

Business Connection



www.pleasanton.org

Catalyst • Convener • Champion

March 2024

U-Haul Moving and Storage Provides All Your Moving and Storage Needs

U-Haul of the East Bay provides many moving solutions for the community. We offer a wide range of services such as moving trucks and trailers for in-town or one way use. U-box portable storage and moving containers can be used to store your belongings until you're ready to move into your new home. We can ship them across town or across the world and store them for you until you are ready. We carry supplies for all your packing needs such as boxes, tape, bubble wrap, and much more.

Our onsite storage units are climate controlled to keep your items protected from the weather and humidity. Facilities are kept between 65 to 85 degrees year-round. Our outdoor/drive-up storage units are easy to access and ideal for customers with frequent needs. Load and unload your belongings in and out of your car, truck, or cargo van any time during access hours. U-Haul offers commercial storage solutions for large and small businesses in any market. Store extra inventory, work documents/files, materials and more. Store your car, motorhome/RV, boat, or other motorized vehicle with us. Options include indoor/outdoor, electrical outlets, dump/wash stations, and much more. Note, your first month is free!

Our prices are always the lowest in the business. We also make sure



Pleasanton U-Haul, 5555 Sunol Blvd., Pleasanton - (510) 632-6828



we give all our customers the extra TLC during their moves as we know this may be a stressful time for them.

U-Haul has been in business since 1945, going above and beyond to help serve communities everywhere. U-Haul prides itself in taking care of our customers and the communities we surround.

Pleasanton U-Haul – 5555 Sunol Blvd. (510) 632-6828



On-site storage units are climate controlled to keep your items protected from weather and humidity.

INSIDE

- 1 U-Haul Moving and Storage
- 2 Why Join the Chamber
The Chamber's Priority Pillars
State of the City Pleasanton 2024
- 3 Growth & Leasing Trends
Pleasanton Cultural Arts Museum Speaker Series
Market Your Company
- 4 State Water Project
StopWaste Grants
Young Professionals looking forward
- 5 1st United CU food bank donation spot
Alice Wilms, financial professional
Update on Reverse Mortgage
- 6 Membership Anniversaries
Family Matters, LLC
- 7 Siah Fried, Parenting Coach
- 8 KARUNA-Yoga with Compassion
Ribbon Cuttings

GOLD



SILVER



BRONZE



PLEASANTON CHAMBER OF COMMERCE EXECUTIVE LEADERSHIP TEAM

Board of Directors

Chair of the Board
Shawn Henley, Morgan Stanley
Chair-Elect
TBD
Vice Chair, Membership
Ken Norvell, CMIT Solutions of Pleasanton
Vice-Chair, EDGR
Bill Wheeler, Black Tie Transportation
Treasurer
Steve Baker, Baker Financial Consulting, LLC
Past Chair
Jill Buck, Go Green Initiative
Board Members
Geno Ashley, Hoge Fenton
Jacqueline Brown, Workday
Billy Buckley, ENT Networks, Inc.
Seema Chawla, TekValley Corp., Inc.
Monica Davila, Stanford Health Care - Tri-Valley
Shelley Despotakis, Fidelity National Title
Shareef Mahdavi, Merchant Advocate
Arne Olson, Retired/former City Council member
Manny Peregrina, VIP Audio Visual
Bob Rossi, Sunshine Saloon
Lori Strazdas, The Clorox Company
David Wong, David Wong Chiropractic

Community Foundation

Board of Directors

Chair
Susan Hayes, Nonprofit & Communications Consulting
Vice Chair
Shelley Despotakis, Fidelity National Title
Treasurer
Ken Norvell, CMIT Solutions of Pleasanton
Chamber Past Chair
Kim Damiani, Summit Financial Group
Secretary
James Cooper, Pleasanton Chamber of Commerce
Directors
Roy Cook, Robert Half
Angel Moore, Alameda County Fair Association
Nancy Moorehead, BeautyCounter
Jamie Renton, Pleasanton Unified School District & Tri-Valley REACH
Herb Ritter, Ritter Investments, LLC
Anne Roby
Janeen Rubino-Brumm, Pleasanton Unified School District and Sunflower Hill
Joe Testa, Livermore-Pleasanton Fire Department

Committee Chairs

Ambassadors
Chair
Jamie Renton, Pleasanton Unified School District & Tri-Valley REACH
Co-Chair
Nina Pomeroy, Nina Pomeroy Agency, Inc.
Pleasanton Young Professionals
Chair
David Wong, David Wong Chiropractic

Chamber Staff

President/CEO
James Cooper
Membership Director
Dawn Wilson
Business Operations Manager
Yianna Theodorou
Events & Communications Coordinator
Kate D'Or

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 Chamber.

Layout and Design by Paul Llewellyn, Embarcadero Media

Pleasanton Chamber of Commerce
777 Peters Avenue
Pleasanton, CA 94566
Phone (925) 846-5858
Fax (925) 846-9697
www.pleasanton.org

Stay connected with the Chamber



Why Join the Pleasanton Chamber of Commerce:

It all started back in 1907 when a small group of Pleasanton’s influential citizens met at City Hall for the purpose of organizing a civic body that would do work to further the progress of Pleasanton and to communicate with the citizens and businesses an ambition to enhance and grow the town.”

