

Business Connection



We are the community that helps businesses start, grow, & thrive.

July 2024

Fremont Bank celebrates 60th anniversary with ribbon cutting on new building

Here for you. Here for good.

The year 1964 was a decisive one in American history. President John F. Kennedy was assassinated, the Civil Rights Act was signed, and a little band called the Beatles made headlines. Here in the Bay Area, it was also the same year Fremont Bank was born.

During that period, Founder Morris Hyman was so impacted by his father's construction company being shut down by a big bank after one missed payment that it spurred Morris to take action. In that pivotal moment, Morris pledged to create a bank for everyone, and he did just that. While 48 banks opened in California in 1964, Fremont Bank is the only one still here and independently owned. Fremont Bank has been in Pleasanton for nearly 30 years, with a branch at 6654 Koll Center Pkwy.

Bringing the community together

Fast forward to 2024, and Fremont Bank recently celebrated its 60th anniversary by holding a ribbon cutting for its new flagship branch and headquarters at 39150 Fremont Blvd. in Fremont. The festivities included inviting the entire Bay Area community to Fremont Bank's block party that same day.

The festive, outdoor celebration took place alongside the



34,000-square-foot, six-story structure that houses Fremont Bank's Main branch and financial center, where associates can assist customers with day-to-day banking needs and offer commercial and personal loan support, along with wealth management and trust services. The executive, administrative, and Fremont Bank Foundation staff also work there on the upper floors.

Here for you. Here for good.

The modern building is the cornerstone of Fremont's Capitol Avenue revitalization, and it's also the site of Fremont Bank's original headquarters, bringing its story full circle.

"This incredible flagship location is a natural extension of Fremont Bank's commitment to the Tri-Cities and our other Bay Area communities," said Andy Mastorakis, Fremont Bank President and CEO. "Throughout our 60-year history, we've remained steadfast in growing our relationships and helping our neighbors make the best possible financial decisions for themselves and their businesses. This personal and proactive approach will continue here and at all our branches because we're just getting started."



Ron Essex Photography

Members of the Fremont Fire Department with Helen Liu, Vice President, Private Banking & Taft Hartley Executive during Fremont Bank's block party June 15.

During the construction phase, there was a noticeable spotlight on Fremont's economic development and a definite buzz around town. Now, some of the building's state-of-the-art features are visible even from the street view. The overall key elements include:

- An all-glass frontage
- A two-story grand hall
- Special electrochromic glass – tintable glass controlled electronically from a satellite dish on the roof that tracks ambient light as the sun shifts

- Unique "fins" on the facade provide visual interest and also work in concert with the electrochromic glass for sun shade
- Changeable, colored LED lights on the fins
- A 1,500-square-foot garden rooftop meeting space
- Striking rooftop trellis visible from the street

In keeping with its long legacy, and reflective of its latest news, Fremont Bank is now equipped with a fresh tagline – "Here for you. Here for good."

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GOLD



SILVER



BRONZE



PLEASANTON CHAMBER OF COMMERCE EXECUTIVE LEADERSHIP TEAM

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Stay connected with the Chamber



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One in Five: The Rise of Young Adults with Disabilities Entering the Workforce

Think back to your teenage years and your very first job. Do you remember the feelings running through your body when you showed up for work on that first day? Excitement, nervousness, eagerness or maybe even a little self-doubt? We all had different past experiences in the workplace, but what we all have in common is that we had to start somewhere. Recall your first job and how an employer took a chance on you. How excited you felt and couldn't wait to tell your family and friends.

Let's not forget that we all needed that "someone" to give us an opportunity to work and prove ourselves. Now back to the present- wouldn't it feel good if you could give a young person that opportunity?

Did you know that one in five young adults entering the workforce today will have some form of disability? The Pleasanton Unified School District's WorkAbility program helps 16- to 22-year-olds with disabilities transition from high school special education and into the workplace. They provide the pre-employment skills-training, the placement, and the follow-up for a successful transition. Their staff trains and teaches these students the necessary job skills to ensure success. In fact,

I have a special needs sister who lives with me and my wife. She gets up every day at 7:00 a.m. to get herself ready for work. She only works 4 hours a day, but I know it is the most exciting part of her day. Her carpool picks her up every morning around 9:00 a.m. I realize how excited she is because she's sitting by the front door every morning at 8:00 a.m. looking out the window for the van that won't pick her up for another hour!

Living in the Pleasanton community has been a blessing for me for many reasons. If we all think about it: "how did we get here and what was our journey that led us to where we are today?" Well, someone took a chance on us and gave us our very first job. Maybe it was delivering newspapers, mowing lawns or washing dishes. Whatever it was, it gave us the opportunity to prove ourselves, to learn, to grow and to feel like a productive part of society. Wouldn't it feel good to give a young person with a disability that opportunity?

Please take just five minutes to watch the video that is on the WorkAbility website. <https://sites.google.com/pleasantonUSD.net/pusdworkability/home?authuser=0>. I promise it will make you smile and brighten your day!



