

# Business Connection



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

March 2025

## Pleasanton Garbage Service: Keeping the Community Clean and Green

**P**leasanton Garbage Service (PGS) has been proudly serving both residential and commercial locations in Pleasanton for decades. As a locally owned and operated business, PGS considers the community part of its expanding family. The company understands that the issues and concerns affecting residents also impact them, driving their commitment to exceptional waste management and environmental sustainability.

PGS offers innovative collection programs and has earned the prestigious "Certificate of Sustainability." They actively collaborate with the City of Pleasanton and Alameda County's StopWaste.org to ensure efficient and eco-friendly waste management services.

### Comprehensive Waste Disposal and Recycling Services

The Pleasanton Transfer Station accepts all non-hazardous solid waste. However, treated wood is no longer accepted. While most disposal fees are standardized, heavier materials like dirt, concrete, sod, and rock are charged by the ton.

PGS also provides electronic waste recycling, accepting items such as televisions, computers, monitors, printers, and fax machines. A designated drop-off area is available, and fees vary based on the item(s) brought in.



**Pleasanton Garbage Service, Inc.**

### The Pleasanton Reuse Trailer

For residents looking to donate gently used items instead of discarding them, PGS offers the Pleasanton Reuse Trailer. Items such as bikes, bed frames, working small appliances, sporting goods, art, and furniture can be donated.

### A Legacy of Service

PGS was founded in 1969 by Tony Macchiano and Bob Molinaro, who built the company from the ground up while raising their families in Pleasanton. As the city grew from 12,000 to over 83,000 residents, so did PGS, expanding its services and infrastructure.

The company pioneered waste management innovations, opening Alameda County's first transfer station in 1976. In 1984, they introduced automated collection to improve efficiency and reduce worker injuries. By 1991, PGS established a Material Recovery Facility (MRF) to enhance recycling efforts.

### Committed to a Sustainable Future

As waste management challenges evolve, PGS remains dedicated to reducing the waste stream through



Our 1965 side loader garbage truck has been restored and can now be seen at local events and parades. This truck was used in providing daily service and was in operation until 1971.

recycling and source reduction. The company partners with the Go Green Initiative to promote environmental responsibility. PGS is also an esteemed member of the Pleasanton Chamber of Commerce and has been recognized with the Community Development Award.

For more information or to download the How-to-Guide for waste disposal, contact PGS at: (925) 846-2042 or visit [pleasantongarbage.com](http://pleasantongarbage.com).

Pleasanton Garbage Service employees demonstrate the recycling pickup process to two enthusiastic future team members in training!



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### GOLD



### SILVER



### BRONZE



## PLEASANTON CHAMBER OF COMMERCE EXECUTIVE LEADERSHIP TEAM

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

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Stay connected with the Chamber



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# POPPY BANK

## Poppy Bank Celebrates 20 Years of Growth and Community Impact

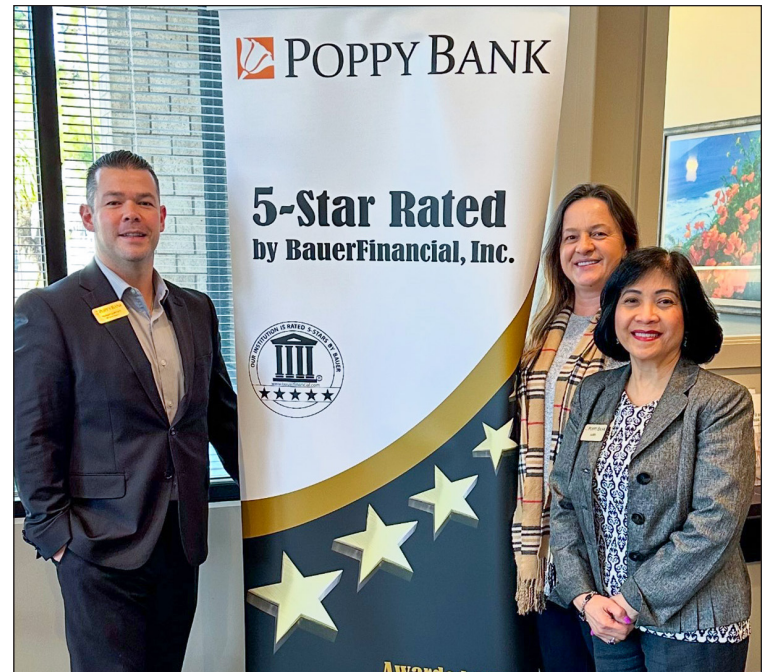
Poppy Bank proudly marks its 20th anniversary, celebrating two decades of success, growth, and commitment to the communities it serves. Established in 2005 in Santa Rosa, California, the Bank has grown from a single location to one of the largest California-based banks, with approximately \$7 billion in assets and 45 branch locations statewide by the end of this year.