I recently sat in on a Leadership Pleasanton class where I had the privilege of getting to meet and listen to the stories of some of our founding families of Pleasanton. Jacki Fiorio (Butcher Shop), Tony Fisher (Fisher’s Drive-In), Tom Orloff (Alameda’s Top Cop), Tim Koopmann (Rancher), Maren Hall (B.H. Feed), Ray Calija (Farmer), and Donna Kamp McMillion (Author), all shared old photos and explained how their families originally arrived in Pleasanton. They all played a part in shaping Pleasanton into the town it is today.

Although times have changed and you wouldn’t recognize Pleasanton as it was 60 or 70 years ago, many things have remained the same. In

particular it’s hard-working residents who want to raise their families in a town where the quality of life is second to none. However, doing business in Pleasanton today has evolved as we’ve become a city with close to 80,000 residents.

Today, the Pleasanton Chamber of Commerce stands as a cornerstone for local businesses, offering many advantages that can significantly boost your company’s growth and success. Whether you’re a small startup or an established company, becoming a member of this dynamic organization can prove instrumental in helping your business.

CHAMBER MEMBER BENEFITS

Networking Opportunities

One of the primary benefits of joining the Pleasanton Chamber of Commerce is the extensive networking opportunities it provides. Regular events, evening mixers, and business luncheons allow you to connect with fellow entrepreneurs, potential clients, and industry leaders. The Chamber can be a conduit



Shawn Henley
Board Chair
Pleasanton Chamber

The Chamber’s Priority Pillars

Last month, I talked about the Chamber’s new three-year Strategic Plan and mentioned its three priority pillars: Membership, Advocacy, and Governance. This month, I am taking a deeper dive into those pillars. I want to share with you why they are an important next step in how the Chamber operates.

The Chamber’s priority pillars were identified after a series of SWOT analyses were conducted. We asked several groups – the Chamber Board, our Ambassadors, the Pleasanton Young Professionals, our Circle of Influence members, and many other organizations – to identify our strengths and weaknesses, the work opportunities we could pursue, and external threats that could prevent us from accomplishing our goals. A cumulative report summarizing the different SWOTs was presented to the Board mid-year, which set the stage for organizing the four sub-committees whose S.M.A.R.T. goal work led to the pillars.

Each pillar represents a foundational element of the Chamber. Membership is our members. We are a 501c(6) private, membership-based non-profit. Our work priorities start with providing value to our members, who are mostly businesses. The 19 work goals under the Membership pillar will improve the value of the services we provide our members, which will help with retention and attract new members.

Advocacy is the Chamber’s voice. We represent the interests of business to the community and to

our public officials. It is important the Chamber has a strong grasp of the most important issues facing our businesses and community. The nine work goals under Advocacy will sharpen our perspective and strengthen our voice by increasing the amount of input we receive and focusing our efforts on those issues. Our EDGR committee meetings now include regular reports from federal, state, county, and local officials, and our BACPAC endorsements will include a written summary of why the choices were made.

Governance refers to the internal functions of the Chamber. We aspire to be the best Chamber we can be, which means operating at a high level. There are a set of Chamber industry “best practices” that have been codified into an accreditation program run by the U.S. Chamber of Commerce Foundation. As of this writing, there are only five “5 Star” accredited Chambers in California and only one in Northern California. We will spend the next three years covering the 11 work goals under Governance, with the end result (and goal #11) being to apply for, and receive, accreditation.

The Chamber’s Strategic Plan has provided a path for our work for the next three years. The new pillars focus us on the specific projects we will undertake to meet the goals of the plan. Together, they help ensure the Pleasanton Chamber of Commerce becomes the best possible Chamber it can be!



James Cooper
President/CEO
Pleasanton Chamber

to building strong relationships.

Visibility and Exposure

Membership in the Chamber increases your business’s visibility within the community. The Chamber actively promotes its members, both online and offline, through various channels such as social media, newsletters, local events and on-line Membership Directory. This heightened exposure can lead to increased brand recognition and, consequently, more customers.

Advocacy and Representation

The Chamber serves as a collective voice for local businesses, advocating for their interests and addressing common concerns. By joining, you become part of a unified effort to influence policies and regulations that directly impact the business community.

Educational Resources

Staying informed about the latest trends, technologies, and business strategies is crucial for success. The Pleasanton Chamber of Commerce offers seminars, workshops, and educational events to keep members updated on relevant topics. Access to these resources empowers you with the knowledge needed

to navigate an ever-evolving business landscape.

Business Support Services

The Chamber provides a range of business support services, including mentorship programs, access to business resources, and assistance in navigating local regulations. This support network can be invaluable, especially for new businesses or those looking to expand and navigate unfamiliar territory.

Community Involvement

Being part of the Chamber allows your business to actively contribute to the community. Involvement in local events, sponsorships, and charitable initiatives....which are a lot of FUN.

Cost-Effective Marketing Opportunities

Marketing can be a significant expense for businesses, especially for smaller ones. The Chamber offers cost-effective marketing opportunities through its platforms to help promote your business while reaching a targeted local audience.

So why wait? If you’re interested in joining the Chamber, email our Membership Director Dawn Wilson! dawn@pleasanton.org

The Pleasanton Chamber of Commerce presents

STATE OF THE CITY
PLEASANTON
2024

Featuring Mayor Karla Brown

TUESDAY,
MARCH 26, 2024

11:00 a.m. Networking,
12:00 p.m. Lunch and Program
Palm Event Center in the Vineyard
1184 Vineyard Avenue, Pleasanton
\$85 per person

All attendees must register by March 10

www.pleasanton.org

- Hear Mayor Brown’s annual State of the City address
- Network with influential business and community leaders and elected officials
- Recognition of the Chamber’s Circle of Influence members
- Enjoy lunch and conversation at the beautiful Palm Event Center, a luxurious winery estate
- Visit sponsor vendor tables before/after the event
- Open to everyone in the community
- Sellout crowd expected, reserve your spot today



Mayor Karla Brown
City of Pleasanton

A snapshot of growth and leasing trends in 2023

By James Paxson, General Manager
Hacienda Owners Association

Hacienda, the largest business development of its kind in Northern California, is beginning to see some rays of improvement in the occupancy figures recorded in the last month of 2023. An overview of the year is now available.