Shawn Henley
Board Chair
Pleasanton Chamber

Balancing the Budget

In 2024, the City of Pleasanton has been having a conversation with the community over budget concerns. The city projects that it will run deficits of over \$13 million per year over the next several years, which is a baseline number that doesn't account for any softening of the economy. Since the city needs to have a balanced budget, they have been mulling over how to cover this shortfall.

There are two sides to this effort: cutting costs and raising revenue. On the cost-cutting side, the city has identified about \$2.5 million it can save each year via internal efforts (i.e. freezing positions, holding off on staff training, reducing/eliminating other non-personnel costs, etc.). This means they have to find the other \$10.5 million somewhere, either by raising revenue or through additional cuts.

The city's top three ways to raise revenue are through property taxes, sales taxes, and TOT (hotel occupancy) taxes. In late 2023, Pleasanton residents indicated via a survey that, of the three, the most preferable was a sales tax. Following that result, the city started working on building a case for Pleasanton to support a sales tax increase of 0.5 cents (\$0.50 per \$100.00 spent). This effort continues. The final decision will come before the City Council in July, who must authorize placing the sales tax measure on the November ballot.

The city has also created a contingency plan for what would have to be cut if the sales tax is not on the ballot or if the measure doesn't pass. This plan lists cuts to nearly every aspect of Pleasanton that makes it a special place to live and work: Non-profit organizations such as Sunflower Hill would lose part or all of their city grant; crossing guards for kids on

their way to school would no longer be fully funded; the business permitting department would be shut down a few days a week or made into a virtual-only service; trash collection downtown and at local parks would be reduced, increasing garbage clutter; and more.

The Pleasanton Chamber of Commerce is developing a position on the sales tax measure. It is clear that the city needs to do something

on the revenue side while continuing to trim costs. And while the tax will help solve the projected revenue shortfall, there are other actions the city could (and should) take to increase revenue opportunities and capacity. Options include increasing the capacity for economic development; focusing on attracting and retaining businesses; conducting outreach for entrepreneurship and innovation; and devising a strategy to accelerate major projects like the Stoneridge Mall. Pleasanton's new five-year Economic Development Strategic Plan includes these options, plus other strategies to increase revenue. And while this is welcome news, it is doubtful the new plan can be fully activated if the sales tax measure doesn't pass. Without the additional funds, economic development will be just another area that experiences a reduction in services.

Our decision on whether or not to support a sales tax increase has not been made. We will continue monitoring City Council's conversations on this topic, and we will listen closely to how economic development is impacted. At the end of the day, the best way to increase revenue is to get better at generating revenue. This requires investment – in people and processes – to make the economic development experience the best it can be for Pleasanton.



James Cooper
President/CEO
Pleasanton Chamber

Young Professionals: Working on Expanding Ways to Network

Summer is here! It has been an exciting year so far. We are having a great time with our monthly networking mixers and professional development workshops, as well as working on expanding different ways to network and help our young business owners.

For our last professional development workshop, we held a Social Media Marketing Workshop with Jennifer Warren of D-Code Technology for one of our Professional Development series. This evening was a Joint event with the Pleasanton Chamber, open to all ages. We were offered a complimentary wine tasting, and we ended the night with a very informative presentation. A special thanks to Total Wine and More Pleasanton for their contributions to a successful event.

This year, we are collaborating with the Assistance League of Amador Valley, a non-profit organization who does hands-on volunteerism serving children, teens, and seniors, as well as aiding in education for low-income



June Mixer at McKay's Taphouse and Beer Garden

students through books, clothing, school supplies, and tutoring services all throughout the Tri-Valley area, and much more. We will be accepting donations for books, school supplies, and backpacks throughout our networking mixers.

Mark your calendars! We will have our next upcoming networking mixer at McKay's Taphouse & Beer Garden on July 11th from 5-7pm. Free for Pleasanton Chamber members, \$10 for Guests.



Jennifer Warren of D-Code Technology

2023 Annual Water Quality Report Confirms High Quality of Zone 7 Water

Zone 7 drinking water met and often performed better than all state and federal health standards

Zone 7 Water Agency released its 2023 Annual Water Quality Report confirming all water supplied by the agency in 2023 met the regulatory standards set by the state and federal governments. Furthermore, in almost all cases, the water quality was significantly better than required.

“We encourage the businesses and residents of Tri-Valley to review our latest Water Quality Report and see how we ensure the high quality of our drinking water, providing safe, clean, and sustainable water to our community,” said Zone 7 General Manager Valerie Pryor.

“We have invested in state-of-the-art monitoring and treatment systems – and we have been proactive in investing in upgraded facilities, leveraging millions in grant funding to maintain our high standards.”

Residents of the Tri-Valley can now read the report online detailing the sources, treatment, safety, and testing of their local water along with illustrated graph results and infographics.

The Consumer Confidence Report is available for download through the Zone 7 website, <https://www.zone7water.com/post/annual-water-quality-reports>.