Founded by a group of entrepreneurs led by majority owner and Sonoma County real estate developer Bill Gallaher, Poppy Bank was created to offer personalized banking solutions for individuals and businesses. With a steadfast focus on integrity, security, and innovation, the Bank has built a strong reputation, earning national recognition

from American Banker, ICBA, and S&P Global. SFGate recently named Poppy Bank the Best Regional Bank, and BauerFinancial consistently awards it a 5-star rating for financial strength.

Beyond financial success, Poppy Bank is deeply committed to giving back. The Bank has provided loans to local businesses and non-profits, financially supported over 100 community organizations, and dedicated thousands of employee hours to financial literacy programs.

"We are incredibly proud of what we've achieved in the past twenty years and the positive impact we've made," said President and CEO Khalid Acheckzai, who joined the Bank a decade ago when it had under \$1 billion in assets. "This milestone is a testament to our dedicated team,



Poppy Bank, Pleasanton Branch Team: Michael Gurevich, Judith Magat, and Edina Alibegic.

loyal clients, and the communities we serve. While we have much to celebrate, I believe this is just the beginning. The next twenty years will be even more exciting."

Poppy Bank's Pleasanton branch is located at 5870 Stoneridge Mall Road, Suite 100, serving local businesses and individuals with top-tier

banking services.

Looking ahead, Poppy Bank remains focused on expansion and innovation, ensuring its clients receive best-in-class services while continuing to support the communities it calls home.

For more information, visit [www.poppy.bank](http://www.poppy.bank).

## Empowering the Next Generation of Business Leaders in Pleasanton

In today's fast-paced business world, connection and collaboration are key ingredients for success. Recognizing this, the Pleasanton Young Professionals Group is dedicated to uniting motivated, ambitious individuals who are eager to share ideas, forge meaningful relationships, and drive business innovation within our community.

Founded by local leaders and driven by a passion for growth, our group was created with one mission in mind: to empower young professionals by providing a dynamic network that nurtures creativity and collaboration. Whether you're launching

a startup, climbing the corporate ladder, or exploring new career avenues, our community offers the perfect platform to connect with like-minded individuals who share your drive and vision. At the heart of our organization are our mixers, workshops, and coffee table meetings. These engaging events are designed to spark conversation and collaboration. Each event is carefully curated to create an environment

where ideas flourish, and every conversation has the potential to become the next big business breakthrough.

Members of the Pleasanton Young Professionals Group have



**Sara Taeb**  
Board Chair  
Pleasanton Young Professionals

already experienced firsthand the benefits of our collaborative approach. Many have found new business partners, launched successful projects, and even discovered mentors who have been instrumental in their professional growth. Joining this group opened doors I didn't even know existed. The mix of expertise and energy here is truly inspiring.

As we continue to grow, our commitment remains the same: to foster an environment where every young professional in Pleasanton can thrive. With plans to expand our event offerings, introduce new mentorship programs, and collaborate on community projects, the future looks bright for our network and for the local business community as a whole.

Join Us Today! Our network-

ing mixers are held the first Wednesday of each month from 5:00-7:00 p.m. Professional Development lunches are held on the third Wednesday of the odd-numbered months from 12:00-1:30 p.m. Links to register for mixers and lunches can be found on the Pleasanton Chamber's website, <https://business.pleasanton.org/events/calendar>.

If you're ready to be part of a vibrant, forward-thinking community that believes in the power of collaboration, we invite you to join the Pleasanton Young Professionals Group. Together, we can create a network where innovative ideas transform into thriving businesses, and every member has the support needed to reach their full potential.

This article celebrates the essence of the Pleasanton Young Professionals Group, highlighting the benefits of membership and inviting ambitious individuals to join in shaping a dynamic local business community.



## MEDITERRANEAN GROCERY & DELI

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# Nina Pomeroy Agency Inc. Celebrates 25 Years of Excellence in Luxury Headshot and Branding Photography

**N**ina Pomeroy Agency Inc., a premier luxury headshot and branding photography studio in downtown Pleasanton, celebrates 25 years of excellence and has set the professional standard for modern business headshots.

Pomeroy works with executives, actors and brand-conscious professionals in real estate and finance, helping them elevate their brands and make lasting impressions with premium headshots.

With unauthentic AI-generated images on the rise, Pomeroy brings over 25 years of experience to the Bay Area delivering carefully crafted images that represent her client's personality, authenticity and professional essence — something



**Nina Pomeroy Agency Inc**  
photography + branding

AI simply cannot replicate.

With over 425 five-star Google reviews, Pomeroy is known for her personalized coaching and direction in every session, whether in her studio or on location. Clients receive expert guidance to showcase their personality and confidence, creating impactful images that leave a lasting impression.

In addition to her photography work, Nina Pomeroy is a best-selling author of *OWN IT: The Essential Guide to Crafting Your*

*Authentic Personal Brand*, further solidifying her expertise in helping individuals present themselves with confidence and genuine impact.