Occupancy and Leasing

While quarter-over-quarter figures showed a slight decrease in availability, going from 15.76% in the third quarter to 15.73% in the fourth quarter, the results for the year saw a negative 165,851 square feet of net absorption. December saw an increase in occupancy, which hopefully heralds more good news at the start of 2024; the total occupancy in December came to 6,854,674 square feet, which is a 27,466 square-foot increase from the previous month.

Overall, the monthly occupancy in January 2023 kicked off the year at 7,028,641 square feet and fluctuated slightly over the course of the year, bottoming out at 6,827,208 in November. Most of that activity came from available space under 10,000 square feet, which accounted for 80.85% of all transactions and 33.85% of the total volume of leased space. Conversely, 19.15% of deals were in larger spaces, accounting for 66.15% of all space leased during the year.

Some notable tenants that leased space at Hacienda last year include ADP, Shea Homes, Regional Parks Foundation, Walovich Architects Group, and Inneos. The business services sector comprised the larg-

est portion of the leasable space, capturing 1,523,088 square feet. Biomedical companies accounted for 1,121,006 square feet, software development occupies 553,154 square feet, and manufacturing takes up 498,570 square feet. Other notable industries include retail, hotels, health, education, and consumer goods, providing a diverse group of tenants that showcases the wealth of employment opportunities across the Bay Area.

"In the ever-evolving landscape of Hacienda, we witness the resilience and growth of a dynamic business community," said James Paxson, Hacienda's general manager. "As we close 2023 with a promising increase in occupancy, reflecting a diverse array of tenants from ADP to Inneos, Hacienda stands not just as a key Northern California business location but as a flagship opportunity for business growth and development in the region."

For the full article, go to Hacienda's website: www.hacienda.org/news-events/news/press-releases-hacienda-park/2024.



Contact Information: Hacienda Owners Association, 4305 Hacienda Drive, Suite 330, Pleasanton, CA 94588-2738.
Phone: (925) 734-6500
E-mail: info@hacienda.org
Website: www.hacienda.org

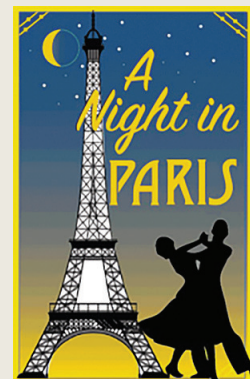


performance style known as Chautauqua," notes Executive Director Sarah Schaefer. "Chautauqua performances are a unique way for people, young and old alike, to engage with history. The performance style links acting and scholarship together to bring historical characters to life on stage. One of the best parts of Chautauqua style performances is the Q&A portion following the monologue. The audience is always surprised by what they learn or experience in those unscripted moments," adds Schaefer.

Tickets for the Ed Kinney Speaker Series are the hottest ticket in town and the most affordable, so it is no surprise the evening and matinee performances often sell out. "With demand so high, we recommend attendees purchase tickets well in advance. If an in-person performance is sold-out, we offer a virtual viewing a week after the in-person performance. This ensures more people have a chance to experience the performance," notes Brickell.

For each month of the series, March-November, there will be an Afternoon with... performance at 2:00 pm and an Evening with... performance at 7:00 pm at the Firehouse Arts Center. The museum recommends checking their website or calling during regular business hours to get the most up to date information about ticket availability. Tickets may be purchased online at www.museumonmain.org, at Museum on Main during regular operating hours or by phoning the museum at (925) 462-2766.

Pleasanton Cultural Arts Council: On the scene and behind the scenes, supporting the Arts and Culture in Pleasanton for over 44 years.



You have an opportunity to support PCAC at its upcoming "A Night in Paris" fundraising event on April 13th. Details are at www.pleasantonarts.org for tickets and sponsorships.

PCAC was Incorporated in 1979: "To promote appreciation of the arts, provide facilities for arts activities, and create an environment where residents can pursue and enjoy a wide range of cultural opportunities." PCAC is a 501(c)3 non-profit organization.

A partial list of PCAC's accomplishments and contributions to the community:

- 1976—lobbied to establish the Pleasanton Community Concert Band
- 1975-77—raised money and in-kind donations to build the Pleasanton Cultural Center. Raised funds by having a racehorse donated (by Carol Bush) to the Chamber of Commerce for auction, ensuring PCAC lifetime membership in the Chamber.
- Raised \$800,000 to renovate the Amador Theater
- Supported the Pleasanton Playhouse
- Established the Arts in the Schools Program
- Established the Art in Public Places Committee. Evolved into the Civic Arts Commission
- Instrumental input to the Cultural Plan and Marketing Plan, and Facilities Plan for Pleasanton
- Solicited pledges for the Old



Firehouse renovation, spearheading the planning for the Firehouse Arts Center

- Re-created with others the Strings-in-the-Schools Program
- PCAC established the YEA! Awards, or "Youth Excellence in Arts"
- Created, staged, and managed the "Big Draw" Chalk and Art Festival,

Over the years, PCAC has supported the arts community with its Umbrella Events (supporting local arts groups), with PR & Strategic Planning Seminars for arts groups, and with many additional events.