Highlights of the 2023 Water Quality Report include:

- **2023 Water Quality Testing Results** – This section provides information on levels of contaminants detected in the water supply. Thanks to rigorous source water protection, testing and treatment programs, Zone 7 met or performed better than all standards for drinking water in 2023.
- **Source Water Assessment** – This section lists the primary sources of water for Zone 7 Water Agency, which draws from a diverse portfolio of drinking water sources, including local and imported surface water as

- well as groundwater from wells.
- **Stoneridge Grant** – This section recounts the California Department of Water Resources Sustainable Groundwater Management Grant Program awarding Zone 7 Water Agency a \$16 million grant for development of the Stoneridge Well Ion Exchange (IX) PFAS Treatment facility. The new facility successfully removes Per- and Polyfluoroalkyl substances (PFAS) from groundwater pumped from the facility and is the first of its kind to offer

IX PFAS removal in Northern California.

- **Proactively addressing PFAS** – This section includes information on how Zone 7 is addressing and handling PFAS concerns. On April 10, 2024, the U.S. Environmental Protection Agency (EPA) announced final maximum contaminant levels (MCLs) for six PFAS substances. Though we are not required

to meet these new MCLs for five years, because of Zone 7's commitment to delivering a safe and reliable water supply to our customers, we have voluntarily made changes to our operations to meet the MCLs now.

Zone 7 delivers treated drinking water to four major water retailers, along with a small number of direct customers, serving over a quarter million people in

Pleasanton, Livermore, Dublin, and the Dougherty Valley area of San Ramon. Zone 7 also provides untreated water to local agricultural users and owns and maintains 37 miles of local flood-protection channels, about a third of all the Valley's channels and creeks.

Additional questions on water quality may be directed to the Zone 7 water quality team at waterquality@zone7water.com

Online registration for Leadership Pleasanton Class of 2025 is now open

The Leadership Pleasanton program was created by the Pleasanton Chamber in 1988 and has produced more than 830 graduates in its 30-plus years. Each class is comprised of individuals from all sectors of our community, from local businesses, professionals, government agencies, service organizations, and Pleasanton residents. In September of each year, roughly 30 individuals participate in monthly, day-long sessions on topics such as Pleasanton history, government, education, recreation, business, public safety, health, and infrastructure. Participants have the opportunity to go behind the scenes with current leaders in the



A Program to Develop Community Leaders

community to learn what makes Pleasanton work.

The class is expected to be at capacity this summer with a max of 34 individuals. All interested participants must register by July 31, 2024, or until the class fills up. A limited number of sponsorship opportunities are available as well as partial scholarships for the program. For more information and online registration visit: www.pleasanton.org/leadership-pleasanton. Direct questions to program director

“Leadership Pleasanton provided a unique opportunity to connect with fellow community members, business leaders, and city leaders to learn about Pleasanton’s rich history and how the city operates. I have lived in Pleasanton most of my life and am amazed at how little I knew. The program exceeded my expectations and I’d highly recommend it to anyone.”

– Graduate from the class of 2024.

Yianna Theodorou at yianna@pleasanton.org.



The class had the opportunity to climb the ladder on this tiller truck.



Walking tour of downtown during Pleasanton: Then & Now



Class in front of 288 Main Street. This building, built in 1864, was once a Wells Fargo stagecoach stop.



One of the highlights of Recreation Day was a tour of the Alameda County Fairgrounds

Business Spotlight

Vic's All Star Kitchen: Local Favorite for Breakfast and Lunch, Now Open for Dinner Thursday to Saturday and Special Taco Tuesday Night

Vic's All Star Kitchen offers a diverse menu featuring classic American food with a twist. From breakfast favorites like fluffy pancakes, eggs benedicts, and hearty omelets to lunch options such as burgers, sandwiches, wraps, and salads.

Long-time Vic's All Star Kitchen server Laura Castro and her husband, Ernesto Castro, along with friends, the Muñoz family, Antonio Muñoz, daughter Jessica, and son Antonio Jr. purchased the restaurant from its founder, Vic Malatesta, who retired early 2020. Laura and Ernesto have introduced a number of "twists" to each menu category, such as Caramelized Banana Pancakes, in the Griddle Favorites, Chorizo Eggs Benedict, Jalapeno Crab Cakes Benedict, and Smoked Salmon Benedict in the Benedict Lineup. The Tulancingo

Sister City Corner features Antonio's Chilaquiles, Ernesto's Authentic Mexican Chile Verde, Laura's Huevos Rancheros, and Carnitas Omelet, to name a few. Greek inspired Beef-Lamb Gyro Wraps with tzatziki sauce along with Hummus and Roasted Vegetables Wrap have also been added to the menu.

While keeping the long standing, local sports themed menu items named after local coach's favorite dishes, Vic's owners continue to support local sports organizations with their donations and contributions.