Beyond her work in photography and branding, Pomeroy also curates exclusive private trips and workshops to Tuscany Italy, featuring personal brand photoshoots, private food and wine excursions, and accommodations at an award-winning boutique hotel.

As the agency celebrates this significant anniversary, it continues to

uphold its dedication to providing unparalleled photography services, ensuring each client receives a bespoke experience and exceptional imagery that stands the test of time.

### About Nina Pomeroy

Nina Pomeroy Agency Inc is a luxury brand specializing in headshots and branding photography. With over 25 years of experience creating high-end imagery, Pomeroy is trusted by top professionals to elevate their brands and make powerful visual statements – worldwide.

**Media Contact:** Nina Pomeroy

**Phone:** 203.613.8978

**Email:** studio@ninapomeroy.com

**Website:** ninapomeroy.com



Nina Pomeroy

## Business Spotlight

### Pleasanton Computer Repair – Your Trusted IT Partner

**F**or over two decades, Pleasanton Computer Repair has been a trusted name in IT support, offering expert solutions for both individuals and businesses. Currently, they are proud to serve Pleasanton, San Ramon, Dublin, Livermore, Danville, Alamo, Blackhawk, Fremont, Sunol, Castro Valley, Hayward, Pleasant Hill, East Bay, and other Bay Area locations. They specialize in business IT support, data recovery, break/fix repairs, virus removal, and mobile device repairs. Whether you need help managing IT infrastructure, recovering critical data, or repairing your smartphone, their team of experienced professionals is dedicated to providing fast, reliable, and transparent service.

#### Comprehensive IT Solutions

Pleasanton Computer Repair offers a wide range of services, including:

- Business IT Support – Managing vendor accounts, supporting

employees, and overseeing multi-location offices and servers.

- Data Recovery – Utilizing state-of-the-art recovery hardware and clean-room labs to restore lost data.
- Break/Fix Repairs – Repairing computers, gaming consoles, and even drones.
- Virus & Malware Protection – Offering fully managed security services.
- iPhone & iPad Repairs – Replacing batteries and broken screens.

#### A Legacy of Customer Commitment

What sets Pleasanton Computer Repair apart is its dedication to exceptional customer service. Founder, Gabriel Zevallos built the business on transparency and reliability, ensuring clients never feel taken advantage of. Whether providing in-shop, on-site, or remote support, they prioritize customer



Why choose Pleasanton Computer Repair? Fast turn-around time, zero data loss, and 60-days warranty with free remote support.

convenience, offering tailored solutions to fit every need.

The company's roots date back to 2002, evolving into its current name in 2009. Gabriel's passion for technology began in high school, selling Apple computers at ComputerWare in Dublin. A personal experience

with poor customer service inspired him to create a business that values honesty and integrity.

#### A Passion for Helping Others

Beyond technical expertise, Pleasanton Computer Repair prides itself on problem-solving and mak-



ing technology easier for clients. "I genuinely like to help people. Whatever it is, I want to be the person who takes that problem away and sees it to resolution," says Zevallos. His favorite quote? "Do or do not, there is no try." – Yoda—a philosophy that drives the company's dedication to excellence.

With a growing team and a commitment to top-tier service, Pleasanton Computer Repair continues to expand, helping clients across the Bay Area.

#### Contact Pleasanton Computer Repair

Pleasanton Computer Repair has two retail locations to choose from: Pleasanton: 400 Main Street, Suite 205 and Danville: 381 Hartz Ave, Suite D. Call to book an appointment, (925) 460-5200. Email: sales@PleasantonComputerRepair.com. For more information, visit their website, pleasantoncomputerrepair.com or stop by one of their locations today!

## Business Spotlight

### The Menopause Tribe: Empowering Women Through Education & Support

**M**enopause has long been a taboo subject, forcing women to stay silent and simply survive through the symptoms that can be debilitating.

The Menopause Tribe is a community-driven coaching program dedicated to educating and supporting women through the transformative phases of perimenopause and menopause. We believe that knowledge is power, and by providing clear, evidence-based information, we help women navigate this stage of life with confidence, humor, and a strong sense of connection.

Our approach to education is holistic, blending science with practical, real-life strategies.

Through workshops, group discussions, and expert-led sessions, we break down complex hormonal changes, helping women understand what's happening in their bodies and how to manage symptoms effectively. Whether it's dealing with hot flashes, brain fog, mood swings, or sleep disturbances, we provide actionable advice on lifestyle changes, nutrition, movement, and stress management.

One of our key focuses is busting the myths and taboos surrounding menopause. Many women enter perimenopause unprepared, feeling isolated or dismissed. The Menopause Tribe changes that narrative by fostering open conversations, creating a

safe space where no question is off-limits. We provide clarity on treatment options, including hormone replacement therapy (HRT), supplements, and alternative therapies, ensuring women can make informed choices that suit their unique needs.

Beyond education, we cultivate a deep sense of community. We bring women together to share experiences, support one another, and rediscover their strength. The journey through menopause is not one to be endured alone—it's an opportunity for growth, renewal, and empowerment.