PCAC has also produced several collaborative events with the City of Pleasanton and with groups such as Pleasanton Art League, the Museum on Main, the Library, and Valley Concert Chorale, Pleasanton Community Concert Band, Las Positas College, and youth groups. For years, PCAC has maintained a website at www.PleasantonArts.org to announce arts programs/events and to recognize artists and arts supporters.

Become a supporter at any sponsor level, and we gratefully accept any "in-kind" donations such as wine, gift cards, entertainment activities or professional services. Your sponsorship comes with gratification in knowing that your contribution will assure PCAC's continued Arts and Culture activities. Your support will be publicized on PCAC's social media, the PCAC website, and all printed materials.

Tickets on sale for the 2024 speaker series

An Afternoon or Evening With...

Museum on Main announces performers for the highly anticipated 2024 Ed Kinney Speaker Series *An Afternoon or Evening With...* in-person at the Firehouse Arts Center. The series kicks off in March with the returning Chautauqua actor Jeremy Meier as tech innovator Steve Jobs. The museum is also announcing the continuation of their virtual programming with A Virtual Viewing, which begins in April.

"We are so excited to announce the 2024 line-up. This year's series feels extra special to us because our goal was to assemble a more diverse range of female historical voices," says Director of Education for the Museum on Main and the coordinator for the speaker series Rachel Brickell. "Some of these figures are less known, but their stories are equally important to history. For example, our line-up includes Chautauqua actors who portray the first woman to summit Mt. Everest and a Pan Am stewardess from the golden age of travel. There are also some notable names such as the civil rights leader Coretta Scott King and the American Red Cross founder Clara Barton," adds Brickell.

The museum is thrilled to be hosting its fifteenth season of the Ed Kinney Speaker Series at the Firehouse Arts Center. Attendance has continued to grow for the *An Afternoon or Evening with...* speaker series with over 3,000 people attending last year's series. "This community continues to embrace the

Market Your Company in the 2024 Business Guide & Directory

Chamber members, we are delighted to share the exciting news of the upcoming release of the highly anticipated **2024 Business Guide & Membership Directory**.

This comprehensive print and digital publication will showcase the exciting offerings in our wonderful community. The year-long publication targets new families & businesses moving in, newcomers to the area along with new and existing members. It is vitally important that we promote our members and the community as a destination to live, work and play.

NEW! This year's release will come in a digital/video format that offers an enhanced user experience. Among the improvements are an Interactive Table of Contents that enables you to navigate to any page seamlessly, Tap-to-Read articles that eliminate the need for

zooming in and out, and ads that link directly to advertisers' websites.

Although there will be printed copies, we will put a heavy focus on marketing our digital and video guide to attract newcomers from anywhere in the country and showcase members. Our digital plan will include twelve months of marketing our stories featured in the guide, as well as dedicated promotional posts for select members who advertise in the publication.

Through our channels, print, and ongoing digital marketing, your company will be exposed to a readership of over 96,000.

Members, please contact Chris Smith from Town Square Publications, our publishing partner, at csmith@tspubsdigital.com or 859-801-7210. This year, he is offering a few digital prime options that can really make a big impact on this target audience.

Tri-Valley's Future Water Depends on Modernizing the State Water Project

The Pleasanton Chamber of Commerce is a "champion for a stronger and healthier community," which includes preparing Pleasanton for future challenges. We take pride in helping Pleasanton remain among the very best cities in the country in which to live, work and raise a family. A strong local economy is critical for this effort to succeed, and our water is a key piece. We need a reliable and clean water supply for our homes, businesses, and community. However, due to the challenges associated with climate change, the reliability of our water supply system is less certain in the future.

The proposed Delta Conveyance Project is a plan to modernize the State Water Project's (SWP) movement of this water, which will improve our water reliability. The Tri-Valley Area (including Livermore, Dublin, and Pleasanton) gets their water from the Zone 7 Water Agency. Seventy percent of Zone 7's water supply is imported from the San Joaquin Delta via the SWP, which is owned and operated by the California Department of Water Resources (DWR).

Our SWP water travels through the Delta and the South Bay Aqueduct to get to your kitchen faucet. Zone 7 Water Agency is one participating agency in the SWP, which serves a total of 27 million people in different regions of the state.

The existing 1960's-era infrastructure of the present Delta conveyance system needs modernizing and is under threats from seismic risk and climate change. This infrastructure was not designed for the boom-and-bust precipitation cycles California is currently facing. We need a system that can handle the prolonged drought periods followed by intense floods that will define California's hydrological future. The Delta Conveyance Project will ensure that the SWP can continue supplying the Tri-Valley with a reliable source of water into the future.

One eye-catching statistic from DWR is if the Delta Conveyance Project had been in place during the big storms in January 2023, the improved system would have captured enough water to supply about 2.3 million people for a year. Being able to capture water

when it is plentiful to save it for when it is not plentiful is a critical piece of Pleasanton's climate adaptation strategy. But we know that the Delta Conveyance Project will not solve our water issues alone. That's why we are proud to work with a forward-thinking water agency like Zone 7 to develop a broad portfolio of local water supplies as well.

With a knowledgeable Board of Directors, Zone 7 General Manager Valerie Pryor has assembled a great team which has continued to develop projects such as groundwater recharge, recycling, and conservation, to optimize our water supply. Without question, these projects have helped our communities. Even so, the bulk of our water supply is through the SWP. The Delta Conveyance Project will increase that system's reliability, which is critical to the Tri-Valley's future.

