Pleasanton home to rising stars in Medical manufacturing, diagnostics

Eight local companies at the forefront of medical manufacturing, diagnostics, R&D and healthcare recently received local, county and state recognition for contributing to the strength of the local economy, and to the positive impacts they bring to quality of life globally.

Mayor Jennifer Hosterman and Chamber Board Chairman Tom Powers presented commendations on behalf of City of Pleasanton, Alameda County Supervisor Nate Miley, and State of California assembly member Joan Buchanan to executives from Life Technologies, Matrix Sensors, Pickpoint, QuantaLife, Roche Molecular Diagnostics, Thoratec and Zeltiq.

These companies highlight cutting-edge ideas and innovation in their fields of expertise, adding to the strength and diversity of our business environment,” said Hosterman to the audience of 135 business people attending Future of Healthcare Forum.

A recent report commissioned by the East Bay Economic Development Alliance, Building on our Assets, noted 12 industries driving the East Bay. Among them are scientific research and development services including biotechnology, medical equipment and supplies manufacturing, and pharmaceutical and medicine manufacturing.

“Pleasanton is becoming known as a destination for success in the health field largely because of who is here now, and how well they are doing; we’re proud they chose Pleasanton,” said Chamber CEO Scott Raty.

Raty pointed to examples like QuantaLife, a company launched locally in 2008 that was just purchased by Bio-Rad Laboratories, Inc. for $162 million in cash.

“Another example of a locally started rising star is Zeltiq,” said Raty. “Born in 2005, they braved the turbulent IPO waters to win a seat on the City Council.”

For the eighth and final time as Mayor, Jennifer Hosterman will take the stage to present the State of the City address. The annual business community event will take place at the Pleasanton Marriott Hotel on Wednesday, February 22. The doors will open for networking at 11:30am with the lunch and program from 12 noon to 1pm.

A native Californian and a 20-plus year Pleasanton resident, Hosterman parlayed her experience as Chair of the Bernal Property Task Force to win a seat on the City Council in 2002. In 2004 she earned the distinction of becoming the first woman to be elected Mayor, and has served in that capacity since.

As one of the most tenured of mayors in Alameda County, Hosterman has moved up the ranks to occupy key seats on regional and state boards and commissions, where she represents the interests of Pleasanton in such critical areas of transportation, water and land-use.

While rumors surfaced from time to time that Hosterman has her eye on public service at a higher level, she’s made no announcements to that effect. Reservations for the luncheon are required and may be made online at www.pleasanton.org or by calling 925-846-5858.
More burdens for CA employers, and an Andy Rooney 60 moments moment

By Scott Raty, President/CEO

In January of each year I take the opportunity to report on new laws impacting California business, and recap how business-minded our state representatives have been over the prior 12 months. Instead of recapping the California Chamber of Commerce Legislative Scorecard, I’ve got to get something off my chest about the legislation in general — call it my Andy Rooney, 60 Minutes moment for the New Year. (Please flip to page 6 for the scorecard report).

Last October Assembly member Bob Wieckowski of Fremont (one of three Assembly members representing Pleasanton) proudly promoted his second annual “There ought to be law” contest declaring, “Space is eager to hear ideas from 20th Assembly District residents about ways we can improve California,” said Wieckowski.

Here are my two contest ideas:

First, perhaps we should take a lesson from Nevada where they convene every other year, and in 2009 produced 150 new laws. That may sound like a lot, but in California our legislature did nearly ten times the work — sending more than 1,300 proposed new laws to the governor over the same two-year period.

If changing to a part-time legislature is too bold a thought, how about contest idea number two: Until there’s a balanced state budget, perhaps our legislation should be required to eliminate two existing laws, for every new law adopted. That might not only help focus on what’s most important, but we just might eliminate some of the excess clutter in government.

So true Andy Rooney fashion… It’s a wonder California survived those many decades before our legislature “improved” California with 600 to 700 new laws each and every year. Did you ever wonder what might happen if Sacramento maintained such a pace? There could be more laws in California than people.

I don’t know about you, but I think it’s time for California government to focus on quality not quantity. Focus on streamlining regulations on business, creating new private sector jobs, and restoring California’s economy, before our last laws do outnumber the citizens they’re meant to serve.