At The Menopause Tribe, we embrace this transition as a new chapter filled with possi-



bility. With knowledge, support, and a good dose of humor, we help women step into this phase of life feeling informed, empowered, and truly seen.

For more information please visit [www.themenopausetribe.net](http://www.themenopausetribe.net)

## Business Spotlight

# Assistance League of Amador Valley: Transforming Lives Through Community Programs

The Assistance League of Amador Valley's mission is to transform the lives of children and adults through community programs. As a non-profit, the philanthropic projects of the Assistance League are locally designed – serving Dublin, Pleasanton, and Livermore – and carried out by volunteers who spend thousands of hours annually contributing time and effort to the programs. Assistance League® has several programs that support our mission.

**Operation School Bell® - Clothing the Children**, one of Assistance League's largest programs, provides students with help in purchasing new clothes at the start of the school year. Each child is awarded a fixed dollar amount. Volunteers then guide the child through the process, helping them select their own clothes. The program serves over 400 children every year.



Our **Food for Families** program has been extremely important to families that rely on food donations to make ends meet. We partner with Tri-Valley Haven Food Pantry to purchase and deliver grocery staples twice a week to the pantry, benefiting more than 4,000 low-income residents each month.

Our mission also includes creating positive experiences for children in need. Each year our members create age-appropriate **Birthday Bags**

that have all the essentials for a party. The bags go to Tri-Valley Haven children celebrating a birthday while they are living at a local shelter. Working with the Alameda County Social Services Agency, we supply college-bound foster students with backpacks and essential school supplies through our **Kids in Need** program.

Assistance League® has always appreciated its strong connection with the local schools. Our trained members work with local Tri-Valley preschools to test the children for vision-related problems in our **Screening Eyes Early** program. In partnership with elementary school teachers, we guide and promote a child's reading success through the **Books of My Own** and **Book Buddies** programs. We also award Scholarships to graduating high school seniors in the Tri-Valley continuing their education at an accredited 4-year college/



Members of the Assistance League of Amador Valley supporting our seniors.

university, technical/trade school, or Las Positas College graduating students transferring to a 4-year college/university.

For more information on any of these programs, visit our website at <https://www.assistanceleague.org/amador-valley/>.

## Business Spotlight

# Studio Blue: 70 Years of Innovation, Quality, and Customer Commitment

For over 70 years, Studio Blue has been the Bay Area's top full-service AEC, graphic solutions and display company, built on the values of perseverance and honest, hard work. The company's journey embodies the old adage, "Perseverance and hard work will one day be rewarded with success."

Studio Blue began as a small photographic studio in a two-room apartment in Walnut Creek in 1954. From those humble beginnings, the business expanded, growing its capabilities and customer base. In 1981, Studio Blue opened a second location in Pleasanton, marking another step forward in its development. Today, as the company celebrates over 70 years of success, it continues to thrive and adapt to the ever-changing needs of its clients.

Now run by Wendy Betty, the founder's daughter, and her husband, Greg, Studio Blue has continually reinvented itself. The company takes pride in providing excellent customer satisfaction while expanding its services to better meet client demands. Studio Blue's success is largely due to the dedicated and knowledgeable employees who provide support, guidance, and expertise to their growing customer base.

The company offers a comprehensive range of services, including:

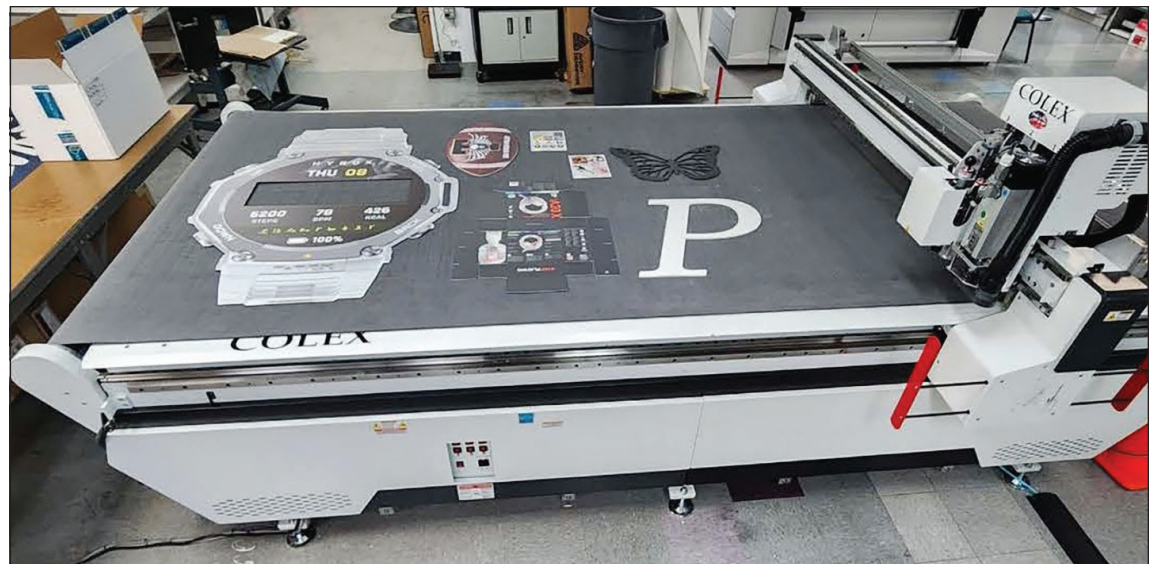


- Custom banners, flags, and tents
- Construction site mesh banners and signs
- Trade show consulting, products, and installation
- Meeting collateral: banner / easel stands, directional signs, flyers, and wall backdrops
- Vehicle and fleet graphics
- Office Decor and custom wall coverings and installation.
- Retail store and point-of-sale displays
- AEC small and large format black-and-white and color printing
- Real estate signs
- Fun products like Fat Heads

With its strong foundation in hard work and a customer-first approach, Studio Blue continues to evolve, delivering high-quality solutions to meet the needs of a diverse and growing clientele.

Feel Free to reach out to us on your next project. [info@studio-blueonline.com](mailto:info@studio-blueonline.com)

Studio Blue!! Printing your ideas since 1954.



Introducing our New CNC Router! Now offering precision custom cutting for signs, graphics, and displays in any shape. Our advanced CNC router allows us to cut with accuracy on a wide range of printed materials, ensuring a flawless finish for your projects.



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## Business Spotlight

# Focus on Your Customers. Let Terzetto Digital Focus on Bringing You More of Them.

As a smart small business owner, you're certainly capable of creating your own website, maintaining a social media presence, or using your smartphone for product photography. But when it comes to the next level of digital marketing, you'll need to spend time learning about dozens of complex digital marketing techniques that are constantly changing. Doing this yourself means sacrificing time with existing customers at the expense of learning how to find new ones.

But you're smart and know the secret to success is in surrounding yourself with a great team, one that you can trust. Have you tried to delegate digital marketing services without much success? Maybe it's time for a different approach, one where your ideas matter but someone else does the work.

### Meet Your New Digital Marketing Team, Terzetto Digital.

With over 25 years' experience in Internet marketing, Terzetto Digital can take your small business to that next level. Think of us as your in-house resource, working side-by-side with you as a partner to grow your business, helping you to save time, increase revenue, and improve reputation.

It's more than a promise; it's a commitment to *Harmonize Your Digital Marketing*<sup>SM</sup>

- Get more time to focus on your customers

- Get a team of marketing experts working with you
- Get more business and a return on your investment

The company name, Terzetto Digital, is derived from an Italian word for a musical composition for three voices. A musical trio, or "Terzetto", must synchronize their voices in harmony for a pleasing sound. The same is true for the three essential parts of digital marketing: Strategy, Content, and Design. If any part of this trio is missing or out of tune, then business growth is limited.

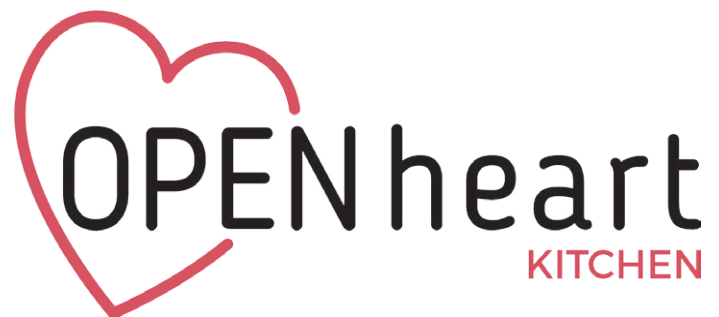
However, when all three are integrated, maximum brand awareness is achieved for your target market. This sweet spot is what we call Marketing Harmony, which will improve the customer experience, increase your revenue, and lead to sustained business growth.

### Make the Smart Move Now. Contact Terzetto Digital for a Free Marketing Audit.

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**openheartkitchen.org**  
**925-580-1616**

## VOLUNTEERS NEEDED!

## Membership Anniversaries



During the past two months, nearly 70 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.

### Sixty-four Years

Pacific Gas & Electric

### Fifty to Fifty-five Years

Alameda County Fair Association

Gay Nineties Pizza Company

### Forty-two Years

Independent Newspaper and Magazine, The

Thirty to Thirty-five Years

Vic's All Star Kitchen

Van Sloten & Laranang

CPAs, PC

ENT Networks Inc.

Barons Jewelers

Twenty to Twenty-nine Years

Bay East Association of REALTORS

Lee & Associates

Residence Inn by Marriott Pleasanton

Fine Pueblo Pottery

ClearPath Business Advisors

Mohseni Real Estate

Group at Compass

Blue Dot Wealth Management

East Bay SPCA

Livermore Valley Performing Arts Center/ Bankhead Theater

Fifteen to Nineteen Years

From The Heart Home Care

The Franchise Consulting Company / Steve Taylor

Independent Consultant

StopWaste

Dahlin Group, Inc.