The Pleasanton Chamber of Commerce joins with Zone 7 Water Agency to strongly support the Delta Conveyance Project, and to advocate for future water reliability in all water-related infrastructure projects.

STOPWASTE
at home • at work • at school

\$1.1 Million in Grant Funding Available for Waste Prevention

StopWaste is offering grants with a total of \$1.1 million available in funding for projects in six categories. The focus is on innovative approaches to preventing waste in Alameda County and supporting local communities

- Food Waste Prevention & Recovery (up to \$30,000 per grant)
- Surplus Food Donation Equipment (nonprofits only, up to \$10,000 per grant)
- Community Food Systems (up to \$10,000 per grant)
- Reusable Foodware (up to \$25,000 per grant)
- Reuse & Repair (up to \$25,000 per grant)
- Reusable Transport Packaging Equipment (up to \$10,000 per grant)

Businesses, nonprofits, and institutions are eligible for funding, unless noted otherwise.

For details visit www.StopWaste.org/Grants.

Application deadline is March 14, 2024.

Young Professionals look forward to a new year of building lasting connections

For those who don't know me, my name is David Wong, and I am the current Board Chair of the Pleasanton Young Professionals. For those who don't know who we are, we are a sub-committee within the Pleasanton Chamber where we help young professionals between the ages of 21-40 instill a never-stop learning attitude, grow lifelong connections and opportunities, and empower them towards personal and professional success. We do this by holding monthly networking mixers, developing curricula for professional development workshops, and provide fundraising and volunteer opportunities with the local non-profits.

Last year, we had amazing growth within our group as a whole, where we had the opportunity to collaborate with the Lafayette Chamber Young Professionals, the only young professional group within a 20 mile radius that is non-industry specific, allowing us both to hold our largest attended event to date; celebrated our 10 year anniversary as a committee, which is a huge milestone for us; fundraise money for Agape Villages who help with foster care placement in the Bay area, and support our fel-

low chamber members and local businesses from our events.

We would not be able to pursue any of these accomplishments without the ongoing support from the staff of the Pleasanton Chamber, James, Dawn, Yianna, Susie, and Kate, as well as the chamber ambassadors and members who are always spreading the word. We also have an amazing executive committee who devote their time, energy, and expertise to the table to come up with new ideas and decisions for our group. A huge thank you to everyone involved for the continued support over the years.

And as we enter our new decade and new year, we will continue to collaborate and

find new ways to attract new guests and prospective chamber members, keeping the momentum going. If you have questions regarding the PYPs at all, feel free to reach out by scanning our QR code, find us on the chamber website where we post our upcoming events, or follow us on any popular social media platform at @pleasantonyoungprofessionals. Our next event will be on March 6th at Cellar Door from 5pm-7pm for our March Networking Mixer.



David Wong
Board Chair
Pleasanton Young Professionals



HIKE for HOPE

Saturday, May 4

Del Valle Regional Park, Livermore



Sign up
by 4/5 for access
to Early Bird shirt
pickup

*Self-paced hike • Barbecue lunch • Lawn games
Raffle prizes • Silent auction • Fundraising*

Your participation helps **Hope Hospice** care for more than 2,000 East Bay neighbors each year. Funds raised benefit patient care and help keep grief support, dementia education, and caregiver resources available to the public at no charge.

\$35 Adult (AGE 18+) | \$15 Youth (AGES 13-17) | Free for kids under 12

Corporate Sponsorships Available!

Connect by 4/5 to maximize your publicity benefits.

TheHikeForHope.com

1st United Credit Union Selected as an Official Food Bank Donation Spot

1st United Credit Union is excited to be selected as Alameda County Community Food Bank's (ACCFB) Food Drive Host for a third consecutive year. Community members can continue to donate food at any 1st United branch all year long.

1st United's partnership with ACCFB spans decades and includes monetary donations and countless volunteer hours at the Food Bank's warehouse. During the COVID-19 pandemic, ACCFB reached out to 1st United to serve as a year-round food donation spot due to the placement of their nine branches throughout the county. By adding 1st United as a Food Drive host, ACCFB is able to reduce costs while reaching an even greater level of support.

"Our members and the community really showed up this year by donating 12,466 pounds of food at our branches. That equates to approximately 10,388 meals!" commented Steve Stone, President and Chief Executive Officer at 1st United Credit Union. "We appreciate everything the Food Bank does for our community and are honored to be part of their program."

According to ACCFB, one in four Alameda County residents experience some level of food insecurity. Their operations have expanded dramatically to support the growing need. By adding 1st United as a Food Drive host, they are able to expand their collection services.

"Having seen food insecurity skyrocket through the pandemic and recent record inflation, the last thing our Food Bank expected was still see demand for our services on the rise this last year," said Juan Francisco, corporate and foundation relations manager for Alameda County Community Food Bank. "As it stands today, we're on pace to provide more than 60 million pounds of food in our current fiscal year—an amount that would be akin to adding a thirteenth month to any recent year for us. Right now, even with the economy improving, our community is getting hungrier. This is why longstanding and



Donate food for Alameda County Community Food bank at our branches all year.

engaging partnerships like the one we have with 1st United Credit Union are so vital to our mission. In addition to serving as year-round hubs to collect nutritious food for our community, they play an impactful role in raising awareness about this issue. We're sincerely grateful to 1st United Credit Union for their passion and dedication to helping end hunger in Alameda County for good."

