

Business Connection



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

September 2024

US. Foods Helps Local Restaurants Across the Region “Make It”

US. Foods is proud to be a part of the Livermore, California community where we serve thousands of food service customers such as independent restaurants, schools and hospitals, across the region. We take great pride in providing our customers with what it takes to run a kitchen and thrive in their communities. At US. Foods Livermore our 509 dedicated associates uphold our promise to help our customers “Make It” with more quality products, more

technology tools, more expert support, and more flexible delivery options to keep their business thriving. We understand the everyday challenges faced by our food service customers and we’re here to help them overcome those challenges.

An unmatched portfolio of US. Foods Exclusive Brands

At US. Foods we offer our customers a selection of more than 400,000 products, but as important are our 22 private label brands

that bring our US. Foods customers the highest quality and value products to help bring profitable solutions to their menu. By focusing on innovative, labor-savings products that can be used across the menu, we know how to bring the right differentiated products to our customers to help their menus attract and retain diners. We offer our customers a wide variety of on-trend products including solutions that offer locally sourced, sustainable and well-being attributes to

ensure the customer can appeal to the ever-evolving dietary and lifestyle preferences of their diners.

A powerful team-based selling approach

Delivering our customers the highest quality products isn’t where we stop. At US. Foods, we offer a total team approach to supporting our customers, powered by our dedicated customer support teams, product specialist, restaurant operations consultants and Food Fanatic Chefs. Our Food Fanatic Chefs have extensive experience and years of firsthand knowledge in the industry and are there to help our customers boost their profitability and growth. Many of our restaurant operations consultants are former small business owners themselves, having cut their teeth owning and operating their own restaurants and we are one of the only foodservice providers to provide this type of consultative support from experts who can truly understand what it means to walk in the operator’s shoes. From menu engineering and profitability to staffing and labor to finance and cost management, our experts are there to help our customers navigate any hurdles that are holding them back.

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Sister City Association
iilmcraft

With over 22 years of dedicated service, Dan Geissbuhler serves as the US Foods Nor Cal Area President, bringing extensive experience and leadership to the organization. A passionate sports fan and avid cyclist, Dan combines a love for teamwork and endurance both on and off the job, continually driving success and fostering a collaborative environment.



GOLD



SILVER



BRONZE



PLEASANTON CHAMBER OF COMMERCE EXECUTIVE LEADERSHIP TEAM

Board of Directors

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Chair-Elect

Arne Olson,

Retired/former City Council member

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Ken Norvell, CMIT Solutions of Pleasanton

Vice-Chair, EDGR

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Past Chair

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Billy Buckley, ENT Networks, Inc.

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Shelley Despotakis, Fidelity National Title

Shareef Mahdavi, Merchant Advocate

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David Wong, David Wong Chiropractic

Community Foundation

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Vice Chair

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Alameda County Fair Association

Nancy Moorehead, BeautyCounter

Jamie Renton, Pleasanton Unified School District and 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

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Co-Chair

Nina Pomeroy, Nina Pomeroy Agency, Inc.

Pleasanton Young Professionals

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James Cooper

Membership Director

Dawn Wilson

Business Operations Manager

Yianna Theodorou

Events & Communications Coordinator

Kate D'Or

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

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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

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New Friends

The Pleasanton Chamber of Commerce, a hub for business networking, plays a significant role in introducing individuals to new friends! Of course, its primary purpose is to bring together business owners, entrepreneurs and professionals to foster a supportive environment where relationships can flourish. Here's how the Chamber of Commerce can help you expand your social and professional circles, while making some new friends.



Shawn Henley
Board Chair
Pleasanton Chamber

"Networking Events"- Our Pleasanton Chamber regularly hosts networking events, such as mixers, luncheons and trade shows. These gatherings are designed to create opportunities for members to meet and engage with one another in a relaxed setting. Whether you're new to the area or looking to expand your network, these events are ideal for making new connections. Our Chamber recently held a mixer that was attended by over 100 people and hosted by Pleasanton's Museum on Main. We got to hear from longtime curator Ken MacLennan and Executive Director Tony Cruz, while our members and guests enjoyed food, drinks and friendly conversation. My favorite part of the Chamber's monthly Mixers is when I get to introduce our

newest members and they each get to tell us a little bit about their business and what they do. These Mixers really are a lot of fun and typically are hosted at a different location every month. They are held on the 2nd Wednesday of each month from 5:00pm to 7:00pm. I'd really like to encourage you to come and enjoy the good time! You can find information about our upcoming mixers at www.Pleasanton.org

Speaking of "good times," one of my favorite events of the year is our upcoming Chamber Golf Tournament being held September 26th at Callippe Preserve Golf Course in Pleasanton. This happens to be the Chambers biggest fundraiser of the year, but it also happens to be one of our most FUN events of the year...so you won't want to miss it! Also mark your calendars for Wednesday November 13th which happens to be the date for our Fall Tradeshow Mixer. This event is widely attended and promises to be lots of enjoyment networking with other professionals.

Don't forget, check out our website www.Pleasanton.org and under "Menu" click on the Events tab, look for the event you're interested in attending and then come join the fun and be prepared to make some new friends!