Until then, courtesy of the California Chamber of Commerce here’s what’s new for employers to get used to in 2012. Tick, tick, tick, tick.

24 New Employment laws affect business

Credit Checks, Pregnancy Disability Leave, Willful Misclassification of Independent Contractors

Healthcare

Continued from Page 1

last October with an initial public offering, and successfully raised 501 million dollars. They’ve taken their technology all over the planet now.

Pleasanton is also home to pillar of the medical manufacturing and diagnostic world too, says Powers, pointing to 30-year old Procedural Regulations, – Gender or Sexual Orientation Discrimination Act, State Contracts – Gender and Sexual Orientation Discrimination, Apprenticeship Programs, Safe Lifting – Hospitals, Workers’ Compensation, DFEH Procedural Regulations.

— Kate D’Or

Manager, Business & Projects

Wendy Gutshall
Manager, Communications & Special Events

Wendy Gutshall
Manager, Communications & Special Events

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Board chair praises outgoing board members

It has been my great privilege to serve as your Chairman of the Board of Directors for the Pleasanton Chamber of Commerce this past year. While I remain on the Board for another year as Past Chairperson, I have now officially handed the reins over to April Mitchell, who will lead your Board for 2012.

One of the things that first attracted me to become more actively involved in the Chamber was the quality of the people who make up the Board of Directors, year in and year out. To have the opportunity to sit at the heart of the Chamber’s mission and moderate the discussion among this group of positive, motivated, bright, and thoughtful people was a true pleasure. I appreciate each and every one of them for what they brought to the table and for all their hard work and dedication throughout the year.

I am also grateful for the support of the Chamber’s staff, Tom Powers. Tom continues to be a hard-working, dedicated member, and his professionalism continues to be a source of pride throughout the organization.

Pleasanton Chamber of Commerce
January 2012
2012 Travel Destinations with the Pleasanton Chamber of Commerce: Ireland • Tuscany • Cuba!

Ireland – March 21-30

9 day tour of Ireland. Stunning landscapes, charming towns, historic ruins, and lively pubs are just some of what make Ireland such a great place to experience. This trip is a great opportunity to visit some of Ireland’s great cities and see many highlights of the Emerald Isle.

HIGHLIGHTS:
- Dublin City Tour Killarney
- Trinity College - Book of Kells
- Cliffs of Moher
- Ring of Kerry
- Limerick
- Blarney Castle
- Galway
- Muckross House & Gardens

INCLUSIONS: Round trip Airfare - San Francisco (SFO) • Airline Fares - Surcharges/Fees • Airline Departure Taxes • Professional Driver Guide • 7 Nights First Class Hotels • 9 Meals • Sightseeing and admissions per itinerary • Baggage Handling • Hotel Transfers • Airport Transfers • Transportation by deluxe air-conditioned motor coach.

PRICE: $2,499 per person, double occupancy ($2,999 for single travelers).

TWO DAY OPTIONAL EXTENSION: Belfast / Northern Ireland – $549 per person double ($699 for single travelers).

HIGHLIGHTS: Bru na Bunoin Visitors Centre and Newgrange, Belfast City Tour, Giants Causeway, Albert Memorial Clock Tower, Queen’s University, Botanic Gardens, and the Harland and Wolfe Shipyard (Titanic’s building and launch point)

INCLUSIONS: Two Nights First Class Hotel, 2 Breakfasts, 1 Dinner, Professional Driver-Guide, Deluxe Motor coach, Sightseeing & Admissions per itinerary, All Transfers and Baggage Handling.

Cuba – A once in a lifetime travel opportunity
June 28 – July 7

Cuba Preview Night January 25, 7pm at the Chamber, 777 Peters Avenue, Pleasanton.

Chamber Explorations has been issued a specific license by The Department of the Treasury, Office of Foreign Assets Control (OFAC), which authorizes us to visit Cuba legally. Cuba is home to nine UNESCO World Heritage Sites. Measuring 770 miles wide makes Cuba the largest Caribbean island – come with us to discover Cuba.