### Ten to Fourteen Years

Duman Associates

Custom Components and Marketing

Primrose School of Pleasanton

Rancho Grande Taqueria

Venema Homes Team

Mirador Capital Partners

Ritter Investments, LLC

QASource

### Five to Nine Years

Provisions Recovery Counseling, LLC

Paul A Kepler, MBA - Keller Williams

Nina Pomeroy Agency Inc.

Family Matters LLC

The DeSilva Group

Investment Real Estate Company

Driver Cognitive Assessment Center (DCAC)

Shepherd's Gate

Dive N Trips

BreakThrough Performance Systems, Inc.

Elation Real Estate

LTD Global, LLC

Huebner CPA, Inc.

Stanford Blood Center

### One to Four Years

Armario Homes

Affinity Resources EBB, LLC

US Foods

Boons Inc.

Culinary Angels

Prodigy Fitness and Performance

Little Miracles Inc.

Gypsy Boutique

The WellNest Company

## Business Spotlight

# beem® Light Sauna Announces Pleasanton Studio, Bringing Elevated Wellness to the Community

beem® Light Sauna, a luxury infrared and red light therapy studio dedicated to providing a personalized, science-backed wellness experience, is thrilled to announce the opening of its first location in Pleasanton. Conveniently located in the new Owens Court Center at 6455 Owens Drive (off Hopyard Road), the studio is expected to open in May 2025.

At beem®, we believe in the healing power of light. Our infrared sauna and clinical-grade red light therapy are designed to support natural detoxification, stress relief, weight management, immunity, and pain reduction. As light therapy continues to gain popularity in holistic wellness and modern medicine, beem® is excited to bring these transformative benefits to the Pleasanton community.

### A Premium Wellness Experience

The beem® Light Sauna Pleasanton studio is designed with comfort, privacy, and relaxation in mind. Members will have access to:

- Private suites with 40-minute infrared sauna sessions
- A private social sauna for those who prefer to bring a friend
- ADA-accessible facilities for an inclusive experience
- A shower for a refreshing post-sauna cleanse
- Full-body clinical-grade red light therapy panels for a 15-minute lay-down session, allowing for deep cellular rejuvenation

Every detail of the studio is designed to provide a luxurious, stress-free wellness escape.

### A Personal Mission to Bring Light Therapy to Pleasanton

For Judy Gamboa, an experienced creative strategist with over 20 years in eCommerce design, opening beem® Light Sauna Pleasanton is more than just a business—it's a personal journey. After experiencing firsthand the healing benefits of infrared sauna while recovering from a medical condition, she realized this powerful modality wasn't easily accessible in her local community. Now, she's on a mission to bring the benefits of light therapy to more people—helping others experience the same relief, recovery, and renewal.



The beem® Light Sauna studio is designed with comfort, privacy, and relaxation in mind.



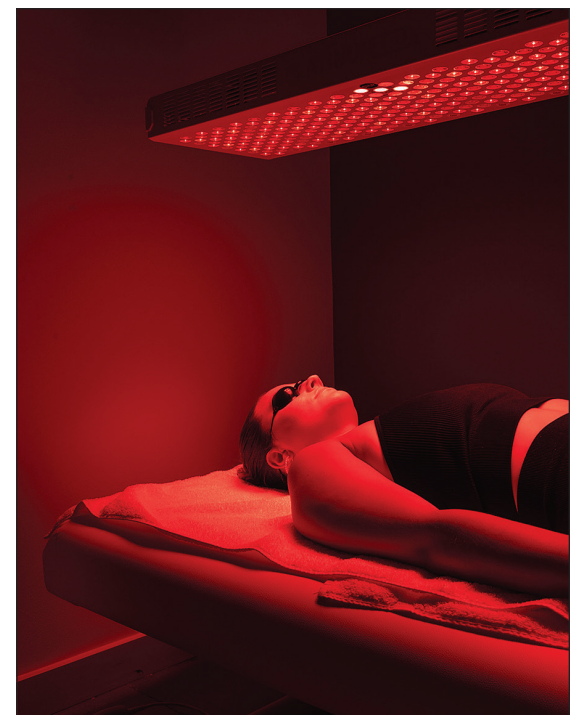
Expected to open in May 2025 at 6455 Owens Drive in Pleasanton.

### Founding Memberships Now Available

To celebrate its upcoming launch, beem® Pleasanton is offering exclusive Founding Memberships for a limited time. Founding Members will receive:

- Lowest membership rates available
- Priority booking for sessions
- Unlimited infrared sauna & red light therapy sessions
- Exclusive pre-opening perks

A **brighter you starts here**. Those interested in reserving a **limited Founding Membership** can visit [beemlightsauna.com/locations/pleasanton](https://beemlightsauna.com/locations/pleasanton) to learn more. For studio updates, follow beem® Pleasanton on Instagram: <https://www.instagram.com/beem.pleasanton.ca>



Experience the healing benefits of infrared light therapy.

