication of the Pleasanton Chamber of Commerce.

The positions and views advocated here are solely the responsibility of the

Layout and Design by Paul Llewellyn, Embarcadero Media

Pleasanton Chamber of Commerce 777 Peters Avenue Pleasanton, CA 94566 Phone (925) 846-5858 www.pleasanton.org

Stay connected with the Chamber









It Has Been a Privilege to Serve

just my own. The com-

mitment to enhance

Pleasanton is something

7 hen I joined the Chamber many years ago, I was excited to promote my nonprofit organization, the Go Green Initiative. The Chamber has so many opportunities to market your business, and I took advantage of each one.

I realized that my focus needed to morph into promoting ALL our



Jill Buck Board Chair

seriously, and I have enjoyed working with Pleasanton Chamber When I joined the Chamber Board, volunteers who devote so much

this selfless group of time to the prosperity of the whole community.

members' businesses Pleasanton is full of entrepreneurs and hard-working go-getters. From and organizations, not small barbershops to large corporations. Pleasanton business ownthe business climate in ers and their teams are audacious achievers who provide a sizable that each person on the portion of the City's tax base. The governing Board takes Chamber is the gathering place for these job creators, and collectively we advocate for what their businesses need to continue strengthening Pleasanton's economy.

I love Pleasanton and feel so fortunate to have raised my family

here. I know that a City like ours does not happen by accident - it is the result of countless people putting in countless hours over countless years to ensure that every facet of the community is strong and sustainable. It has been the privilege of a lifetime to serve the business community as the Chamber Board Chair this year, and I know that the vital work of advocating for Pleasanton businesses will continue under the leadership of our 2024 Board Chair, Shawn Henley. Thank you to all our Chamber members, staff, and Board members for affording me the honor of serving you this year!

Next generation of business leaders to be recognized

David Wong

Professionals

James Cooper

President/CEO

Pleasanton Chamber

he Pleasanton Chamber of Commerce and the Pleasanton Young Professionals are proud to recognize the next generation of business leaders and advocates who are making strides

in their industries and the business community in the Tri-Valley area. Honorees will be announced and recognized in early 2024.

Nominations are being accepted online for individuals who meet the following criteria:

- Pleasanton Young • Nominee must be an employee of an active business, or a business owner located or operating in the Tri-Valley
- · Nominee must be 39 years of age or younger as of December 31, 2023
- Nominee must demonstrate leadership skills and initiative

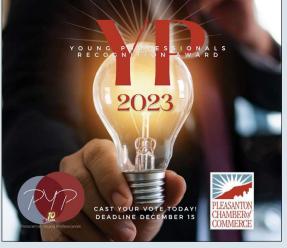
• Nominee must have demonstrated integrity

Application includes a brief description on how the following criteria applies to the individual:

· What innovative and effective practices does this individual bring to their

- organization? · In what ways has this individual grown professionally?
- How has this individual made a positive impact in their industry?
- For what charitable organizations, youth programs, education, volunteer opportunities, does the individual participate?

The premier networking group for emerging and established young professionals, the Pleasanton Young Professionals is a committee of the Pleasanton Chamber



that strives to help other young professionals to learn, empower, and grow from their mastermind lunches, volunteering and fundraising opportunities, and monthly networking mixers.

Honorees will be selected on merit, not volume of submissions. Nominations close Friday, December 15, 2023. Cast your vote today at https://bit.ly/ yprecaward.



Businesses are part of the fabric of our community

or the last 14 years, my work has focused on growing the economic development impact of our local businesses.

That is the essence of a Chamber of Commerce - to encourage and support commerce activities in our community. Therefore, it's no surprise that I have some opinions about what constitutes a businessfriendly city. We hear this term used all the time by public officials, who say these words

in the hope those listening will believe them. But is it true?

First, let's start with the term itself. When I think about a business-friendly city, I imagine a place that fosters a favorable environment for businesses to operate, grow, and thrive. This town prioritizes policies, regulations, and infrastructure that supports economic develop-

ment, job creation and investment. There is a positive entrepreneurial ecosystem that is characterized by attributes such as low taxes, regulatory efficiency, a skilled workforce, economic diversity, financial incentives, networking opportunities, a good quality of life, and a safe

and secure environment. A business-friendly city is intentional in its efforts to retain and grow businesses. It uses the tools at its disposal - policies, incentives, outreach - to attract interest knowing these organizations will contribute to economic growth and community prosperity that enhances our quality of life. This city has a healthy and positive relationship with its business community, which encourages organizations from other locations to consider moving their business here.

It also has a healthy environment for the entrepreneurs who change the world for good, the risk-takers who are willing to fail many times while working toward success. These businesses battle for the future, confront resistance to change, and overcome negativity and doubt to bring their ideas to the world around them. But they need to start somewhere, and they need time to develop. They need a business-friendly city that encourages success, that finds a way to say yes instead of always responding with no.

Why is this important? Because businesses provide jobs, generate tax revenue, and help grow a city's quality of life. They are part of the fabric of our community. They volunteer at schools, donate to non-profits, and advertise at youth sporting events. They are your neighbors, your friends, and even your family. The entire community should want a healthy, successful business community, just as they want a healthy, happy city excited about the array of shopping choices that are right here at home.

A business-friendly city is important, not only for businesses but for the entire community. The Chamber encourages you to support your local businesses - shop local, work local, and think local - and to support policies and practices that help businesses thrive.