Vic's All Star Kitchen is open Monday through Sunday for breakfast and lunch 7am – 3pm. Serving dinner Thursday through Saturday, from 4:30 – 9:00 pm. If it's Tuesday, that means it's time to taco 'bout a taste sensation! "Taco Tuesdays" from 4 – 9 pm. Serving deli-

cious tacos, amazing homemade tortillas, and salsas. Wash it all down with a selection from their new bar. Offering beer, wine, sangrias, Bloody Mary's, micheladas, margaritas, and specialty cocktails. Enjoy a special all-you-can-eat champagne brunch buffet on the third Sunday of the month.

The ambiance at Vic's All Star Kitchen is described as warm and inviting, with a friendly and attentive staff dedicated to providing excellent service. The restaurant aims to provide a comfortable and enjoyable dining experience for all patrons. Learn more about Vic's All Star Kitchen on Facebook, call (925) 484-0789 or visit www.vicsallstarkitchen.com. Catering for your office party or party at home? Contact them directly. Vic's is located at 201 Main Street, Suite A, in Downtown Pleasanton.



Owners Laura and Ernesto Castro of Vic's All Star Kitchen

Business Spotlight

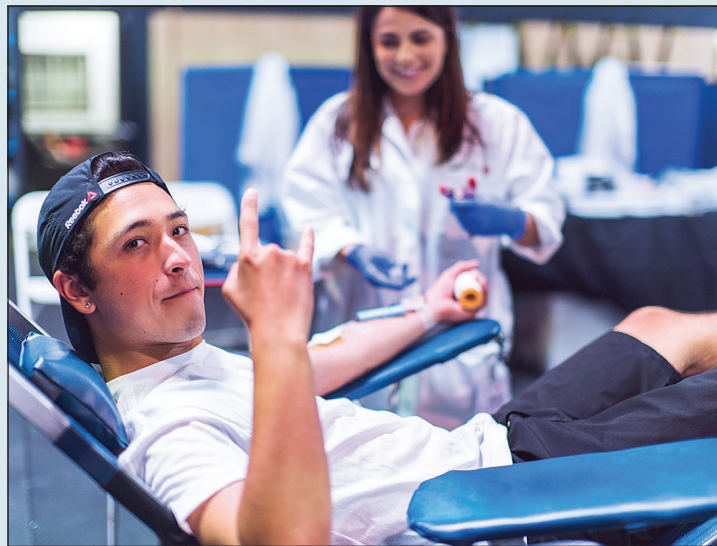
Each Blood Donation Can Save Up to Three Lives at Stanford Blood Center

Stanford Blood Center (SBC) is a community-focused blood donation center dedicated to connecting local donors with local patients. They supply 100% of the blood products for Stanford Medicine hospitals and clinics, including the main Stanford Hospital, Stanford Children's Hospital, and Tri-Valley Hospital. To support the patients at these hospitals, SBC needs to collect about 200 units (pints) of blood each day. Since each donation can save up to three lives, donating blood is an excellent way to give back to the community.

At SBC, donors enjoy a personalized visit and report returning because of the warmth they feel while donating. The friendly staff are experts in their field and are committed to providing a safe, welcoming, and comfortable environment.

Many blood donors contribute simply to help those in need, but SBC believes good deeds deserve great rewards. Each month, donors enjoy special incentives as a thank you for their generosity. For instance, everyone who donates at the newest Tri-Valley center in Dublin receives a \$20 e-gift card of their choice. Please visit their website at stanfordbloodcenter.org for all current offerings.

Roughly 65% of the population can donate blood, but less than 5% do. Many barriers to blood



Saving lives one drop at a time. Make an appointment today at stanfordbloodcenter.org.

donation have been removed by the FDA in the last two years. Those who have been deferred in the past are encouraged to check out their website at stanfordbloodcenter.org/eligibility to learn whether they are eligible to donate now.

The need for blood is constant and there is no substitute. Folks are encouraged to make an appointment and start saving lives today!

Appointments can be made online at stanfordbloodcenter.org, via the SBC app, or by calling 888-

STANFORD
BLOOD CENTER 

723-7831 or texting to 999-777.

Stanford Blood Center was created within the Department of Pathology at Stanford University School of Medicine to meet the increasingly large and complex transfusion needs of Stanford Health Care and Lucile Packard Children's Hospital at Stanford, and to perform research and teaching. As the needs of the transplant and transfusion industries have grown increasingly complex, and as their hospital partners have increased in scale and numbers, they have expanded to meet demand, while maintaining their dedication to the well-being of the community and patients they serve.

Business Spotlight

Coastal Payroll – More Than a Full-service Workforce Management Company

Coastal Payroll is a California-based provider of human capital management (HCM) solutions serving clients from Coast to Coast. The team provides industry-leading human resources service with a personal touch you won't find anywhere else. Coastal is more than payroll, helping clients with recruiting, onboarding, employee development, benefits administration, time and attendance, compliance, and strategic growth.