HIGHLIGHTS:
- Old Havana (UNESCO World Heritage Site)
- Cathedral de la Havana
- Museo Fine Arts
- Prehistoric Painted Caves Cienfuegos (UNESCO World Heritage Site)
- Jagua Castle
- Trinidad (UNESCO World Heritage Site)
- Church of Trinidad

INCLUSIONS:
- Round trip Airfare - San Francisco (SFO) • Cuban Travel Visa • Cuban Health Insurance (mandatory) • 8 nights First Class Hotel Accommodations • 19 Meals • Interactions & Admissions per Itinerary • Professional Cuban Bilingual Host/Guide • Hotel & Airport Transfers • Transportation by deluxe air-conditioned motor coach.

PRICE: $2,499 per person, double occupancy ($2,898 for single travelers.)

TWO DAY OPTIONAL EXTENSION:
- Havana – $894 for single travelers.
- Two Nights Second Class Hotel, 2 Breakfasts, 1 Dinner, Professional Driver-Guide, Deluxe Motor coach, Sightseeing & Admissions per itinerary, All Transfers and Baggage Handling.

Tuscany – October 31 – November 8

Leave everyday life behind and escape to Tuscany! Tuscany is widely regarded as the true birthplace of the Italian Renaissance, and has been home to some of the most influential people in the history of arts and science. Join us on this 9 day tour.

HIGHLIGHTS:
- Full-day tour of Siena
- Full-day tour of Sienna
- and San Gimignano
- Montecatini

INCLUSIONS:
- Two Nights First Class Accommodations at the centrally located Grand Hotel Vecchi (OFAC), which authorizes us to visit Cuba legally. Cuba is home to nine UNESCO World Heritage Sites. Measuring 770 miles wide makes Cuba the largest Caribbean island – come with us to discover Cuba.

PRICE: $2,499 per person, double occupancy ($2,999 for single travelers).

TWO DAY OPTIONAL EXTENSION:
- Havana – $894 for single travelers.
- Two Nights Second Class Hotel, 2 Breakfasts, 1 Dinner, Professional Driver-Guide, Deluxe Motor coach, Sightseeing & Admissions per itinerary, All Transfers and Baggage Handling.

The Biggest Multi-Dealer RV & Sports Show to return at Fairgrounds

January 6 to January 16, 2012

The 24th Annual Manufacturers RV & Sports Show will feature hundreds of RV manufacturers and lines, new and used. Speak directly with manufacturers, dealers and representatives, all in one convenient location.

GoodTimes Promotions, bring together 20+ dealers, from all over the west to display their very latest models, accessories and services and put you in touch with all the places and people to make your RV & Outdoor Lifestyle the best it can be!

They make it easy for you to make your dreams come true! Here’s your chance to check the largest and best RV & Sports Shows on the West Coast! January 6-16, 2012

Alameda County Fairgrounds, Pleasanton, Show Hours: Mon - Sat 10am-6pm, Sun 10am-5pm. For more information visit www.rvshow.net.
Emphasis on Business Support

By Pamela Ott

Pleasanton has long placed an emphasis on economic development efforts to maintain the diversity of businesses. The city is home to more than 4,000 companies, including Fortune 500 members and innovative small businesses that occupy more square feet of commercial office, industrial and retail space. It’s easy to see evidence of those economic development strategies when we look at our physical landscape, such as new signs announcing a new business coming to town. We can see vacant space being occupied as companies relocate in Pleasanton. And we can even see renovations of existing commercial structures as businesses expand and take on more space.

But there is so much that we don’t see every day that creates and positions Pleasanton to become a Cornerstone of success in 2012. This includes the ongoing work of organizations such as the Pleasanton Downtown Association, Hacienda Business Park and other corporate centers, the Tri-Valley Business & Visitors Bureau and, of course, the Chamber of Commerce to support the needs of commercial enterprises who employ more than 52,000 individuals in Pleasanton’s thriving business community.