Pleasanton Young Professionals: Connecting Through Networking and Community Service with Local Non-Profits

Non-profits have always been the cornerstone of our communities. They are filled with passionate people who want to make a difference in their community and to make sure to help those in need. We are trying our best to help them any way we can. Some of our board members spent a Saturday morning at the Pleasanton Farmers Market volunteering for Big Bay Ray, a non-profit organization that supports horse and donkey rescues and



David Wong
Board Chair
Pleasanton Young Professionals

rehabilitation. These services will provide food, veterinary services, shelter, and companionship to the many neglected horses. We helped by spreading awareness and educating others about their mission, as well as selling sewn bags made by volunteers within the Tri-Valley that helps them support their cause. Big Bay Ray partners with a different rescue each year, and they raise money all year to allow them to feed and care for their horses. It was such a great experience to

be with the community and have met a lot of people who went out of their way to donate to the non-profit. Gretchen Kyle, the founder of Big Bay Ray stated, "Community is about doing, and this group is doing community. Fundraising and money are important to a non-profit but others giving of their time makes all the difference. Big Bay Ray has only a few volunteers and no one gets a salary. We need volunteers to help us to educate people about our

cause and have the chance to fundraise. A few people cannot do this often, it's a lot of work. Fundraising is a great way to bring people together. I want to express how appreciative I am to this energetic young group. It takes a village."

Another non-profit we've been supporting this year is the Assistance League of Amador Valley (ALAV). We recently closed our School Drive, where we've collected school supplies and backpacks to give to college-ready fos-

Small Businesses

Small businesses are the foundation of our business community. They employ nearly half of all workers, yet 75% of them have no employees. For these business owners, life is defined every day by the effort to achieve success. Finding and serving customers, managing staff (if there are any), dealing with vendors, paying bills, tracking inventory, and more fill every moment.

Not every business survives. The Small Business Administration (SBA) points out that about 20% of all small businesses don't make it through their first year, and 50% close by year five. The effort to run a business can be overwhelming, and not every business idea is viable at the beginning. The organization needs to learn how to survive, and then how to thrive. In other words, they need resources.

In every county in the United States, there is (or should be) a Small Business Development Center, or SBDC. This SBA-funded organization exists for one reason: to support small business. They offer one-on-one counseling, seminars and workshops focused on starting and growing a business. Topics covered include marketing, HR, legal, accounting, and how to start a business. Most of their

services have little or no cost to the business, other than your time.

These resources are available to non-profits as well. Non-profits are a significant contributor to our economy, with 1.5 million organizations employing 10% of all workers and generating over 5% of the United States' GDP. They are also small businesses that need to generate revenue to pay bills and staff salaries.

Another organization that is here to help local businesses is the Pleasanton Chamber of Commerce. Your local Chamber functions like the hub of a wheel, serving as the starting point for businesses in search of resources. We link you to the solution(s) that are available to address your particular issue. In some cases, we organize local presentations and webinars, or partner with companies that provide that service. We can also refer you to the SBDC, SCORE (the Service Corps of Retired Executives), and other organizations that help businesses thrive.

Running a business is hard, but there are resources all around you that help make it easier. Don't know where to start? Contact the Pleasanton Chamber of Commerce!



James Cooper
President/CEO
Pleasanton Chamber



Sara Taeb, Coastal Payroll, David Wong DC, and Melina Hollar, DB Standard Home Inspection volunteer in support of Big Bay Ray.

ter students and books to foster kids to read to their biological parents. Thank you everyone for their contributions to the drive, we were able to collect a lot! Near the end of this month, we will also be volunteering with ALAV for their Operation School Bell® - Clothing the Children program, their signature philanthropic program where



School supply drive in partnership with Assistance League of Amador Valley.

they invite Tri-Valley students (TK-8th grade) in need to a local Kohl's at a designated time to shop with a volunteer. Each student would leave with a pair of pants, top, a warm jacket, a pair of shoes, and any other school appropriate clothing item, as well as a reading book, and a dental kit. The goal is

(continued on page 6)

Fremont Bank and Pleasanton Chamber of Commerce celebrate nearly 30 years of collaboration

In the vibrant heart of suburban Pleasanton, enveloped by an ever-evolving landscape of commerce and community, sits a testament to dedicated collaboration and mutual support. For nearly three decades, the partnership between Fremont Bank and the Pleasanton Chamber of Commerce has thrived, embodying a commitment to local prosperity and economic growth.

“The partnership between Fremont Bank and the Chamber really is mutually beneficial,” said Brian Gentry, Fremont Bank VP, Wealth Management Private Banker. “As a former Chamber board member, I’ve witnessed firsthand how a powerful network for professionals can gain visibility into the Pleasanton community while staying informed about important issues affecting businesses and the city. Fremont Bank has had a front-row seat to the action.”



Fremont Bank first opened a branch in Pleasanton in 1996, and today the financial center is at 6654 Koll Center Pkwy. Gentry’s tenure on the board lasted for eight years, and he was awarded the Chairman’s Award in 2018 for his service to the Chamber. For its part, Fremont Bank has been a bronze-level Chamber of Commerce member for approximately 10 years. This distinction allows Chamber website visitors to click on the Fremont Bank logo and link directly to the bank website.

A friendly rivalry has also developed over the years with Fremont Bank sponsoring – and winning the corporate challenge two years in a row – the Chamber’s annual golf tournament held at Callippe

Preserve Golf Course. The next golf tournament will be held September 26, and Fremont Bank is keen to defend its title.

