

PLEASANTON CHAMBER OF COMMERCE EXECUTIVE LEADERSHIP TEAM

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Fire Department

It Has Been a Privilege to Serve

When 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.

When I joined the Chamber Board, I realized that my focus needed to morph into promoting ALL our



Jill Buck
Board Chair
Pleasanton Chamber

members' businesses and organizations, not just my own. The commitment to enhance the business climate in Pleasanton is something that each person on the governing Board takes seriously, and I have enjoyed working with this selfless group of volunteers who devote so much time to the prosperity of the whole community.

Pleasanton is full of entrepreneurs and hard-working go-getters. From small barbershops to large corporations, Pleasanton business owners and their teams are audacious achievers who provide a sizable portion of the City's tax base. The 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

The 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:

- 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



David Wong
Board Chair
Pleasanton Young Professionals



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

For 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 business-friendly 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 development, 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.



James Cooper
President/CEO
Pleasanton Chamber