**Business Spotlight**

# Support Local Restaurants with boons – A Better Way to Order Food

What if you could support your favorite local restaurant while avoiding extra fees and getting faster deliveries? That's the idea behind boons, a homegrown food tech platform founded by Pleasanton entrepreneur Rajeev Garg.



this model, local businesses can thrive without sacrificing profits to expensive commission-based apps.

### How boons Helps Local Restaurants

After seeing third-party delivery apps take 25-30% in commissions, Rajeev realized how difficult it was for restaurants—especially small, family-owned establishments—to stay profitable. Determined to make a change, he launched boons to help restaurants keep more of their earnings while still offering the same convenience as major food delivery services.

Unlike larger platforms, boons charges restaurants just \$1 per order, ensuring they retain more revenue to reinvest in high-quality ingredients, staff wages, and overall customer experience. With

### A Better Experience for Customers

For food lovers in Pleasanton, ordering through boons means:

- ✓ Lower Prices – No hidden fees or inflated menu costs.
- ✓ Faster Delivery – AI-powered logistics optimize routes for efficiency.
- ✓ Exclusive Rewards – Earn loyalty perks directly from local restaurants.
- ✓ Direct Connection – Order straight from your favorite restaurants instead of going through a third-party service.

With boons, you're not just getting great food at better prices—you're also supporting the local

businesses that make Pleasanton's dining scene special.

### Strengthening the Community

Since its launch in 2021, boons has already helped 200+ Tri-Valley restaurants thrive by reducing their dependence on costly third-party platforms. The mission goes beyond just convenience—it's about building a stronger, more sustainable local economy where restaurants can operate profitably while customers get a better ordering experience.

"When you order through boons, you're directly supporting local restaurants and strengthening our Pleasanton community," says Rajeev.



Mr. Kim, the proud owner of Meiko Sushi, a beloved Pleasanton staple for over 23 years, shares, "We initially used other delivery apps, but high fees were cutting into our margins. Since joining boons, our orders have increased significantly, and there's almost no service charge. We couldn't be happier!"

Some of your local favorites using boons. Stop paying extra – order directly from your favorite restaurant.

**Ready to order? Visit [order.boons.io](https://order.boons.io) or download the boons app today!**

**Business Spotlight**

# An Artisan Bakery Serving a Unique Selection of Fresh Bread

## TOUS les JOURS

Located across from the San Francisco Premium Outlets in Livermore, Tous les Jours is a charming neighborhood bakery offering a delightful selection of French-Asian inspired baked goods, handcrafted beverages, and bold espresso drinks. The name "Tous les Jours" means "every day" in French, reflecting the bakery's commitment to freshness and quality in everything they serve.

Since launching in the U.S. in 2004, Tous les Jours has grown into a well-loved brand with over 110 locations nationwide and more than 1,740 worldwide. Their Livermore location, owned by Reena Kapadia, opened in November 2024, bringing a new destination for high-quality baked goods to the community.

At Tous les Jours, customers can find an array of freshly baked bread, pastries, sandwiches, and signature cakes—all made onsite daily. Their commitment to using carefully sourced ingredients ensures that every bite is flavorful yet balanced, with just the right amount of sweetness.

### Passion for Baking & Community

For owner Reena Kapadia, baking is more than a business—it's a passion. She had always been searching for the right opportunity to bring her love for cooking and baking to life, and the Tous les Jours franchise provided the perfect platform. "I love that our store gets to be part of our customers' special moments—whether it's a birthday, anniversary, graduation, or just a simple thank-you," Reena shares.



Customers can find an array of freshly baked bread, pastries, sandwiches, and signature cakes - all made onsite daily.

What sets Tous les Jours apart is its commitment to freshness. Unlike many bakeries, everything—especially their signature cakes—is baked fresh daily. Customers can enjoy light, delicate pastries and cakes that aren't overly sweet, making them perfect for any occasion.

### Visit Tous les Jours

Whether you're looking for a quick coffee, a fresh-baked pastry, or a beautifully crafted cake for a special event, Tous les Jours in Livermore has something to offer. Stop by and experience the perfect blend of French and Asian flavors, made fresh every day. We are located at 3002 W Jack London Blvd, Livermore, CA 94551. Contact us at (925) 667-4917, [tljtheshops@gmail.com](mailto:tljtheshops@gmail.com), or visit our website [www.tljpleasanton.com](http://www.tljpleasanton.com).

**Business Spotlight**

# A New Haven for Beauty and Wellness in Pleasanton

Located in the heart of Pleasanton, Industry on Main is a full-service salon and spa dedicated to enhancing beauty and well-being. Opened in November 2024, this inviting space offers a range of premium services, including custom facials, lash and brow treatments, permanent cosmetics, bridal skin prep, and expert hair and makeup services.

