Bay Area Companies Get On Board With New Commuting Perks

A survey by the Public Policy Institute of California found that two out of three commuters drive to work alone. Therefore, it’s no surprise that a statewide push is on to get individuals out of their cars and on to public transportation — ultimately reducing traffic congestion and improving the overall air quality.

To help make this a reality, companies with more than 50 full-time employees in the Bay Area must offer commuter benefits to their staff by September 30, 2014 as mandated by CA Senate Bill 1339.

This is great news for employees, as many commuter programs translate to serious savings. For example, one option is to allow individuals to set aside pre-tax dollars up to $130 per month to be used for eligible transit expenses. Since the funds are deducted from the employees’ gross taxable pay, plan participants can save on average up to $500 a year in taxes. And, since organizations don’t pay FICA taxes on the money that employees set aside, they save big too, reducing payroll taxes by about $120 per year for each enrolled employee.

If you’re an employer at a company with more than 50 employees and located in one of the nine counties surrounding San Francisco, ask your HR/Benefits Administrator what commuter benefits are in the works. If you’re in charge of rolling out a new program, the September 30 deadline is right around the corner. But not to worry, help is here if you need it. Check out www.wageworks.com/pleasantoncommute for resources on a simple and straightforward way to comply, help out your employees by making their commute more affordable, and save on corporate taxes.

Your help needed to protect City’s water supply

The Pleasanton community is currently in the midst of a severe drought which is expected to continue into fall, and potentially roll into next year as well. On May 6, 2014 City Council declared a Local Drought Emergency and mandated all water customers reduce water use by at least 25%.

In response to the need for water conservation, in February 2014 when City Council first enacted Stage 1 of the City’s Water Shortage Plan and requested voluntary rationing of 20%, all City owned landscaping began receiving less water from irrigation than would be necessary for optimal growth. In addition, the City completed the conversion necessary to supply Val Vista Park with recycled water, rather than the community’s limited drinking water to keep the fields green. Such City efforts resulted in a savings of 32,490,876 gallons of water from City water meters from March 13th to May 13th in 2014 compared to 2013 use. That translates into over a 70% reduction in water use!

The Pleasanton community is a vital part of making it through this drought successfully. Saving as much water as we can now will ensure there is enough water to make it through summer and fall. This calls for everyone’s effort in improving their home and business water-efficiency profile.

- Improve your businesses’ water-efficiency profile, and support the community’s drought relief efforts by using any of the applicable water-saving strategies:

**Indoors:**
- Check your facility for leaks and make any necessary repairs right away.
- Replace larger flush volume toilets and urinals with high-efficiency toilets and urinals.
- Use efficient pre-rinse sprayers in your kitchen or food prep areas.
- Place water conservation signage on bathroom lavatory mirrors (available for free from the City of Pleasanton).
- Restaurants: Place water conservation table tents indicating water will only be served upon request (available for free from the City of Pleasanton).
- Replace old water-guzzling top-loading washers with an Energy Star Most Efficient clothes washer (Rebates available).
- Equip all showers and faucets with high-efficiency showerheads and aerators.

(continued on page 3)
Gearing up for the Current and the Next Drought

A kid growing up in the 1970s could clearly remember brown lawns and popular, if not slightly crude slogans, to promote water conservation. Several decades later, California now faces an equally serious water situation. Society’s perspective on water use and the products we use have changed since the 70s. For example, it’s difficult to purchase a new toilet that isn’t “low flow” and homeowners are replacing thirsty lawns with drought-tolerant landscaping.

Conserving water presents a different set of challenges for the business community. However, this is not an impossible task as demonstrated by the largest concentration of businesses in Pleasanton. The 875-acre Hacienda business park is one of Pleasanton’s economic engines and also a leader in water conservation. Hacienda has cut back more than 35 percent of its prior years’ water use for irrigation. This reduction is in addition to a long-term project to replace conventional above-ground sprinklers with a significantly more efficient and effective sub-surface system. This hardware change is in addition to constant system monitoring to maximize efficiencies.

These efforts are making a difference in water consumption at the park but the most significant project dates back to 1982. Since Hacienda’s inception, park management began installation of a separate system that could use recycled water to irrigate all of the landscaping in the park. A few issues must be resolved before this system can become operational including the development of a source of recycled water and connecting this source to the park. While Dublin and Livermore both use recycled water to irrigate some of their parks, Pleasanton has not fully embraced this practice.