1st United encourages the community to get involved by hosting a food drive, donating money, or volunteering at the Food Bank. Learn how and locate your nearest 1st United Credit Union branch by visiting 1stunitedcu.org/fooddrive.

About 1st United Credit Union

It doesn't get simpler, faster, or friendlier than 1st United Credit Union. As one of the first credit unions in California, 1st United Credit Union was founded in 1932 and has been thriving in the San Francisco East Bay area ever since. Membership is available to anyone who lives, works, or attends school in Alameda, Contra Costa, San Joaquin, Solano, Stanislaus, or Kings Counties. We believe in local, neighborly banking and hope you will too. For more information, visit 1stunitedcu.org.

Business Spotlight

Wilms – Has the ability for both analytical and creative problem solving

Alice Wilms is a financial professional with New York Life. She has close to 20 years' overall experience in Finance and five years in Financial Services. New York Life, as a top firm, has 175+ years of history, excellence, and earned the highest ratings in the industry, demonstrating financial strength.

Alice offers a full spectrum of business solutions for small business owners, including benefits packages, buy-sell agreements, Long Term Care, financial and retirement planning, 401K plans, education planning, and more. Please ask her about strategies in retirement planning.

Wilms has earned four degrees including an MBA and a Law Degree, over 12 years of experience in Financial Planning

and Analysis at large corporations and startups. She became a Financial Advisor at Morgan Stanley five years ago and joined New York Life last year. Alice can serve a variety of expats, small business owners, and professionals.

When asked how she got started in and her favorite parts of this business, she answered, "This industry is a life-long learning experience, and I always had a curious mind, a somewhat adventurous side in terms of connecting and serving people from different cultures, and an ability for both analytical and creative problem solving and pattern recognition," Wilms continued, "I can help people with holistic financial planning and also connect people, resources, and ideas in order to cocreate more prosperous communities."



Alice Wilms

Alice Larisa Wilms can be reached at (408) 334-9808 and at alwilms@ft.newyorklife.com. www.newyorklife.com/agent/alwilms

Update on Reverse Mortgage

In 2024, the maximum claim amount for Home Equity Conversion Mortgage (HECMs) has been raised from \$1,089,300 in 2023 to \$1,149,825 in 2024 by the Federal Housing Administration (FHA). Effective for case numbers assigned from January 1, 2024.

In addition, for reverse purchase, FHA has now permitted downpayment contributions from various sources, such as gift funds from family members, or even friends. Elders can also withdraw funds from their insurance policies. Moreover, downpayment contributions can also be from sellers, builders, or realtors etc.

Finally, for homeowners who own homes valued in the millions, they can be qualified

for high loan amount by using lenders proprietary reserve mortgage programs (which is not insured by FHA, but would carry similar guidelines). Unlike the HECM program, one will need to be 62 years and older to qualify, the proprietary reserve program can qualify people as young as 55 years old.

It is important for the potential borrowers to consult with a reserve mortgage specialist to understand the full scope of reserve mortgage programs.

Andrew Liu
Pacificwide Lending
7041 Koll Center Pkwy., Ste. 270,
Pleasanton (925) 461-0500

Pacificwide Lending

OPENheart
KITCHEN

openheartkitchen.org

(925) 580-1616

Give now

Membership Anniversaries



During the past four months, over 140 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.

63 Years

Pacific Gas & Electric

61 Years

HUB International

53 Years

Pleasanton Ready Mix Concrete, Inc.
Alameda County Fair Association

41 - 49 Years

Gay Nineties Pizza Company
Can Am Plumbing, Inc.
Precision Auto Repair, Inc.
Independent Newspaper
and Magazine, The
Hacienda

30 - 39 Years

Costello Accountancy Corporation
Pleasanton Partnerships
in Education Foundation
Yorkshire Roofing of Northern California Inc.
Strizzi's Restaurants
Fox, Tom -
Venture Sothebys International Realty
Heritage Valley Mortgage, Inc.
Van Sloten & Laranang CPAs, PC

20 - 29 Years

JGPC Business Law
ENT Networks Inc.
Barons Jewelers
Westamerica Bank
The Club at Ruby Hill
California Financial Advisors
Valley Plaza II
Autotron Service Center
O'Neill & Associates
Harsch Investment Properties, LLC
Diversified Mortgage Group
Residence Inn by Marriott Pleasanton
Pleasanton Weekly
Hap's Original
Pleasanton-Livermore Junior Women's Club
Valley Humane Society, Inc.
ClearPath Business Advisors
Alexandria's Flowers
Mohseni Real Estate Group at Compass
Marketing Solutions Group
De Pretis Certified Public Accountants
Oilpress!
Heritage Bank of Commerce
Bratrude, Paul CPA
Kier & Wright
Civil Engineers & Surveyors, Inc.
Goodguys Rod & Custom Association
East Bay SPCA
Blue Dot Wealth Management

10 - 19 Years

Palm Event Center in the Vineyard
Livermore Valley Performing Arts Center/
Bankhead Theater
Dote, Tom - Farmers Insurance Group
Bregante + Company LLP
Best Western Plus Pleasanton Inn
Wente Vineyards
From The Heart Home Care
KCommons, Executive Homes
Body Balance Fitness & Massage, Inc.
The Franchise Consulting Company
/Steve Taylor Independent Consultant
Jeff Bowser
Chevron Corporation
Western Garden Nursery
Swenson
StopWaste
Pleasanton Family Wellness Center Inc.