The alliance isn’t all about networking and playing golf, though. A major portion of the ongoing connection is related to Fremont Bank Foundation’s philanthropic efforts that benefit Pleasanton nonprofits and organizations.

The Foundation’s long list of giving outreach includes:

- Pleasanton Partnerships in Education – sponsors its Run for Education and gala every year
- Alameda County Fair Foundation – often sponsors the garden party and is a founding donor to “The Farm” educational space
- Axis Community Health – funded the Pleasanton clinic when it was built in 2014
- Tri-Valley REACH – sponsors its gala every year, plus provided



Julie Zhu, Vice President of Nonprofit Group, Fremont Bank, presents a check to Open Heart Kitchen Executive Director, John Bost, and Development Director, Denise Boulter.

- funding for upgrades and repairs for its houses
 - Open Heart Kitchen – funding helps provide meals to Pleasanton seniors
 - Valley Humane Society – sponsors the annual gala
- “Our strong ties to the Pleasanton Chamber of Commerce open doors

of philanthropic opportunity for our Foundation,” said Julie Zhu, Vice President of Fremont Bank’s Nonprofit Group. “By giving back to organizations in Pleasanton, we’re investing in the future of a community, cultivating its long-term potential, and fostering lasting change through thoughtful action.”

Business Spotlight

Alert 360 Home & Business Security: A Legacy of Security Since 1973

Founded in 1973, Alert 360 has grown to become one of the largest and most trusted security companies in the United States.

For over five decades, they’ve been at the forefront of protecting homes and businesses across the nation. As one of the oldest licensed alarm monitoring providers, they’ve built a legacy based on innovation, reliability, and unparalleled customer service.

Today, Alert 360 offers a wide range of services tailored to meet the diverse needs of their customers. Whether you need a single security item or a complete package, they provide:

- Home & Business Security Systems and Video Monitoring
- Safety Devices
- Smart Home Systems
- Intrusion Detection
- Access Control
- Energy Management
- Multi-Location Management
- Mobile Video Surveillance

Alert 360’s state-of-the-art monitoring centers operate 24/7, ensuring that their customers are always protected.

With two decades of experience in the security industry, Dave Olson, Security Consultant, has seen it all. When asked about his favorite aspect of his job, Dave’s answer reflects his deep commitment to his customers: “I care about people and this role allows me to help my customers protect their families, homes, and businesses.”

Dave’s dedication is evident in the way he goes above and beyond for those he serves. He recalls one of his favorite success stories, highlighting the



David Olson was born and raised in Pleasanton. His family’s history is here. Helping to keep this community safe matters to him greatly.

power of Alert 360’s cutting-edge video surveillance and live camera monitoring. “One of my customers was away on vacation when his business experienced an attempted break-in. Thanks to our proactive approach, we alerted the police at the start of the intrusion and guided them to the criminals’ location on site. The police were able to apprehend the knuckleheads before any damage or theft could occur.”

Dave’s passion for helping others and his expertise in security are just a few reasons why Alert 360 Home and Business Security continues to be a trusted name in the industry. His story is a testament to the impact that dedicated professionals can have in protecting what matters most. Call or email Dave Olson @ 916-719-4531 or David.Olson@alert360.com.

Website: www.alert360.com/locations/home-and-business-security-sacramento



Business Spotlight

Pak Mail of Pleasanton: A Trusted Community Resource Since 1989

Pak Mail of Pleasanton, located at 5424 Sunol Blvd., Suite 10, has been a cornerstone of the local business community since 1989, providing essential services to residents and businesses alike. In 2017, Reza Mohammady took the helm as the owner, bringing a wealth of experience and a fresh perspective to the business.

Meet the Owner: Reza Mohammady

Reza’s journey to becoming a business owner is as unique as it is inspiring. Before taking over Pak Mail of Pleasanton, Reza spent nine years working overseas with the Department of Defense as a civilian contractor, where he honed his skills in logistics and project management. Prior to that, he spent over two decades as a telecom engineer in Silicon Valley, navigating the fast-paced world of technology.

Owning Pak Mail of Pleasanton is Reza’s first experience as a business owner, and he’s embraced it with enthusiasm. He enjoys the freedom and flexibility that come with running his own business, especially the lack of a long commute. The ability to plan his daily activities and directly interact with customers has made this venture both rewarding and fulfilling for him.

Pak Mail of Pleasanton offers a wide array of services designed to meet the diverse needs of the community:

- Domestic and International Shipping: Reliable shipping services with all major carriers, including options for less-than-truckload (LTL) freight.
- Packaging & Crating



Reza Mohammady receiving his new member plaque by Board Chair, Shawn Henley at recent chamber mixer.

- Notary Services
- Passport Photos
- Mailbox Rentals
- Shredding Services
- Printing
- Livescan Fingerprinting
- Key Cutting
- A selection of retail items to complement your shipping and packing needs.

Reza and his team are committed to providing exceptional service and building strong relationships with their customers. Whether you need to ship a package across the globe or simply get a document notarized, Pak Mail of Pleasanton is your one-stop shop for all your logistical needs.



