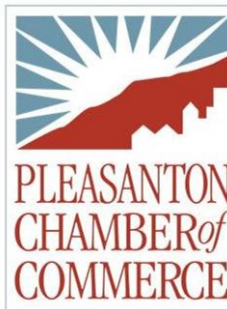


E-BUSINESS CONNECTION



Catalyst Convener Champion

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A word from our CEO



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For all of 2023, the Pleasanton Chamber of Commerce engaged in a strategic planning effort whose output will provide a road map for work projects in the years to come. These past 12 months have been a fantastic journey inside the heart of my organization. Our team has taken a close look at how the Chamber ticks: what we do well, what we can do better, and where we should focus our attention in the future. What we discovered was both surprising and heartening as it reminded us that we are relevant, and that our presence means something to our businesses and community.

First, we know how to **network**. This is widely recognized and appreciated by our businesses. Networking events provide organizations an opportunity to meet other businesses, to create and build relationships that lead to future projects, collaborations, and customers.

We know how to **celebrate success**. It is important to recognize when an organization's efforts are successful, and to share that information with the entire community. We love to do this for our members, from ribbon cutting ceremonies and grand openings, to introducing new members to recognizing long-time members to sharing accolades, contributions and awards. This positive publicity enhances a company's reputation within the community.

We also know that **advocating on behalf of our businesses** is both needed and greatly appreciated. Local businesses don't always have time to watch City Council meetings, meet with county officials, or monitor regional and state regulatory efforts that may impact their organization. The Chamber's voice is critical to ensuring the business community's needs are taken into consideration by public officials charged with making our rules.

There will be some changes in store for the Chamber going forward. Two of our committees – Pleasanton 2025 Forum and the Economic Development and Government Relations (EDGR) – will be refocused and refreshed. The Forum will take the lead on helping the Chamber develop the next version of our vision document (Pleasanton Vision 2030), while EDGR will add-in regular reports from local, regional, and state officials.

There will also be several member-focused initiatives and activities, from social media campaigns to business education events, to business visits and a new networking group. New member marketing tools such as an oversized logo banner will create greater public awareness of member organizations. We will continue to partner with the Pleasanton Unified School District, emphasizing the importance of business participation in their Career and Technical Education (CTE) program as a workforce development strategy.

2023 has been a year of introspection and reflection. As the year ends, I again thank my staff and leadership team for their hard work this year. As the calendar turns, we will roll up our sleeves and start working on the many exciting plans we have in store for 2024 and beyond.

From us to you ... happy holidays!