Outer Visions Landscape Design
LegalShield
Alliance Campaign Strategies
A.J. Amstrup, State Farm Insurance
Narum, Kathy
Darlene Crane - CrossCountry Mortgage
Wall and Ceiling Alliance
Rancho Grande Taqueria
Pleasanton Girls Softball League
Pleasanton Gateway Shopping Center
U-Haul of the EastBay
Sunflower Hill
Ritter Investments, LLC
Mirador Capital Partners
Intero Real Estate Services
American Cancer Society Discovery Shop

5 - 9 Years

QASource
Patriot Pest Management
Fulcrum BioEnergy, Inc.
Pleasanton Diagnostic Imaging
Go Green Initiative
Chick-fil-A
Profit Minds, LLC
Paul A Kepler, MBA - Keller Williams
The Errigo Group
Porky's Pizza Palace
Pet Supplies Plus
Nina Pomeroy Agency Inc.
GeoJango Maps
Farmers Insurance-Wallace Wong
Family Matters LLC
The DeSilva Group
Shepherd's Gate
PYT Construction Corp.
Oyo
Merchant Advocate
Keller Williams Tri-Valley Realty
Investment Real Estate Company
Girls Soccer Worldwide
Curtis Fleming - Farmers Insurance
Comcast
Carefield Pleasanton Memory Care
Baker Financial Consulting, LLC

1-4 Years

The Board Room Pleasanton
Sunshine Saloon
Simpson Strong-Tie Company, Inc
Huebner CPA, Inc.
Elation Real Estate
Dive N Trips
Chabot-Las Positas
Community College District
Ava Community Energy
Mochiholic
Lucky Stores Inc.
Gracie Custom Creations
Big Bay Ray
Armario Homes
Amazon
Affinity Resources EBB, LLC
Valley Veterans Foundation
Tri-Valley REACH
The Accounting Doctor
Simple Elegance Catering
Precision Accounting CPA'S PC
Elevation LVK
Culinary Angels
Beautycounter - Nancy Morehead
Automatic Data Processing (ADP)
Animage LLC
ALS CURE Project
Prodigy Sports Performance
A5

Business Spotlight



Our range of services includes donation pick up, junk hauling, unpacking, organizing, packing, moving, and estate sales. WHETHER YOU NEED ONE OR ALL, YOU HAVE ONE COMPANY TO CALL!"

Family Matters, LLC is your local Bay Area specialist for life's transitions

Our business offers a wide range of services that cater to different aspects of life transitions. Whether you need help with packing, moving, junk removal, donation, organizing, unpacking, decluttering, senior relocation, or hosting estate sales, we are your one-stop-shop! Our services are available either a la carte or as a full-service package, depending on your needs and preferences.

At Family Matters, we pride ourselves on offering a unique and personalized service that sets us apart from our competition. With over 25 years of experience working in families' homes, our founder Kim Falahati brings a wealth of knowledge and expertise to every project. In addition to her extensive experience, Kim also holds a psychology degree, which allows her to bring a compassionate and empathetic approach to helping loved ones declutter and downsize. We understand that this process can be daunting, and we strive to make it as stress-free as possible for our clients. So, if you're looking for a decluttering and downsizing service that puts your needs first, look no further than Family Matters.

Our founder's journey into the senior downsizing business began when she helped her

senior parents, who were struggling with dementia and depression, declutter their home after living there for over 30 years. This experience made her realize the emotional and physical toll it takes on families to downsize their loved ones' belongings while still maintaining their personal lives. She decided to start a business to help others in similar situations, allowing them to focus on their families while leaving the downsizing details to her team. With a background in organizing and a passion for helping seniors, our founder has built a business that provides compassionate and efficient downsizing services for families in need.

At our business, we take pride in the trust our clients have in us. We believe that trust is the foundation of any successful relationship, and we strive to build and maintain that trust with every client we serve.

One of the ways we symbolize our commitment to family matters is through our heart logo. The four puzzle pieces represent our four teams, and together, we deal with the complex issues that families face. We understand that every family is unique, and we work tirelessly to help keep the pieces together.

HOW CAN WE HELP?

- JUNK
- MOVE
- SENIORS
- ORGANIZE
- DECLUTTER
- PACK
- UNPACK
- HOARDERS
- DOWNSIZE
- DONATION
- REAL ESTATE SALE

Family Matters LLC



ONE CALL DOES IT ALL!
925-708-6635

Visit kffamilymatters.com or contact Kim Falahati at (925) 708-6635 or kim@kffamilymatters.com.



Business Spotlight

Siah Fried Parenting Coach

Attention Parents

Is your child struggling with their mental health, body image or always worried? Are you up at night worrying if your child will be okay? Don't be afraid of a mental health diagnosis or stress. Be confident. You can manage it. I can help.

Whether your child's struggle is with disordered eating, body image, or mental health struggles, my job is to support you as you support your child through these challenges. I've created a program based on the following 3 pillars: Family. Fit. Flow. We will use these 3 pillars as we apply the research-based steps to help you find relief and peace through positive coping skills and healthy lifestyle habits. You and your child will make it through this challenging time, and you will be healthier and stronger because of this experience.

About Siah Fried

My career spans over 30 years in the public health field. I am a Nationally Board Certified (NBHWC) Health and Wellness coach, with a master's degree in public health. My experience includes 10 years as a clinical health educator, 17 years as a health, nutrition, and women's health professor, and 4 years as a high school health teacher.