Visit Pak Mail of Pleasanton at 5424 Sunol Blvd., Suite 10, Pleasanton. (925) 462-2292 | www.pakmail.com/stores/pleasanton-pak-mail

Business Spotlight

“Now it’s YOUR turn to get Vegucated,” says Chef Lisa Books-Williams

Chef Lisa Books-Williams is a plant-based personal chef who offers a wide range of services, including therapeutic cooking classes, recipe development, corporate wellness presentations, and health education. With a Master of Science in healthcare, Chef Lisa combines her expertise in nutrition and therapy to teach people how to heal through food. Her approach emphasizes the impact of diet on health, cognition, and emotions, and she aims to empower individuals to take control of their well-being through mindful eating.



Lisa Books-Williams

based program for Kaiser hospitals, where she continues to teach patients and staff.

Lisa’s mission is to help people thrive by teaching them how to prepare nutritious, health-promoting meals in a fun and inclusive environment. She believes in the power of food to transform lives, saying, “Your health is your wealth! Heal with your meals!” Her classes have led to significant health improvements, with participants reversing type 2 diabetes, lowering blood pressure, and reducing medication use through simple dietary changes.

Chef Lisa emphasizes that while genetics play a role in your health outcomes, diet and lifestyle are key factors within our control. She encourages those seeking change to embrace the possibility of a healthier future through mindful eating.

Everyone is invited to attend her next free workshops:

- Let’s Beat Breast Cancer Rally: October 12, 2024, 11am-1pm, at the Pleasanton Senior Center, 5353 Sunol Blvd., Pleasanton.
- Happy Healthy Holidays: November 23, 2024, 1pm-3pm, at the Pleasanton Library, 400 Old Bernal Avenue, Pleasanton.



Chef Lisa

For more information visit cheflisaveg.com. To register for the free workshops, email or call Lisa Books-Williams at Lisa@ThriveHolistic.com or (925) 989-1811.

Business Spotlight

Unlock Your Best Self with Gameday Men’s Health: A Game-Changer for Men’s Wellbeing

Gameday Men’s Health is a men’s health and wellness clinic helping men get their lives back on track and feeling like themselves again. We offer men the opportunity to feel their best through Testosterone Therapy Replacement, Vitamin Therapy, Erectile Enhancement Treatment, and Weight loss treatment provided by a licensed clinician, tailored to their unique body needs.

We are proud to offer a comfortable man-cave style clinic within a house accredited lab that produces test results within 10-15 minutes. Our friendly medical staff prides themselves on seeing our new patients and providing them with an effective and customized treatment plan within a 45-minute visit, all based on their test results! At Gameday Men’s Health you get a unique experience where you can get your lab work done, meet with a licensed clinician to determine a plan suited for your unique needs, and get your first treatment all in one visit and all in less than an hour!

Owners Steve and Shannon Fanning, who have extensive experience in the corporate healthcare industry, relocated their family to the East Bay in 2022. Their dream has always been to establish a family business that promotes healthier living within the community. Gameday was founded in 2018 and began franchising in 2022. They feel that everyone has the right to feel their absolute best. At

Gameday Men’s Health, they will help you feel your best with a customized plan. It’s as easy as 1-2-3. 1, get your lab work done on site in 15 minutes. 2, meet with a licensed clinician to review your results and set you up on a customized plan. 3, get your first treatment. All in less than an hour!

The Pleasanton clinic, located at 4683 Chabot Drive, Suite 203, Pleasanton, is the first of three clinics to open in the East Bay. Gameday opened this summer in August. They are offering great promotions during their opening months! Please stop by for a free lab test and consultation. Your health is important! To make an appointment click the QR code or contact us at 925-255-1120.



To learn more about us at Gameday you can go to:

www.instagram.com/gameday_pleasanton
www.linkedin.com/company/game-day-mens-health-pleasanton
gamedaymenshealth.com/pleasanton/
www.gamedaymenshealth.com



Monday, October 21

Castlewood Country Club, Pleasanton

BENEFITING HOPE HOSPICE

Two Ways to Play

Option 1 – Traditional 100-Hole Marathon

Full day | Private play on Valley Course | Three meals + beverages

Option 2 – Steve Thompson Skills Challenge

Four hours | 10 skills games | Snacks + beverages

Register today! Hope100GolfMarathon.com (925) 829-8770

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.

Give today!

Scan to give:



Business Spotlight

Sterling Certified Public Accountants, Inc.: Tailored to the Unique Needs of Both Individuals and Businesses

Sterling Certified Public Accountants Inc. is a leading firm in the accounting industry, distinguished by its exceptional service and client-centric approach. Founded by Evelyn Saunders and Chetan Shah, the firm has established a reputation for reliability and expertise.

Evelyn Saunders, a highly regarded CPA, brings decades of experience in tax planning, financial consulting, auditing, and business advisory services. Her meticulous approach and deep understanding of financial complexities have earned her widespread



recognition. Alongside her, Chetan Shah contributes his extensive knowledge in corporate finance and strategic planning, adding a dynamic edge to the firm's leadership.

Sterling CPAs offers a comprehensive suite of services tailored to

the unique needs of both individuals and businesses. From tax preparation and planning to financial consulting, the firm ensures that clients receive top-tier, customized solutions. Their diverse client portfolio

includes small businesses, large corporations, non-profits, and individuals. The firm's expertise spans various industries, such as healthcare, real estate, manufacturing, and technology, positioning Sterling CPAs as a versatile partner capable of

addressing a wide array of financial needs.