As well—in partnership with these organizations—the City’s Economic Vitality Committee (EVC) is adding to that foundation work currently underway. Because the EVC knows that a variable of variables will prompt companies to do business in Pleasanton, the committee wants to develop an economic indicators report that will highlight the strengths of the Pleasanton business environment. The report is being designed to bring together economic and community data relevant to companies, so they can see in statistics and facts the compelling story about why Pleasanton is an excellent place to do business. As well, the data will share emerging trends and note future opportunities for business growth and development. All of this information will be available on the City’s website which is a community portal of our existing businesses and those considering a Pleasanton address.

The EVC also wants to hear directly from Pleasanton businesses about what supports their success and the types of challenges they experience, so beginning this month we’ll be surveying many of our local companies to understand these issues. Both through focus groups and then online and telephone surveys, we’ll be connecting with businesses of all sizes and across industry sectors to identify obstacles and opportunities and shape future economic development policies and programs. We hope that if you’re contacted to participate, you’ll make the time to provide important and thoughtful feedback.

As well, the EVC is developing a platform to promote the attributes of shops, services and activities right here in our community. The project’s leading component is an online site to highlight the benefits and opportunities to patronize local companies and to thank local residents who are truly local and unlike other deal sites that bring one-time customers from 30 miles away, they bring new customers who live within a 6 mile radius of Pleasanton.

They offer better terms than other deal sites, and also give 10% of their net profit to a local charity selected by the business. Running a deal campaign is the most cost effective form of advertising a business can do, as it only costs a business money when new customers are spending money at their business. Since the site launched in August 2011, LocalGrúv has worked with many Pleasanton Chamber businesses including: Eddie Papa’s, Baci Bistro and Bar, Earl Anthony’s Dublin Bowl, The Wine Steward, PDA’s Brew Crawl, Bloomies on Main, and others.

For more information about LocalGrúv, contact Matt Toomey at (925) 596-0311 or visit www.localgruv.com.

Pleasanton Chamber of Commerce: A Cornerstone of Success in 2012

As I look forward to the upcoming year, I find myself reflecting upon my years of observation with the Chamber Board. Since joining the Chamber in 2005, I have seen first-hand the impact this organization can have on major issues affecting the Pleasanton business community. From support of local school district initiatives to public policy advocacy to the Chamber’s actions in strengthening the local economy, the Pleasanton Chamber is at the forefront of supporting the vital role of businesses within the Pleasanton community. I look forward to continuing and increasing the success of the Chamber’s impact. I am confident with the help of our outstanding Board members and staff, this mission will be accomplished.

The Chamber’s economic development strategy is to ensure that businesses are equipped with the right education and skills to take advantage of new opportunities as they arise. Therefore, I encourage you and your business to attend the many educational opportunities offered by the Chamber. The monthly Forum Forums, networking mixers, luncheons addressing important issues in our community and the many seminars are great benefits to chamber members. As we have seen, a skilled, educated business community is vital to maintaining our regional and ever increasing global competitiveness. Certainly, we must continue to attract new businesses to Pleasanton but at the same time we must also reevaluate ourselves to helping our current chamber members educate themselves on issues that affect their workforces so they can effectively compete. In short, education development is essential for economic development. Both are important to the Chamber’s core mission, Pleasanton 2015: A Community Vision.

As we begin a new year, I must thank those who have given their time and commitment to the Chamber as they leave the Board: Tom Guarino, Roy Cook, Stephen Richardson and Steve Fast. As we are all aware, it takes the commitment of every single chamber member to achieve our success.

Although not leaving the board, a special thank you to Tom Powers, President of Tom Powers & Associates, a special thank you to Tom Powers, Partner at California Financial Advisors, who as outgoing Chair has done an exceptional job of leading the Chamber Board and Staff in 2011. Jack Welch, former chairman and CEO of General Electric Co., said, “Good business leaders create a vision, articulate the vision, passionately own the vision and relentlessly drive it to completion.” Tom represents this leadership spirit. On behalf of the Chamber Board, I thank him for his vision and commitment this past year.

In closing, I am honored to serve as your Chair of the Chamber Board of Directors in 2012. I look forward to sharing my vision at the Chamber’s 2012 CE Recognition Luncheon on January 24th at the Palm Pavilion at the Alameda County Fairgrounds. Please join us as we recognize our dedicated board volunteers and other deserving community businesses.