With scalable solutions supporting organizations from 1 to 10,000+ employees nationwide, Coastal Payroll has a reputation for service. The Coastal Net Promoter Score (NPS) falls in the 70s on a range from -100 to 100, standing apart in the industry – That's the Coastal Difference.

Sara Taeb represents Coastal Payroll as a member of the Pleasanton Chamber. She brings more than 13 years of experience to her role as Senior HCM Sales Consultant on the Northern



Sara Taeb
Senior HCM Sales
Consultant

California team.

Sara helps business owners achieve their goals and take their business to the next level in Pleasanton and all the surrounding areas. "I am passionate about consulting my clients and making things more streamlined and easier for them."

Coastal Payroll was founded in 2007 with a mission to have a positive impact on the lives of their cli-

ents. After 17 years of excellence, Coastal's entire team focuses on never wavering from the core values that guide the work toward this mission. Always putting people first means focusing on exceptional customer service and real-time interfacing with people, not automated phone trees or long help desk queues.

Coastal Payroll customizes solutions to meet the needs of each individual client, now and as they grow. Contact Sara Taeb, Senior Human Capital Management Consultant, staeb@coastalpayroll.com – website: coastalpayroll.com.

 **Coastal Payroll**[®]

Business Spotlight

“emby” – The Entertainer and Entrepreneur Behind the Name and Brand

“emby” is a multifaceted concept...

“emby” the individual is a Singer, emcee, keyboard player, and band leader available for hire with emphasis on historical pop/jazz standards – rhythm and blues – rock n’ roll.

“emby” the business offers musical entertainment of all genres. A one-stop source for event needs, including:

- Solo Performances
- Providing 3-to 9-piece vocal and instrumental ensembles
- Sound System set-up
- Event Planning and Organizing
- Musical Director and Band Leader
- Keyboard Player
- Emcee

“emby” was born in the 1950s into a family that had a deep love for music. His mother played the piano and his father sang and danced. One day during a break from junior high school, neighborhood parents noticed a group of bored kids. They insisted the kids learn to play instruments and form a band. In school, “emby” participated in stage bands, jazz bands,



“emby,” Singer, Emcee, Keyboardist, and Band Leader marching bands, and orchestras. Over the years, he has sung and played music for nightclubs, weddings, fashion shows, celebrations of life, private parties, and more. Five years ago, he caught the acting bug.

When asked, “What are your

favorite parts about being in this business?” “emby” replied, “Working with clients to plan an event. Watching a crowd dancing and singing to my presentation at an interactive event. The excitement that comes with enjoying the conclusion of a recording project. The escape it provides from typical daily challenges. Being approached at the end of an event by attendees who enjoyed my presentation and finally, making people smile.”

To illustrate, “emby” continued, “During performances at retirement homes and convalescent facilities, I mention to the crowd that I am a senior citizen and a cancer survivor. On several occasions that statement lifted the spirits of the residents. I am thankful for the energy and health I now possess in my 70s to pursue this passion.”

Contact “emby” at (510) 919-5230 for customized entertainment for your very special affair.

Business address: P.O. Box 2781, Dublin, CA 94568. Email: emby@msn.com. Website: TheBash.com (go to “pop singer” “emby” in Pleasanton, CA)

Save the Date

Thursday, September 26, 2024



Callippe Preserve Golf Course

Pleasanton Chamber Golf Outing
Food, drinks, prizes, fun, and golf!

www.pleasanton.org

HOPE

HOSPICE AND HEALTH SERVICES

Volunteers Needed

Even the simplest of gestures – reading to or talking with someone – has a meaningful impact. Visit our website to learn about ways that you can put your talents and abilities to work by serving others in your community.

We have a big need for bilingual English/Spanish speakers.

(925) 829-8770 | HopeHospice.com/volunteer



OPENheart

FOOD BANK

Help bring a food bank to the Tri-Valley!

openheartkitchen.org

(925) 580-1616

Join us in strengthening the safety net across our Tri-Valley region with a donation to help build out the Open Heart Food Bank in Livermore.

Your gift will be matched dollar for dollar.



Scan to give:



Membership Anniversaries



During the past two months, over 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.

63 Years

Pleasanton Garbage Service

51 Years

Graham-Hitch Mortuary

40 to 44 Years

Big O Tires of Pleasanton

Stanford Health Care Tri-Valley

Kaiser Permanente-
Diablo Service Area

Keller Williams

Tri-Valley Realty

Pleasanton Downtown
Association

Sallmann, Yang & Alameda

30 to 39 Years

DoubleTree by Hilton

Pleasanton at The Club

Las Positas College

1st United Credit Union

Lawrence Livermore

National Laboratory

Pleasanton Tool

& Manufacturing

20 to 29 Years

Colliers International

Pleasanton Lions Club

Proforma/J.C.L. Print Associates

Alameda County

Transportation Commission

Lee & Associates

Promenade Apartments

Stoneridge Apartments

Agape Villages

Foster Family Agency

Crown Trophy

Corporate Games, Inc.