What sets Sterling CPAs apart is their unwavering commitment to personalized service. Evelyn, Chetan, and their team believe in fostering strong, long-term relationships with clients. Understanding that each client has distinct financial goals and challenges, they offer tailored solutions that drive success. This client-first philosophy has earned them long-term loyalty and numerous accolades in the industry.

The firm's dedication to staying abreast of industry trends and regulatory changes ensures that clients

receive the most accurate and up-to-date advice. Continuous professional development is a cornerstone of Sterling CPAs, reflecting their commitment to excellence and innovation.

In conclusion, Sterling Certified Public Accountants Inc., under the expert leadership of Evelyn Saunders and Chetan Shah, epitomizes the highest standards in the accounting industry. Through personalized service, comprehensive expertise, and a forward-thinking approach, they empower clients to achieve their financial goals and secure a prosperous future. For those seeking a reliable and expert accounting partner, Sterling CPAs is a trusted name synonymous with excellence and integrity.

For more information, visit their website at www.sterlingcpas.net

US. Foods

(continued from page 1)

The right digital tools to help operators run their business with ease

From our industry-leading e-commerce online platform, MOXe to our suite of digital solutions, all of us at US. Foods want to ensure that our customers have the right tools, technology and resources to help their business succeed. With MOXe our first-to-market all-in-one ecom-

merce platform, our customers get more speed, confidence and control over their operations and ordering processes. MOXe is a one-stop shop to find innovative products, manage orders and track deliveries ... all from a phone, tablet or computer. Our CHECK Business Tools programs offers our customers access to all of the right tools to help them drive traffic, Simplify staffing and modernize operations. For healthcare customers, we offer a unique solution in our VITALS program, which offers healthcare operators an

unmatched assortment of industry-leading business and menu solutions specifically designed for them. Whatever the customer type or issue to navigate, US. Foods has the right tools and resources to help our customers succeed.

A commitment to our communities

With communities across the country facing unprecedented challenges, US. Foods harnesses the power of food to empower communities in need with nourishment and opportu-

nity. As an extension of our Promise to help our customers "Make It," our Helping Communities Make It program enables US. Foods to help meet the growing needs of this moment and make a meaningful difference where we live and work. Our efforts are focused on hunger-relief, disaster-relief and culinary education – strategic focus areas where we can continue to make the greatest impact. US. Foods and our associates have donated more than \$12 million in food, supplies and monetary contributions to

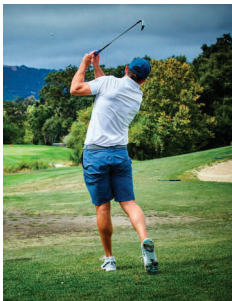
address hunger-relief efforts across the country throughout 2023, the equivalent of approximately 5 million meals or approximately 225 truckloads of product, through its corporate hunger-relief campaigns. Since 2007 US. Foods has donated more than \$170 million in food and supplies to Feeding America network food banks.

At US. Foods, we are committed to helping our customers, associate and communities succeed and we are honored to be a part of this growing community.



Pleasanton Chamber Annual GOLF OUTING

Thursday, September 26, 2024
Callippe Preserve Golf Course



Fun, Sun, and Golf!

Golfers will enjoy 18 holes of scramble golf, lunch, dinner and prizes. The event is open to the public.

The golf outing has served as the chamber's primary annual fundraising event, attracting more than 120 golfers and numerous sponsors. Golfers of all skill levels are welcome and encouraged to participate. From the putting contest at the beginning to the theme hole sponsors, Beat the Pro challenges, and other contests throughout the day, to the prize giveaways during dinner at the end, it's just a fun way to spend the day on a beautiful golf course!

For more information or to sign-up for the golf outing, visit the chamber's website Pleasanton.org, email events@pleasanton.org or scan the QR code.



SPONSORS



Pleasanton Chamber of Commerce FALL TRADESHOW MIXER

November 13, 2024

5:00—7:00 p.m.

Pleasanton Marriott

11950 Dublin Canyon Road

Pleasanton

- Free to Attend
- Open to the Public!
- 40-45 Business Vendor Tables
- Complimentary Snacks & Beverages
- Exclusive Drawing Prizes
- Networking Opportunities

Don't Miss Out!

This is the perfect opportunity to meet new people, explore what local businesses have to offer, and enjoy a casual evening out. Bring your friends, colleagues, and anyone interested in a night of networking fun!

VENDORS

This is the perfect platform to show the public what your business is all about. The chamber takes care of drawing a crowd, while you create an inviting booth space. Connect with hundreds of fellow members, the local business community, and potential clients.

Cost for members to be a vendor: \$350
Cost for non-members to be a vendor: \$475

All vendors must register no later than November 8th



HOSTED BY



Membership Anniversaries



During the past two months, nearly 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

Castlewood Country Club

51 Years

Pleasanton Art League

42 Years

Lupeika, Walt, CPA

35 to 40 Years

Hacienda Child Development Center and School

Mercedes Benz of Pleasanton

Pleasanton Tulancingo Sister City Association

Mavridis Investments

Valley Tire Service

30 to 34 Years

Keystone Adult Learning Center

Gene's Fine Foods

Schwaegerle, Gary-Schwaegerle, Realtors

Rotary Club

of Pleasanton North

Hope Hospice

25 to 29 Years

Oracle

Tri-Valley Tax & Financial Services, Inc.