The reluctance can be traced back to the construction of a “reverse-osmosis” water treatment plant in the 1990s and public concern at that time about the intermingling of recycled water into the potable water supply. Ultimately, the City did not connect the plant to the drinking water system. It is unlikely water from this plant will ever flow from your kitchen tap. However, the current drought has inspired the City to study the feasibility of using it to irrigate selected facilities. They are fast-tracking the process to bring the recycled plant on-line. When and if the plant becomes operational, it could be used for parks, sports fields and Hacienda.

Conservation is our best strategy for enduring the current drought. While weather experts predict El Nino conditions in the coming months could bring rain, the community should come together now in support of long-term solutions for the next drought.

Organizations Partner for Annual Mixer and BBQ in Barone’s Backyard

On Wednesday, July 9, the Chamber and the Pleasanton Downtown Association team up for the annual Salute to Partnerships Joint Mixer and BBQ. This is traditionally a very well-attended event that is open to the public and takes place in the beautiful setting of Barone’s backyard.

City of Pleasanton Staff are invited as guests and Leadership Pleasanton Alumni wearing a Leadership Pleasanton name badge or shirt are admitted after the charge. A few guests pay $10 at the entrance, which includes two drink tickets and Tony Macchioni’s Licky Spat BBQ dinner.

The Chamber will be honoring Joyce Shapiro in the event in recognition of her nine years of dedicated service to the Leadership Pleasanton program. Shapiro announced that she will be stepping aside from the role to focus on the ValleyCare Charitable Foundation development and fundraising.

Recognizing the great partnerships between the City, Chamber and Downtown Association, the event is an opportunity to thank city employees for all they do to help make the Pleasanton community a great place to live, work and raise a family.

The Chamber’s Community Foundation sponsors the event.

In 2013, this event attracted over 250 people with a bbq dinner of St. Louis ribs, drinks, fantastic setting and prizes. For more information, visit the Chamber’s website at www.pleasanton.org.

Las Positas College: Our Community’s College

Las Positas College is proud to be our community’s college. In serving our community, the college maintains strong partnerships with local business, government, school districts, civic organizations, science, industry, and community groups. Las Positas College provides educational opportunities and support for completion of students’ transfer, degree, basic skills, career-technical, and retraining goals. Course offerings fit most any schedule: on campus and online; on weekends, at night; during the day; and regular term and fast-track. The following information describes some of the college’s many benefits and opportunities.

High Transfer Rate. Las Positas College has one of the highest transfer rates among California community colleges. And, as a group, the transfer students perform as well as—or better than—students who start at a four-year university as freshmen, based on grade point average, persistence rates, and graduation rates.

High Quality, Low Cost. With small class sizes, award-winning programs, state-of-the-art facilities, outstanding faculty, and a beautiful campus, Las Positas College is one of the best higher education values anywhere. Compare the following typical annual undergraduate fees.

- Las Positas College $1,380
- California State University $6,612
- University of California $13,200

Public Safety Training. California community colleges train 80 percent of the state’s firefighters, law enforcement officers, and emergency medical technicians. Among Las Positas College’s public safety programs is one of the few paramedics programs in California using the latest national education standards curriculum.

Science, Technology, Engineering, and Math (STEM). Las Positas College offers area families an unparalleled facility and play-based, holistic early education programs for toddlers and preschoolers. For information, please visit the website at www.laspositascollege.edu/childevlopmcnt.
Making an impact on children’s lives since 1990

The Taylor Family Foundation’s mission is to preserve the wellness and enhance the quality of life for children in Northern California living with life-threatening and chronic illnesses, developmental disabilities and youth at-risk through unique therapeutic experiences and support.

They hold one of the East Bay’s largest fundraisers, Day in the Park, which brings in over 1,100 guests, 70 local restaurants, wineries, breweries, bakeries, and chef’s from around the Bay Area to help raise funds for their mission. They are excited to announce k.d. lang will be performing at this year’s event, which is set for Sunday, August 24.

In 1990, Barry and Elaine Taylor held a simple fundraiser in the backyard of their home to garner support for children with little or no resources. At the time, there were nearly 1,000 Bay Area children living with HIV/AIDS. The Taylor’s decided to focus their fundraising efforts on these children. They started the Taylor Family Foundation (TFFF) to support clinical programs, social programs, holiday events, summer field trips and activity days for these children.

“No matter how tough the work day is, I still go home feeling good, feeling successful,” said Angie Carmignani, Executive Director of TFFF. “To be able to walk into a hospital and help put a smile on a child’s face or go up to camp and serve lunch or snow cones at the pool... It’s in those moments that I realize any mistakes or things going wrong seem to all of a sudden be manageable. I know in those moments everything will be just fine,” said Carmignani.

The Next 10 Years

When Camp Arroyo opened its doors in 2000, there were only 200 Bay Area children with HIV/AIDS. Although halting the spread of HIV among children was a dream come true, the reality was that TFFF wanted to fill its 144-bed camp facility.