My career spans over 30 years in the public health field. There are two ways you can work with me:

Health & Wellness Coaching

I am a Nationally Board Certified (NBHWC) Health and Wellness coach, with a master's degree in public health. My experience

Parent Coaching

I am a Certified Parent Coach through the Jai Institute of

includes 17 years as a nutrition and women's health professor. As your health and wellness coach, I support you as you connect the dots between your health goals or doctor's recommendations and the steps needed to achieve sustainable results.

Parenting. My experience as a parent coach includes the work I have done for 18 years and continue to do as a parent health educator for the local school district. As your parent coach, I will support you as you support your child through an eating disorder or other mental health challenge.

siahfriedcoach.com

BASED UPON THREE PILLARS



FAMILY



FIT



FLOW



SIAHFRIEDCOACH

siahfriedcoach.com

Happy Hour



EXPLORE THE TASTE OF SOUTH AMERICA



Everyday 3:30 - 5:30

680 Main Street Pleasanton, CA 94566
(925) 249-5936
www.oyopleasanton.com

Food x Experience x Culture



Business Spotlight

Step into a sanctuary of balance and well-being at KARUNA-Yoga with Compassion

Dive into the world of yoga with KARUNA-Yoga with Compassion! Our dedicated studio offers a variety of classes for every level, led by passionate instructors who are experts in the art, science, and philosophy of yoga. From beginner-friendly sessions to specialized Kids Yoga classes and even Yoga Parties for special occasions, there's something for everyone. Elevate your team's wellness with our Corporate Wellness workshops that promote stress reduction and team bonding.

Our teaching style honors the traditional roots of yoga as it originated in India. We integrate the core principles of Ashtanga



**Karuna
Yoga with
Compassion**

yoga into our classes, offering asana pranayama, dharna, dhyana techniques and practices while keeping them fun and engaging.

Kiran Adibhatla started her yoga odyssey at the tender age of 8, she rediscovered her love for yoga after a transformative experience post-motherhood. Fueled by a desire to impart her wisdom, she embarked on a teaching journey that spanned diverse locations, eventually leading her to create a sanctuary of serenity - KARUNA Yoga with Compassion. With a mission to preserve the essence of traditional yoga, this visionary soul encourages others to embrace a holistic approach to well-being.

"In a world filled with judgment, yoga teaches us to become better humans. It's a journey of self-discovery where we strive for purpose, contentment, and the strength to manage our suffering – both physical and emotional. Sadly, social media and commercialism often promote a superficial image of yoga focused on thinness and flexibility." Kiran continued, "That's why I named my studio KARUNA – Yoga with Compassion. My inspiration comes from Patanjali's Yoga Sutra 1.33."

We believe yoga has something to offer everyone. Discover how yoga can enhance your physical health, mental well-being, and overall sense of peace. Join us at KARUNA-Yoga and discover the transformative power of yoga in a welcoming and inclusive envi-



"I love the studio's unique blend of strength-building, mindfulness, and traditional yoga. The community atmosphere is a bonus!"

ronment! We're excited to continue our journey at our new location at 1991 Santa Rita Road, Suite I in Pleasanton.

Learn more at www.yogawithk.com or call us at (408) 480-5426.

Ribbon Cuttings

Creating new jobs, stronger economy



Denica's Real Food Kitchen – Celebrating the grand opening of Denica's Real Food Kitchen in Pleasanton. Owners, Denica and James Freitas, have been serving the Bay Area since 1999 with delicious Hawaiian and Californian breakfast, brunch, and bakery goods – all made and served with love. Four locations to serve you in the East Bay (Castro Valley, Dublin, Livermore, and now Pleasanton!). Located in the Hacienda Business Park in the Walmart shopping center – 4503 Rosewood Drive. Check out their menu at denicascafe.com. Or better yet...just go! Pleasanton hours are Monday-Friday, 7am to 2pm; Saturday-Sunday, 7am to 3pm.



FFB Bank – When FFB opened its doors in Fresno, CA in 2005, we set out to do what many banks promise, but few banks actually try: to treat every customer as unique. That very mission holds true to this day. In an industry chock-full of false promises, we back you up with a full range of customizable banking services that foster the type of growth that meets your individual needs and goals. To help us follow through on our values, each and every FFB employee is given an ownership stake in the bank. That means every employee – from the top down – will have the courage, passion, and character to treat customer finances like their own.



SpringHill Suites by Marriott® – SpringHill Suites by Marriott® is an all-suite hotel that seamlessly blends design and functionality offering the modern amenities you need to stay refreshed and focused - all at an affordable price. Spacious suites and vibrant lobbies offer flexible spaces perfect for working, meeting or relaxing. Take the stress out of travel with free Wi-Fi, relaxing pool, fitness center, 24/7 Market for snacks and necessities, and complimentary breakfast with fresh choices for a customized start to your day. Quite simply, from business trips to leisurely journeys, SpringHill Suites is a breath of fresh air. To book a room, visit marriott.com/en-us/hotels/oakps-springhill-suites-pleasanton.



Zakia's Comfort Home Care – Zakia's Comfort Home Care offers home care services in tri-valley. Our dedicated team ensures your loved ones receive the support they need to maintain health and independence at home. As a locally owned and operated home care business serving the tri-valley area, we prioritize quality care and compassion in everything we do. Founder Zakia's genuine commitment to aiding seniors in aging gracefully drives our mission. Whether your family requires short-term assistance or ongoing care, you can trust Zakia's Comfort Home Care to provide reliable and compassionate services tailored to your unique needs. Contact us today at 925-339-5629 to learn more about how we can support you and your loved ones on this journey.