Rosewood Commons

Robert Half

Pleasanton Police Officers Association

20 to 24 Years

SafeAmerica Credit Union

UNCLE Credit Union

Quarry Lane School, The

Goodguys Rod & Custom Association

15 to 19 Years

CJM Association Services, Inc.

Adams Pool Solutions

Heritage Estates

CMIT Solutions of Pleasanton

JL Consulting, A Professional Accounting Corp.

LPL Financial

Summit Financial Group, LLC

Shaklee Corporation

Workday, Inc.

Chase Electric

10 to 14 Years

Mortensen & Son

PMZ Real Estate

Parkwest Casino 580

Pleasanton Girls

Softball League

Spinal Health Chiropractic

Creekview Health Center

Pleasanton Community

Concert Band

5 to 9 Years

CalEnergy Corporation

HERS Breast Cancer

Foundation

All Natural Stone

Community Resources for

Independent Living (CRIL)

Inklings Coffee & Tea

Triangle Construction

Tri-Valley Inc.

LifePlan Lawyer

Huntington Learning Center

Lloyd Steere - eXp Realty of California

Dublin San Ramon

Services District

Boisset Collection-Shelley

Goldblum WinePro

PYT Construction Corp.

Brookwater Irrigation

Consultants

La Roza Construction Inc

Alameda County General

Services Agency

Poppy Bank

1 to 4 Years

Fusion 3 Salon

DoorDash, Inc.

Gracie Custom Creations

Zachary's Chicago Pizza

Much Ado About Pizza

Emerald Valley

Senior Living

Teriyaki City Grill

Alert 360 Security

Accardo Financial &

Insurance Services, Inc.

Vivek Mohan

Longevity Members

The Arts: A Pillar of a Thriving Community

The Pleasanton Art League (PAL) believes that the arts are fundamental to unlocking individual potential and enriching the community. Dedicated to this mission, the Pleasanton Art League supports facilities, educational programs, and events that foster the sharing of ideas, the display of artwork, and meaningful connections among people. Committed to making the visual arts an integral part of life in the Tri-Valley Area, the Pleasanton Art League works to create an environment that embraces creativity and its expression.

PAL is a 501(c)3 charitable non-profit organization established in 1969. Its mission is to foster the growth and development of its members' creative talents, catering to artists of all skill levels—from beginners and hobbyists to professionals. They also welcome art lovers and patrons who support the arts. The Pleasanton Art League (PAL)



offers a variety of services to its members designed to support the artistic growth and community engagement of all members, from beginners to seasoned professionals, including:

- **Monthly Meetings:** These feature discussions and demonstrations by established art professionals and are held jointly with the Livermore Art Association and the Dublin Art Collective.

- **Exhibition Opportunities:** Members have access to local venues for exhibiting their work

in both group and solo shows. This includes the PAL rotating Art Circuit and other PAL-organized shows.

- **Workshops and Demonstrations:** PAL provides access to exciting workshops and demonstrations led by master artists, often featuring nationally known instructors.
- **Online Gallery:** Members can showcase their artwork in an online gallery.

Mark your calendars to view the 17th annual Fall Members' Show, October 19 through December 21 at the Firehouse Arts Center, 4444 Railroad Avenue, Pleasanton.

To contact PAL, email to info@pal-art.com or write to them at Pleasanton Art League, P.O. Box 23, Pleasanton, CA 94566.

The Pleasanton Chamber appreciates the long-standing membership of the Pleasanton Art League, which joined the chamber in 1973 and has been a valued member for 51 years.

Unmatched Personalized Service with a Commitment to Excellence

Walt Lupeika, Certified Public Accountant is dedicated to providing close, personal attention to their clients, drawing on years of advanced training, technical experience, and financial expertise. Their investment in continuing education, state-of-the-art technology, and strong business relationships reflects a commitment to excellence.

Our firm offers a wide range of services to our individual and business clients. Because our firm is relatively small, our clients benefit by getting personalized, quality service that is beyond comparison.

Providing financial information to our clients in a timely and accurate manner is a commitment that we feel cannot be compromised. Meaningful, well-organized financial records ensure that your business operations will run more efficiently. Our firm provides a full range of cost-effective accounting services including General ledger & financial statement preparation, Bookkeeping (Monthly/Quarterly/Annual), Accounting system setup for new businesses, Computerized



payroll services, Business tax return preparation (Sales & Use/Business Property), Personal financial statements, and Litigation support.

We prefer to take a proactive vs. reactive approach to tax services. By keeping current on new tax laws and legislation, we are in a position to identify key tax planning opportunities that minimize both your current and future tax liabilities. We provide our individual and business clients with the taxation expertise and knowledge that they deserve throughout the year. Tax services offered include but are not limited to: Tax planning & return preparation for Individuals, Corporations, Partnerships, LLCs/LLPs, Estates, trusts & gift, 1099 & 1096 Preparation, Fuel Tax Returns, Heavy Vehicle Taxes, Tire Recycling Taxes, Taxing authority representa-

tion, Divorce and support issues, Tax effects of buying/selling a business.

Visit our website for a comprehensive list of the wide range of business and financial services. We have also included useful resources such as informative articles (in our Newsletter section) and interactive financial calculators (in our Financial Tools section). In addition, we have taken the time to gather many links to external Websites that we felt would be of interest to our clients and visitors (in our Internet Links section). Please feel free to contact us with any questions or comments you may have - we'd love to hear from you. We pride ourselves on being proactive and responsive to our clients' inquiries and suggestions.