TFFF decided to open up Camp Arroyo to children with a variety of life-threatening and chronic illnesses, developmental disabilities and youth at-risk.

Today

TFFF offers an incomparable opportunity to children and their families by providing therapeutic recreation, specialized support and resources. Located on 138 acres of beautiful land nestled in Livermore, CA, TFFF’s camp hosts a racially and socio-economically diverse group of 3,000 children with chronic medical, developmental disabilities and youth at-risk for over 30 camp sessions throughout the year—at no charge. Now in their 3rd decade, they have served more than 45,000 children, providing support to nearly 80,000 families in Northern California. For more information, visit www.ttff.org or call 925-455-5118.

Barry and Elaine Taylor with campers at Camp Arroyo. “Charity is good for business and business is good for charity,” said Barry Taylor.

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vistage.com/pleasantonchamber

Water supply (continued from page 1)

• Replace non-recirculating ice machines with efficient recirculating models.

Outdoors:

• Communicate with your landscape professional the need to reduce outdoor irrigation to a maximum 2 non-consecutive days per week schedule.

• Check that your landscaper has recently performed a system check to spot for improperly functioning irrigation hardware or irrigation watering the sidewalk.

• Request your landscaper regularly walks the landscape and surveys for potential breaks by checking for mushy areas or moss growth.

• Only water between 6pm and 9am to prevent water loss from evaporation and wind!

If you see a water waste occurring outside of your property, report it to the City’s Water Conservation Division. You have two reporting options: 1) use the Mobile Citizen App for your smart phone and take a picture of it (downloadable from Apple ITunes Store or Google Play Store), or 2) Call the City’s Water Conservation Hotline at 931-5504 to report what you have seen. To reach Water Conservation Manager Rita Di Candia, email her at ritalicandia@cityofpleasantonca.gov.
Blue Light Blues

As an optometrist, I always make an attempt to educate my patients about computer vision syndrome (yes, it does exist). Recently, however, there has been new data on blue light, otherwise known as High Energy Visible, or HEV, light.

At one end of the light spectrum lies UV (ultraviolet) light, around 320-400 nanometers (nm), which gives us the suntan (and sunburn) we all experience over the summer. At the other end, above 780 nm, lies infrared light that transmits heat. In between is the visible spectrum, often remembered as ROY G BIV. Blue-violet light, specifically between 415 and 455 nm, has been found by researchers to be most harmful to the tissue in the back of the eye, the retina. This ‘toxic band’ can lead to eye diseases, such as age-related macular degeneration and cataracts.

Blue-violet light is not only emitted from the sun, but from the indoors as well. Fluorescent lamps and cool white LED’s that have a longer life and lower energy consumption emit 26-35% blue light, whereas the Thomas Edison incandescent light bulb emits only 3%. It is also found in most digital devices: tablets, LED monitors, smartphones, and flat-screen TV’s. The American Optometric Association conducted a survey last year that revealed 67% of adults spend seven hours a day using a computer or handheld device.

On the flip side, not all blue light is harmful. Blue-turquoise light is beneficial for circadian rhythms involving sleep-wake cycles, memory, and cognitive performance. This is the portion of blue light we do need.

So, do we all hide in the dark to protect ourselves from the harmful blue-violet light? Here are better suggestions:

- Consider blue-light-filtering lenses, such as the Crizal Prevencia Lens or Transitions XtraActive Lens, for your eyeglasses
- Follow the 20-20-20 rule: look 20 feet away for 20 seconds every 20 minutes to rest your eyes
- Eat healthy foods with large doses of vitamins C and E, beta carotene, copper, and zinc (spinach, Brussels sprouts, tomatoes, oranges, bell peppers, to name a few)
- Watch your sleep habits: using a backlit screen at night, especially in the dark, can disrupt your sleep cycle and cause eye strain: turn off your device an hour before bedtime

Dr. Doris Wong, OD is an optometrist at Future Vision Optometry, located at 5580 Springdale Ave. Ste E in Pleasanton. Please call 925-463-3100 for eye exam appointments or additional information.

APEX Facility Supplies - the right products at the right price

APEX Facility Supplies is a locally owned and operated supplier of janitorial goods, paper and equipment. Their cleaning chemicals are designed for commercial use and also work great in home applications. Their specialty cleaning supplies for carpet cleaners, window cleaners, maids and janitorial services. Their products are designed for the task and get the job done. Green and recycled options are available. Doug and Sunet Wakefield along with Edward Haas opened APEX Facility Supplies in February of 2013. They are celebrating their second year in business and have over 15 years of experience with supplying the cleaning and facility maintenance trades and a passion for customer service. They want to get you the right products at the right price.