I wish you a prosperous and successful new year.
October 2011 - November 2011

Thirty-eight Years
Atkinson, Andelson, Loya, Ruiz & Romero

Thirty-two Years
Precision Auto Repair

Twenty-five to Thirty Years
Alameda County Workforce Investment Board
Bay Valley Medical Group, Inc.
Beckman Investment Securities
Costello Accountancy Corporation
Four Points by Sheraton
Hilton Pleasanton at The Club
Jones, Henle & Schunk
W. H. Mayer Accounting Corp.

Twenty to Twenty-four Years
Black Tie Transportation
Heritage Valley Mortgage, Inc.
Huff, Charles A.L.A.
Architect

Nelson - Norm - Better Homes & Gardens - Tri-Valley Realty
Pleasanton Partnerships in Education Foundation
Shotts, Peter G., A.L.A.
Architect
Strizzi’s Restaurants
Tri-Valley Tax
Valley Tire Service
Yorkshire Roofing of Northern California Inc.

Fifteen to Nineteen Years
Alberto’s Cantina
California Financial Advisors
Craig Property Management
Fremont Bank
Gatan, Inc.
Giles Studio Inc.
Merrill Lynch
Select Imaging
Tri-Valley Tax
& Financial Services, Inc.
Van Sloten, CPA
Troy & Associates P.C.

Ten to Fourteen Years
Alexandra’s Flowers
Amador Valley Property Management
Amos Productions
Callahan Tile & Stone ClearPath Business Advisors
Diablo Electrical Services
Fine Pueblo Pottery
Hap’s Original
Lawrence Nui-State Farm Insurance
Miraglia Catering
O’Neill & Associates
Peridot Corp.

During the past two months, close to 100 businesses renewed their investment in the Chamber, thereby demonstrating their continued commitment to community service 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.

Buchanan bests Pleasanton’s state lawmakers with moderate “business” scores in 2011

Each year the California Chamber of Commerce summarizes and publishes the voting records of all California legislators on bills impacting the business climate, economy and jobs. Many local chambers of commerce, in turn, extract the voting records of their respective legislators and pass the information along to members to personally gauge their respective legislator’s “pro-business” scores.

In complete contrast is Assembly member Joan Buchanan (15th District) was the most business friendly of Pleasanton’s three Assembly representatives; 8 votes with the Chamber, 6 votes against the Chamber. To her credit, Buchanan has been working more closely with the business community the past two years, seeking bi-partisan compromis- es to state legislation that补助 the Chamber’s view on taxes, the state budget on time, while clipping away at the deficit. Two months ago she spoke at a Pleasanton Chamber Forum, and from that meeting came agreement to meet again at the end of January on the subject of streamlining state regulations to help stimulate job creation and economic growth.

In contrast is Assembly member Mary Hayashi, where her record with business was abysmal — 2 votes with, and 12 votes against. Assembly member Bob Wieckowski scored just above member Hayashi, voting 3 times with, and 11 times against the chamber. Sen. Hayashi’s voting record is equally dismal for business — a total of one vote with the Chamber and 12 against the chamber in 2011.

Throughout the year we will continue to focus on the local economy and press the legislature to help with private sector job creation, a balanced budget, and a reduced deficit.

We recommend that you look first to Chamber members for your business and consumer needs.
Chamber Community Service Awards Dinner moves to March

The Pleasanton Chamber of Commerce will honor local businesses, organizations and individuals at the 49th Annual Community Service Awards Dinner in March. Traditionally, the dinner was a combined event with the Installation of the new Chamber Board of Directors, but this year there will be two separate events.

The 2012 Chamber Board of Directors will be introduced at the Business Recognition Luncheon held January 24th.

“For we feel it’s important to recognize the honorees for doing great things in the community at this annual event and this year the evening will be a little different from past dinners. It will be a fun night of fewer presentations and more of a party atmosphere. There will be an auction with fabulous prizes and much more,” said April Mitchell, 2012 Chairman of the Board.