Walt Lupeika, Certified Public Accountant, 5510 Sunol Blvd., Suite 4, Pleasanton, CA 94566. Phone (925) 846-9540. www.lupeika.com

The Pleasanton Chamber appreciates the long-standing membership of Walt Lupeika, Certified Public Accountant, which joined the chamber in 1982 and has been a valued member for 42 years.

PYP

(continued from page 2)

to help children succeed in school by providing new school clothing and books to advance their reading skills. This program clothes nearly 400 students each year. If you're interested in getting involved with us, please contact us soon at pleasantonyoungprofessionals@gmail.com for more details. Volunteers must be 18 years or older to join.

In other news, we finished a Joint Networking Mixer with the collaboration of the Dublin Chamber of Commerce at the Dublin Technology Center Workspaces



Young Professionals from Dublin and Pleasanton chambers networking at Dublin Technology Center Workspaces.

last month. These collaborative events have always been the types of events we look forward to the most because of the reciprocity to

connect with other groups within their network, meet new professionals, and reach out further from Pleasanton and create awareness.

Business Spotlight

Introducing Kathleen Beaulieu and Pleasanton Family Wellness: A Sanctuary for Healing

Hello, Pleasanton community! I'm Kathleen Beaulieu, and I'm thrilled to introduce you to Pleasanton Family Wellness, a haven devoted to holistic health and healing. My practice is a labor of love, born from a profound personal journey that led me to embrace my true calling as a healer.

After experiencing a traumatic loss within my family, I found myself at a crossroads, seeking solace and meaning. It was through heartfelt conversations with loved ones and insightful guidance from a wonderful therapist that I discovered my gift for healing. With this newfound clarity, I took a leap of faith, transitioning from a completely different business to a world where I could genuinely make a difference in people's lives.

I pursued my passion for healing by attending massage therapy school, where I became licensed by the state of California. I further expanded my expertise by becoming a certified nutritionist and Reiki Master Teacher. These qualifications empowered me to establish Pleasanton Family Wellness,



a licensed medical office where clients receive comprehensive care tailored to their unique needs.

For over three decades, my practice has offered therapeutic massage, nutritional testing, and personalized consultations. In collaboration with two talented doctors, we analyze clients' blood tests to offer targeted nutritional guidance. When necessary, the attending doctor may recommend prescription strength supplements to aid in your health journey.

My work with cancer patients, through the Sandra J. Wing Healing Therapies Foundation, has been particularly rewarding. Although the foundation recently closed due to Sandra's retirement, my commitment to providing massage and nutritional coaching to cancer

patients remains steadfast. My massage therapy services activate the lymphatic drainage system, and can alleviate pain, stress, and improve sleep quality—benefits that can significantly enhance the quality of life for those undergoing treatment.

Additionally, I offer Infant Massage Classes, teaching new moms techniques to massage their babies. This can alleviate common newborn issues like gas, colic, sleep disturbances, and digestion problems, while promoting better muscle development and boosting immunity. I also provide therapeutic massage for pregnant women and am trained in treating anxiety associated with high-risk pregnancies.

In closing, I welcome you to experience the transformative power of holistic healing at Pleasanton Family Wellness. Together, let's embark on a journey toward renewed vitality and well-being.

Pleasanton Family Wellness Center, 1491 Cedarwood Lane, Suite A, Pleasanton. Phone: (925) 600-0503. Website: www.pleasantonfamilywellness.com

We invite you to join us at our open house on Saturday, September 14, from 12:00 to 4:00 p.m.



Kathleen Beaulieu

Business Spotlight

Mission Nxtgen: Breaking the Stigma of Mental Health

Mission Nxtgen is a dedicated non-profit organization that has been at the forefront of raising mental health awareness and education in the community for the past three years. Through a variety of services, including workshops, resources, sessions, and events both online and in person, Mission Nxtgen is committed to making a difference in the lives of individuals and families.



Pinky Mukherjee

The organization's vision is to expand its reach and connect with as many people as possible to break the stigma surrounding mental health. By serving an all-inclusive and diverse community, Mission Nxtgen takes pride in offering valuable awareness and education that is accessible to everyone.

Meet Pinky Mukherjee, the driving force behind Mission Nxtgen. With nearly ten years of experience working with families, adults, seniors, and students, Pinky understands the critical importance of mental health education. She has seen firsthand the devastating impact of mental health stigma,

which often leads individuals to avoid seeking help. In her work, Pinky has encountered countless people silently struggling with mental health challenges, including students in schools, colleges, and universities facing anxiety and depression, and individuals grappling with loneliness.

"Life is not a template," says Pinky. "Everyone is unique, and we can't copy and paste. Every program that we provide is designed for specific needs and we customize based on the requirements."

As a parent of a college student, Pinky has witnessed the real struggles that occur in high school, and as a mentor and family advisor, she has heard stories that inspired her to act. This passion led to the creation of Mission Nxtgen, where she now leads efforts to reduce the stigma associated with mental health and bring about positive change in the community. Pinky is always eager to connect with changemakers and explore new partnerships.

For more information or to get involved, email Pinky Mukherjee at missionnxtgen@gmail.com.