### A Unique Experience

What sets Industry on Main apart is its commitment to providing a clean, serene atmosphere with highly skilled professionals who prioritize not only exceptional beauty services but also genuine customer care.

### Meet Ella La Rosa

Founder Ella La Rosa began her journey in the beauty industry in 2006 as a retail makeup artist. She soon discovered her passion for bridal makeup and later expanded into esthetics and cosmetology, earning her professional licenses. Over the years, she built a thriving career as an independent esthetician and wedding makeup artist before realizing her dream of opening her own salon and spa.

Ella's vision for Industry on Main is to create a welcoming, creative space for beauty professionals and clients alike.



What sets Industry on Main apart is its commitment to providing a clean, serene atmosphere.

"Beauty goes far beyond the surface—it's a form of expression, love, care, and nurturing. My goal is for everyone who walks through our doors to feel loved, special, and inspired," says Ella.

### Connect with Industry on Main

Experience top-tier beauty and wellness services at Industry on Main, located at: 349 Main Street, Suite 204, Pleasanton. Phone (510) 331-6759. Email [industryonmain@gmail.com](mailto:industryonmain@gmail.com). Website [Vagaro.com/industryonmain](http://Vagaro.com/industryonmain)



## Ribbon Cuttings



Creating new jobs, stronger economy



[www.clearpathba.com](http://www.clearpathba.com)

**ClearPath Business Advisors** – ClearPath Business Advisors is excited to celebrate 25 years of supporting family businesses in the Tri-Valley region and beyond! This milestone marks not just a legacy of dedication but also a fresh start, as Kristianna Adkins, Patrick Bormann, and Patrick Wilkie take the reins as the firm's new owners. As we look ahead, we're more committed than ever to serving the Tri-Valley community and empowering family business owners to succeed for generations to come. Here's to the next 25 years of growth, innovation, and success under inspiring new leadership! For more information, visit [www.clearpathba.com](http://www.clearpathba.com).



[Vagaro.com/industryonmain](http://Vagaro.com/industryonmain)

**Industry on Main** – Industry on Main is a leading skin care and beauty business located at 349 Main Street, Suite 204 in Downtown Pleasanton. Our extensive range of services is tailored to meet your beauty and wellness requirements. Our team of highly skilled artists and estheticians offer a variety of services including facials, permanent cosmetics, lash and brow treatments, as well as makeup application and bridal beauty services. Whether you seek everyday beauty services or specialized preparation for an event or your wedding day, Industry on Main is committed to delivering an exceptional, rejuvenating, and uplifting experience. Visit us today to indulge in our luxurious services for all your skin and beauty needs.



[toastcafeandgrill.com](http://toastcafeandgrill.com)

**Toast Café & Grill** – We are thrilled to celebrate the grand opening of Toast Cafe and Grill in Pleasanton. Expanding from our first location in San Jose, we are excited to bring our unique California-style breakfast with a Mexican influence to this wonderful community. Thank you to everyone who joined us for our ribbon-cutting ceremony and for the warm welcome. We can't wait to serve you delicious food and create memorable experiences. Stop by and visit us at 6770 Bernal Ave for a fresh take on breakfast and lunch.



[www.waxingthecity.com](http://www.waxingthecity.com)

**Waxing The City** – Waxing the City brings luxury waxing and skin treatments to the Tri-Valley, redefining hair removal with unparalleled service, high-quality products, and expertly trained Cerologists®, who are passionate about their craft. Unlike traditional speed waxing salons, Waxing the City takes a meticulous approach to hair removal, ensuring a comfortable and customized experience for every client. Our proprietary wax blend is gentle on even the most sensitive skin. Visit us at 6770 Bernal Ave, Suite 440, Pleasanton (near Safeway). Grand Opening Special: 50% off any wax service for new clients (limited time). Call 925-248-6488 or book online at [www.waxingthecity.com](http://www.waxingthecity.com). Follow us on Instagram and Facebook for updates.



[pleasantonpostal.com](http://pleasantonpostal.com)

**Pleasanton Postal** – we are the friendly go-to store for all your packing, shipping, printing, private mailbox and business service needs. Our team of dedicated, professionally trained experts are focused on saving you time and money by ensuring you get the right products and services at the right price. Visit us at [www.pleasantonpostal.com](http://www.pleasantonpostal.com) for the list of services we offer. Located at 2883 Hopyard Road, Pleasanton, CA 94588



3032 W. Jack London Blvd., Livermore

**Hummus Republic Livermore** – Welcome to Hummus Republic Livermore! We want everyone to know and love Mediterranean food as much as we do. With its endless variety, unique flavors, and perfect blend of proteins, carbs, and powerhouse vegetables, Hummus Republic caters to every taste and eating habit. The variety of tastes and flavors and the range of customizable options means that everyone – young to old, vegan to flexitarian, adventurous to conservative – can find something they want to eat. Conveniently located at 3032 W. Jack London Blvd., Livermore, across from the SF Outlets.