Their showroom in Pleasanton is open to the public. If you have a stubborn stain or hard to clean item, come in and see their knowledgeable sales team. APEX stocks toilet tissue and hand towels in a variety of sizes, prices and recycled content. They can get anything you might need for your facility, office or home from trash can liners to copy paper. APEX also has dispenser programs with free delivery available.

If you have a question on how to seal your tile floor or what is an effective yet biodegradable product to use when washing your car, give them a call or visit their store. They can also give you a referral for a local tradesman who is professional and provides superior work.

Visit them at 5729 Sonoma Dr. Suite B in Pleasanton, review a few of the items they stock at apexfacilitysupplies.com, or contact them at dougwithapex@gmail.com or 925-425-0712.

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Mangia Mi brings family back to the table

Mangia Mi, located at 234 Main Street in downtown Pleasanton, opened in August of 2013 and is proud to call Pleasanton its new home. “As the sister restaurant to the original location in Danville, it brings my nonna’s outstanding recipes to Pleasanton,” says owner Peter Cedolini. “Some of our family favorites include hand-rolled gnocchi, house-made meatballs and our decadent lasagna. We pride ourselves on delicious food, great service, and an atmosphere as comfortable as dining at home. The restaurant was designed using an open floor plan to incorporate a show kitchen so you can watch the chefs prepare your meal. Come sit at the counter and watch the cooks create their entrees just like I did in my Nonna’s kitchen.”

A bit about Mangia Mi
Mangia Mi focuses on bringing family back to the table. With an emphasis on authentic Italian cuisine, fresh high-quality ingredients, and culinary styling, Mangia Mi prepares traditional Italian comfort food in a contemporary bistro environment. Executive Chef Chris Wilhelm uses exceptional Italian goods to create flavors reminiscent of the many famous cafes and trattorias of Italy. To complement their menu, they have an extensive wine, beer, and specialty cocktail list to complete the Mangia Mi experience.

In addition to dining in their open kitchen restaurant, Mangia Mi also offers take-out, catering, and private events so you can enjoy a piece of Italy at your party. Whether serving a party of two or 500, Mangia Mi makes this experience a seamless trip from their kitchen to your table.

Lunch is served from 11:30-2:30 Monday thru Saturday and dinner from 5:00-9:00 daily (10:00 p.m. Friday & Saturday). Reservations are encouraged by phone, or online via their website at www.mangia-mi.com. For more information, call 925.846.CIAO (2426).

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Your business is your passion.
Supporting local businesses is ours.
Solaron is the #1 choice when it comes to solar

Solaron, Inc. has been family owned and operated for over 20 years. The company attributes its longevity and success to providing homeowners with cutting-edge, home energy solutions and technology and unmatched customer service. Solaron has both a C-46 (solar) and C-53 (swimming pool contractor) license and provides unmatched service to all solar, pool, and home energy needs. They are an Authorized Dealer of SunPower photovoltaic products, Heliocol thermal heating panels, and Pentair pool products; all top products in their industries.

Part of the Solaron team as a solar designer and salesman, Tony Smith started with the company in September of 2013. Smith is a Cal Poly San Luis Obispo graduate and scholar athlete that dedicated his studies towards sustainability. Tony is also actively involved in business development for Solaron in the Greater Bay Area. He is passionate about providing his customers a financially sound investment that helps to reduce the carbon footprint. From Pleasanton, he enjoys helping his community and surrounding areas become more sustainable.

“As a young person starting my professional career, I couldn’t think of better people to work with than the team at Solaron,” said Smith. “Being able to offer both home and pool solar solutions to my clients is extremely unique and often surprises people. I really enjoy how happy my clients are when their systems are installed and they see the results.”

Tony Smith is a Cal Poly San Luis Obispo graduate and scholar athlete that dedicated his studies towards sustainability. He brings this knowledge to Solaron and helps in business development in the Bay Area.

Solaron was founded by Ron Harbeck who still owns and operates the company on a day-to-day basis. He has decades of experience, not only in solar but in swimming pool design and construction. He has held his contractor’s license since 1989.

From the beginning, customer service and satisfaction has always been a top priority. This was true when Solaron was a small company and continues today with over 20 employees and 4,000+ projects installed.

For more information, contact Tony Smith at 925-699-7200 or Tony.solaron@gmail.com. You can follow Solaron on Facebook and YouTube as well.

We recommend that you look first to Chamber members for your business and consumer needs.