10 to 15 Years

The Write Business

Altamont Corridor Express
(ACE)

Harrington Art Partnership

Insignia Designs

Legacy Real Estate
& Associates

CAS InterGlobal LLC

Bay Alarm Company

Valley Business Park

5 to 9 Years

Main Street Pediatric Dentistry
and Orthodontics

SteelWave

Primrose Bakery

Eclipse Office Technology

Pacific Locomotive Association

- Niles Canyon Railway

Phoenix Technology Group, Inc.

Valley Plumbing Home Center,
Inc.

Creatif

Income Tax Services

North Point Construction

and Restoration, Inc.

One Resource Consulting

Sultans Kebab

California Gold

Advocacy Group

Hospice East Bay

KG Investment Properties

Leisure Sports, Inc.

Pleasanton RAGE Girls Soccer

Sri Sai Temple, Inc

Surf Thru Express Carwash

TekValley Corporation Inc.

1 to 4 Years

A Clear Way -

Home Organization

Alameda County Assessor's
Office: Phong La

Cal Coast Window and Door

Stanford Blood Center

Corporate eWaste Solutions

Gilman Brewing Company,
Taproom

Goodness Village

Insperty

Locanda Amalfi

OSHA Training Institute

Education Center at

Chabot-Las Positas

Community College

Pleasanton Physical Therapy
Services

Bay Home & Window /

Inspired Closets

D1 Training

Oasis Wine Lounge

Payroll Vault

Rubys & Roses

Sterling Certified Public
Accountants Inc.

STROLL, Ruby Hill /

Round Hill Magazines

Freedom Wealth Insurance
and Financial Services, Inc.

Hanna's Chocolates

Park46 Real Estate

RChilli Inc.

Robson Homes

Sabio on Main

Longevity Members

Celebrating Our Long-Standing Members

In the world of business, long-term membership in a chamber of commerce signifies dedication, stability, and commitment to the community's economic growth. This series highlights a

few of our members who have been part of our chamber for over fifty years, contributing to its success and exemplifying the values we uphold.

The Pleasanton Chamber takes

immense pride in and is deeply thankful for our many longstanding, active members. We want to recognize these members and express our gratitude for their dedication to our community.

Alameda County Fair Association

The Alameda County Fair made its debut in Pleasanton in 1912 and has continued as a celebration of the heritage and diversity of the community for more than 100 years. It is ranked among the top 50 Fairs in the U.S. and has won numerous national and international industry awards. As a year-round event center, Alameda County Fairgrounds also hosts more than 300 commercial and private events each year and oper-



ALAMEDA
COUNTY
FAIRGROUNDS
PLEASANTON

ates the Fairpark RV Campground and Pleasanton Off-Track Betting. The Association is completely self-supporting and receives no funding from tax revenue.

The Fairgrounds is also home

to the historic Pleasanton Racetrack, the oldest, one-mile dirt track in America. Built in 1858 by the Bernal family, the track originally served as a winter horse training facility. Some of California's greatest racehorses, including the legendary Seabiscuit were known to have trained at the property. Alameda County Fair Association has been a Pleasanton Chamber member since 1971. www.alamedacountyfair.com/home

Graham-Hitch Mortuary

In 1891 the undertaking business was operated in Pleasanton by A.F. Schweer and Geo W. Detjens. Mr. Detjens' daughter married a Livermore Valley resident, Charles Graham, thereby blending the undertaking business in 1905 under the name of Detjens & Graham Undertaker and Embalmer. Sometime after 1939, Charles Graham met Ralph Hitch and later took the name of Graham and Hitch Mortuary. In 1976, Mr. Hitch joined the Pleasanton Chamber of Commerce.



GRAHAM-HITCH
MORTUARY

Wesley "Wes" Fisher, President of Graham-Hitch Mortuaries located in Pleasanton and Danville, is a licensed funeral director with over 40 years' experience. He is a licensed crematory manager with extensive experience in crematory operations, and he is Past President of the Association of California Cremationists. Deanna Moser, a

licensed funeral director since 2005, has extensive experience in advanced funeral planning. A former flight attendant with American Airlines, she serves as the Director of Advanced Planning for Graham-Hitch Mortuary. Graham-Hitch Mortuary offers complete burial and cremation services with dignity, quality, and value. Funeral Directors are available 24 hours a day. Please call (925) 946-5624 for immediate need. www.graham-hitchmortuary.com

Gay Nineties Pizza Company

Gay Nineties Pizza has been serving delicious, award-winning pizza in Pleasanton since 1959. The building it occupies was originally constructed in 1864 and housed a general store, bar, and Wells Fargo stagecoach stop. Interestingly, the upper floor once served as a brothel, and some residents claim to have seen a full-figured ghost lady in the front second-story window. The restaurant's wine cellar was built as part of an underground tunnel system



by Chinese laborers who had been working on the railroads at the time.