4TH ANNUAL FALL JOB FAIR

Thursday, October 3, 2024
4PM - 7PM

TRI-VALLEY CAREER CENTER
5860 Owens Dr, 3rd Floor, Pleasanton

Job Seeker Registration

tinyurl.com/5ejm4jp5

Over 50 employers from multiple industries are looking to hire you!

The list of employers can be found on the TVCC website

HOSTED BY:

For more information contact: Amy Miller - amiller@clpccd.org
www.trivalleycareercenter.org | www.trivalleychambers.org

Free Document Shredding Event

1st United Credit Union
Pleasanton Branch
5901 Gibraltar Drive

October 25, 2024
9:30 a.m. - 12:30 p.m.

For more details and shred dates, visit
1stunitedcu.org/shredevent.

Ribbon Cuttings



Creating new jobs, stronger economy



www.my.boissetcollection.com/shelleygoldblum

Boisset Collection – Shelley Goldblum Wine Pro — Congratulations to Shelley Goldblum as we celebrated Shelley's tenth anniversary as Ambassador and WinePro with Boisset Collection. Boisset Collection is an extension of the Boisset Tasting Rooms brought to your office or home showcasing exclusive award-winning wines from Buena Vista Winery, Raymond Vineyards, DeLoach Vineyards, Wattle Creek, and JCB Collection. Indulge your guests with a luxurious wine tasting. Whether your gathering is of wine novices or aficionados, or being hosted in person or online, all will be delighted by Shelley's engaging guided Tasting Experience. Shelley has achieved the WSET Level 1 certification. Contact Shelley at (925) 219-6875 or visit her website at my.boissetcollection.com/shelleygoldblum.



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Business Spotlight

Building Bridges: The Pleasanton Tulancingo Sister City Association's Mission to Foster Cultural Exchange and Friendship

In 1982, two Pleasanton businessmen, Bob Athenour (aka Señor Bob) and Steve Noble investigated the feasibility of a Sister City Program for our town. Tulancingo, Mexico was selected due to its proximity to transportation, interesting history, vibrant economy, and similarity to Pleasanton. On March 13th, 1984, the City Council of Pleasanton officially proclaimed Tulancingo and Pleasanton Sister Cities and chartered the Association.

The Mission of the Pleasanton Tulancingo Sister City Association (PTSCA) is to promote cultural exchange, goodwill and friendship between the two communities. The Association supports the Mission through the following:

- Develop and implement programs that directly promote cultural interactions between the two communities such



- as annual delegation visits and high school youth exchange
- Promote activities and programs in the Pleasanton community that showcase the Association and enhance local understanding and appreciation for Tulancingo and the Hispanic culture
- Provide opportunities for individuals to become directly involved in people-to-people activities that build lasting friendships and transcend cultural differences
- Act as a liaison between other service organizations like the Lions,

Rotary, and Soroptimists, in their philanthropic projects and activities in both communities and the high school Spanish clubs.

Each year, a select group of students from Pleasanton high schools has the opportunity to participate in a unique cultural exchange. First, they host students from Tulancingo for a month, fostering new friendships. Then, they travel to Mexico to live with their new friends' families for a month. Since 1985, hundreds of students have taken part in this exchange, creating lifelong friendships and lasting connections.

Most Americans know little more about Mexico than the troubles near the border and the locations of the resorts. Improving that knowledge is a primary mission of the PTSCA. The goal of the PTSCA is to improve understanding, communication, and friendship between two cities that



The family of association founder, Bob Athenour, at the unveiling ceremony in Tulancingo, Mexico.

have many things in common – except language. We learn from each other, give to each other, and explore our interesting differences.

“To really know and understand another culture, one has to immerse

themselves into the culture.”

For further information about, or joining our Pleasanton sister city with Tulancingo, Mexico, contact: president@ptsca.org or visit, www.ptsca.org.

Business Spotlight

ilimcraft - Guiding Leaders to Peak Performance

In a world of rapid business change, leaders need more than just expertise; they require insight, agility, and a clear vision - they need a guide. Enter ilimcraft, your partner, to achieve peak performance. ilimcraft is dedicated to empowering leaders to reach their highest potential.

Why ilimcraft?

At ilimcraft, founded in 2009, we believe that true success lies in aligning personal values with

business objectives. Our mission is to turn potential and passion into reality, ensuring that leaders not only achieve success but also enjoy the journey. Omar's extensive experience, including leading teams and strategies that resulted in 10x revenue and customer growth multiple times, has equipped him with unique insights into what it takes to scale businesses. He brings this wealth of experience to advisory and coaching, offering clients a blend of



Omar Nawaz
CEO and Founder

strategic thinking, practical advice, and deep empathy.

What Do We Do?

As a Business Coach, we help CEOs, Founders, Business owners, and Decision-makers achieve their goals with clarity, confidence, and balanced success. We focus on three key areas:

1. Awareness: Helping you see your desired outcome and current reality.
2. Action: Turning that vision into actionable plans.
3. Accountability: Keeping you focused on key actions for achieving your goals.

ilimcraft offers a range of coaching services tailored to your specific needs, including Executive

Coaching, Business Advisory, Leadership Development, and Strategic Planning.

Ready to unlock your full potential and achieve your business goals? Schedule a free consultation with Omar today! at www.ilimcraft.com or contact contact@ilimcraft.com.

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