The names of this year’s honorees will soon be released to the media in the categories of Business Philanthropy, Excellence in Service, Distinguished Individual Service and Green Business award. According to chamber spokesperson, Wendy Gutshall, invitations will be sent shortly or one can make a reservation by calling (925) 846-5858. For the latest event details visit www.pleasanton.org

Front row (left to right): Karl Schroeder, President, Northern California Division of Safeway Inc. Steve Burd, CEO, Safeway Inc.; Mayor Jennifer Hosterman, City of Pleasanton; Cheryl Cook-Kallo, City of Pleasanton; Jerry Thorne, Councilmember, City of Pleasanton; Don Wright, President Property Development Centers. Back row (left to right): Cindy McGovern, Councilmember, City of Pleasanton, Nate Miley, Alameda County Supervisor; Scott Raty, President & CEO, Pleasanton Chamber.

A Tasty Affair shines at holiday mixer

A Tasty Affair catering hosted the annual holiday mixer last month for the fifth year in a row and the popular mixer has become a favorite among the Chamber. Attendees enjoyed a variety of delicious food including bacon wrapped scallops, a taco bar and a Mediterranean salad along with the perpetual trophy Challenge Cup at stake every year. Attendees were given raffle tickets that were entered into a drawing for a number of wonderful prizes. "We feel it’s important to recognize the honorees for doing great things in the community at this annual event and this year the evening will be a little different from past dinners. It will be a fun night of fewer presentations and more of a party atmosphere. There will be an auction with fabulous prizes and much more," said April Mitchell, 2012 Chairman of the Board.
Rh Salon LLC was born in 1997 out of Mike and Sherri’s desire to provide the highest quality service and experience a salon could offer. According to Mike, “To us, hairdressing is an art. Your look should be an expression of who you are. So, we listen. We consider “Your lifestyle.” Your hair texture. Your bone structure. What you want. Then we create. With precision and with care.” Mike and Sherri bring to RH Salon LLC a combined over 50 years salon experience and training in the hair care industry! “A private, personal experience, in a charming atmosphere” “We believe in educating our clients!” Roman Holiday Salon is located at 4625 First Street, Suite 225 in downtown Pleasanton, (925) 463-5650, www.romanholidaysalon.com.

Serene Care, a licensed residential elderly care facility is locally owned and operated by Registered Nurse, Sara Solomon. The first Serene Care home opened in 1996 by Sara and Tilahun Solomon. They now have three homes in Pleasanton’s Val Vista neighborhood to serve families of the Tri-Valley community. At Serene Care each resident is treated with respect and dignity. They prioritize their client’s privacy and personal fulfillment. They offer hospice, dementia and activities of daily living care and medication management. Their excellent Caregivers are best known for their TLC by word of mouth from their client’s families. Visit them online at www.sereneresidentialcare.com.

SportsPlus Injury Prevention & Rehabilitation is the Tri-Valley’s leading chiropractic & sports therapy clinic, serving weekend warriors to professional athletes both in the office and on the field. Their treatment approach incorporates chiropractic manipulation, strength and conditioning, rehabilitation, and soft-tissue therapy to achieve better outcomes with fewer visits to the clinic. At SportsPlus, they understand the importance of an active lifestyle, and make it their goal to get you back doing the things you love as quickly as possible. To learn more, please visit www.sportsplusbayarea.com, or call 925-462-5557.

Tender Loving Care Massage and CranioSacral Therapy commemorated its Grand Opening on December 10, 2011. The proprietor, Gina Moore, who has been in the technology industry for over 20 years, transitioned to massage therapy to bring the healthful benefits of sincere, caring touch to clients with Cancer, Elderly(65+), PTSD Survivors, and all wellness level clients. Having received bi-weekly massage for over ten years, she personally experiences the mental and physical benefits of consistent treatment and is a true advocate for her profession as both a therapist and ongoing client. 1-800-TLC(852)-1615 or (925) 202-8230, www.tenderlovingcare.massageotherapy.com.

Biz Break Services provides office coffee, water and break room services to businesses in the east Bay. They are a locally owned and operated business that works with clients to take great care of their customers and employees. Biz Break Services has solutions for coffee by the cup or by the pot and can accommodate any sized business. Visit them online at www.BizBreakServices.com or call 925-226-2600.