Gay Nineties has been making great tasting pizzas from scratch and are famous for their sour dough specialty pizzas. For a complete dining experience, don't hesitate to call or visit Gay Nineties Pizza. Call (925) 846-2520 or visit www.gayninetiespizza.com. Located at 288 Main Street. Hours: Sunday through Thursday, 11am - 9pm; Friday & Saturday, 11am - 10pm. Gay Nineties has been a Pleasanton Chamber member since 1975.

Pleasanton Ready Mix Concrete Inc.

What every contractor and homeowner needs from their ready mix concrete supplier is really quite simple - delivery of the right mix of concrete, in the right quantity, at the right time, at a fair price. At Pleasanton Ready Mix Concrete Inc., we consider these our core principles.

Our core principles have extended far beyond great concrete delivered where and when you want it. We understand that personal attention to each and every order, and each and every customer, helps define great service. Small contractors and homeowners alike are treated with the same courtesy and attention to detail as our largest customers doing the largest pours.

We understand your need for indi-



vidualized attention and welcome your requests for non-standard mix designs. We are well organized and pay close attention to detail and go to great lengths to avoid any mistakes to your mix or other materials.

Pleasanton Ready Mix Concrete Inc. provides meticulously clean, modern trucks, which are the envy of the industry. Each and every truck is equipped with environmentally friendly washout systems. We employ experienced, union drivers. Our delivery tickets

are concise, clear and accurate.

Pleasanton Ready Mix Concrete, Inc. is a local, family-owned business that has been serving homeowners and contractors since 1967. We have been a member of the Pleasanton Chamber since 1971 and have enjoyed having a business in this community. Being family-owned is what makes our company special. As a father and son ownership along with a few grandchildren joining onto our team, our goal is to create relationships with our customers to last a lifetime. Our clientele includes not just businesses but cherished long-term relationships that we aim to nurture and sustain. We are located at 3400 Boulder Street, Pleasanton. 925-846-3226 www.pleasantonreadymix.com

Business Spotlight

Bay Area Fencing Club: Nurturing Youth Growth and Development through Fencing

Bay Area Fencing Club is thrilled to call Pleasanton its new home. Founded by passionate coaches and parents, the club reflects a deep love for the Olympic sport through its top-notch facilities and world-class coaching staff, each with impeccable athletic achievements and coaching results. Committed to the growth and development of youth through fencing, the club emphasizes fostering excellence in athletes both on and off the fencing strips, supporting them academically, socially, and athletically. By instilling values of integrity, sportsmanship, and resilience, we strive for excellence individually and as a team.

Since its founding in 2021, Bay Area Fencing Club has become one of the fastest growing and largest clubs in the country, boasting two locations totaling over 24,000 square feet with 35 fencing strips. In addition to our professional sports facilities, we provide free WiFi and quiet study rooms for our students to attend online classes



BAY AREA FENCING CLUB

and complete homework before or after training. While our facilities are impressive, our most valuable assets are our distinguished coaches. Executive Coach Lisa served as the head coach at Stanford University for over 25 years. Coach Sergei, a World Cup champion and former Russian National Team coach, also led the Jordan National Team. Coach Vakhob, former head coach of the Uzbekistan National Team and an FIE referee, has won multiple international titles. Coach Sandro, a Maestro di Scherma level III (the highest coaching level in Italy), has produced three world champions and numerous top-level players, including a current Italian National Team member. Youth

Director Coach Nate had a successful NCAA athletic career as the team captain of Drew University varsity fencing team.

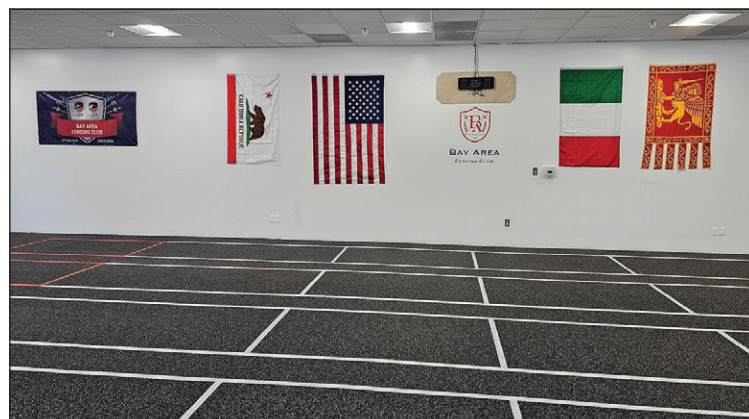
Bay Area Fencing Club takes pride in being an active member of the communities it serves. We organized the "Fence for Peace" charitable tournament, raising over \$5,000 for war victims in Ukraine. Our fencers also founded the Point Impact Foundation, a nonprofit organization dedicated to raising funds to help underprivileged children learn fencing. Additionally, we have sponsored the Saratoga Education Foundation and the Saratoga High School Journalism Club. Bay Area Fencing Club looks forward to serving Pleasanton and the Tri-Valley Area with free trial classes and classes for various age groups.

Bay Area Fencing Club, 5870 Stoneridge Drive, Suite 6, Pleasanton, CA 94588.

Contact: Lisa Posthumus, Nathan Milgram at 925-236-0280 • info@bayareafencing.club • www.BayAreaFencing.Club



Bay Area Fencing Club, 5870 Stoneridge Drive, Suite 6, Pleasanton



Bay Area Fencing Club's top notch facilities

Best Practices for a Cybersecurity Strategy

What is Cybersecurity? Cybersecurity is the art of protecting networks, devices, and data from unauthorized access or criminal use and the practice of ensuring confidentiality, integrity, and availability of information.

As a small business, safeguarding your digital assets is paramount. California Business Technology® Inc. (CBT) recommends the Cybersecurity and Infrastructure Security Agency (CISA) as a valuable source of information to help you stay informed and vigilant against evolving threats. Their expertise and guidance are invaluable in understanding and mitigating risks. Implement robust security measures such as encryption, regular software updates, and employee training on recognizing phishing attempts. Utilize CISA's insights to conduct thorough risk assessments and develop comprehensive incident response plans. By integrating CISA's recommendations into your cybersecurity strategy, you can proactively protect your business from cyber attacks and ensure continuity in operations. CBT can help guide organizations through this seemingly abstract technology.



CISA Website: <https://www.cisa.gov>.
California Business Technology website: <https://cbt.io>

COLD STONE CREAMERY

National Ice Cream Day!

50% off ice cream!
July 21 only 4-8pm!

Raffles and games!
Free giveaways!

Free face painting & balloon animals



Ice Cream Made Fresh!

Pleasanton Cold Stone Only!
3040 Bernal Avenue, #310

Ribbon Cuttings



Creating new jobs, stronger economy



www.AireServ.com/Pleasanton

AireServ of Pleasanton – HVAC — Congratulations to AireServ of Pleasanton upon their grand opening. Your Pleasanton Air Conditioning & Heating Experts. Look no further than Aire Serv® when you need high-quality heating and air conditioning services. We have been providing top-tier HVAC services throughout North America since 1992. At Aire Serv of Pleasanton & Dublin, our HVAC experts pride themselves on consistently delivering outstanding service to all our commercial and residential customers. Located at 7026 Koll Center Parkway, Suite 211, Pleasanton.



www.wearewellnest.com

The WellNest Company — Founded in the East Bay, the WellNest Company was built to serve our local community, and especially our beloved seniors, through innovation. With Health and Wellness being fundamental priorities, The WellNest Company is committed to providing our communities with the safest and highest quality of products and services. The WellNest Company believes we can help our planet and provide safe and reliable housing options by creating a better tomorrow, today, through sustainable and renewable products. With diverse partnerships, the WellNest company is a world-class provider of ADUs, Tiny Homes, and accompanying services. Located at 6450 Trinity Court, Suite A, Dublin.



towneplacesuites.marriott.com

TownePlace Suites — Congratulations to TownePlace Suites upon their grand opening. TownePlace offers suites with full kitchens, complimentary hot breakfast, free Wi-Fi, and more. Whether you're staying with us for the night, weekend, month, or longer, TownePlace Suites by Marriott is designed to provide everything you need to live life uninterrupted. Located at 7260 Johnson Drive, Pleasanton. To book a room, visit their website.



www.APDsmile.com

Alameda Pediatric Dentistry & Orthodontics — Alameda Pediatric Dentistry & Orthodontics has moved to a new, state-of-the-art facility at 4471 Stoneridge Drive! Recognized with the 2023 Pillars of Pleasanton Award, they have been serving families in Pleasanton for over 15 years. The dental practice features private treatment rooms, family rooms, increased appointment availability, and enhanced services including laser dentistry and same-day orthodontics. They specialize in being able to treat all kids, including those with special needs. New patients under 24 months old can enjoy a complimentary “Baby’s First Smile” visit. Call today to learn how their approach helps prepare children for a lifetime of healthy smiles! (510) 521-5437.



www.pbxpizzas.com

PBX Pizza — Experience the Perfect Indian Fusion Pizza at PBX Pizza! Blend the rich flavors of India with classic Italian pizza. PBX Pizza’s menu features innovative dishes like Butter Chicken Pizza with creamy spiced chicken and Paneer Tikka Pizza with marinated paneer and vibrant veggies. We use the freshest ingredients, traditional Indian spices and authentic Italian techniques to create unique, mouth-watering pizzas. Located at 3283 Bernal Avenue, Suite 103, Pleasanton. Visit their website for the entire menu.

Learn • Grow • Empower



Pleasanton Young Professionals

Pleasanton Young Professionals Networking Mixer

July 11
5:00 – 7:00 p.m.

McKay’s Taphouse & Beer Garden

252 Main Street, Pleasanton

Free Raffle • No Host Bar

Free admission for Chamber members.
Guests - \$10

Please register in advance to help us get an accurate headcount.