53 Years
Castlewood Country Club

40 to 41 Years
Graham-Hitch Mortuary
Pleasanton Custom Care Pharmacy

35 to 39 Years
Reynolds & Brown

30 to 34 Years
ValleyCare Health System
ClubSport Pleasanton
McKeehan, Deborah
Keller Williams Tri-Valley Realty

25 to 29 Years
Las Positas College
1st United Services Credit Union
ImageSetters

20 to 24 Years
Alameda County Home & Garden Shows
Pleasanton, CA
Lawrence Livermore National Laboratory
Boyd Bookkeeping, Inc.
Gordillo, Joseph E., CPA - A Professional Corp.
Hope Hospice Inc.
Vic's All Star Kitchen
Pleasanton Tool & Manufacturing
Cowey, John M., D.D.S.
Vavrinek, Trine, Day & Co., LLP

15 to 19 Years
Proforma/J.C.L. Print Associates
Colliers International
Fuz Restaurant
Alameda County Transportation Commission
Promenade Apartments
Strother & Associates, CPA
American Baptist Homes of the West
10 to 14 Years
Roche Molecular Diagnostics
WS Realty Advisors, Inc.
Tri-Valley Inn & Suites
Open Heart Kitchen
Tri-Valley Community Television Corp.
Jan-Pro Cleaning Systems
Hairlights Salon
Janet Yarbrough Accountancy Corporation

5 to 9 Years
CJM Association Services, Inc.
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Drought Emergency

The Tri-Valley is facing the worst drought in its recorded history

Mandatory Reductions in Place

Go to: WWW.ZONE7WATER.COM for drought updates and rebate information.

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FACT:
Social and emotional intelligence may be the most important determinant of a child’s future success.

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Servpro of Pleasanton/Dublin -
Like it never even happened

Servpro of Pleasanton/Dublin has had the pleasure of successfully serving the Tri-Valley and East Bay communities with high quality fire and water clean-up and restoration services since 2008. Servpro was originally founded in 1967 and is currently comprised of over 1,650 franchises nationwide. They have become a highly recognized leader in the water and fire restoration industry across the country.

Servpro of Pleasanton/Dublin has many qualified areas of expertise including residential and commercial water and sewer clean-up and structural drying, mold remediation, fire and smoke damage clean-up and related services, carpet cleaning and deodorization, and stubborn odor elimination. They also perform moisture and mold inspections utilizing various moisture meters, infrared camera and borescope technologies with many years of experience and diligence.

At Servpro of Pleasanton/Dublin, they are best known for their personal touch and their high degree of honesty and integrity. They take great pride in every job performed and they stand firmly behind everything they do. They serve homeowners, business owners, property and facilities managers, real estate professionals, and agents and adjusters from all insurance companies. From a small puddle on the floor to a fully flooded home or business, you can count on Servpro of Pleasanton/Dublin to come to the rescue.

Contact Servpro for assistance or advice 24-hours a day at 925-426-2302 or visit them online at www.ServproOfPleasanton/Dublin or email servpro9612@yahoo.com.

Thank you to UNCLE Credit Union for hosting a great networking mixer in May at its new location in the Mission Plaza Shopping Center. UNCLE partnered with several of its neighboring restaurants and fellow Chamber members to provide a delicious spread of sandwiches, pizzas, cookies and more.

Founded in 1957 by four employees of the Radiation Lab in Livermore, UNCLE Credit Union was originally known as the Radiation Laboratory Livermore Credit Union, and they provided financial services to the entire community of Laboratory employees. Times change, and so did they. Now known as UNCLE Credit Union (for University of California Livermore Employees), they are a $280 million financial institution serving over 23,000 members.

Specialty’s Café & Bakery is coming to 5331 Hopyard Road on July 19th. Enjoy our newest cafe with abundant seating & modern amenities — including a full Peet’s Coffee Bar.

Thank you to SGS Marketing for providing the photography for this issue of the Business Connection.

Gena Stanley, UNCLE Credit Union and Susan Meyer, SGS Marketing.
Harold Roundtree, UNCLE Credit Union and Peter Holmes, Holmes AK Chiropractic.

And remember, with almost any kind of mess, Servpro can reduce your stress!
Fahrenheit Wood Fired Pizza – Fahrenheit Wood Fired Pizza, a pizzeria owned and operated by a family
that has called Pleasanton its home for 20 years, specializes in artisan pizza. Our dough is made daily from
100% organic flour and hand pressed. Choose your sauce and toppings to create your own masterpiece, or
one of our signature pizzas and watch as your pizza is cooked in our wood-fired oven in under 4 minutes. We
serve beer on tap from three local craft breweries, as well as several bottled beers and wine. We are located at
4747 Hopyard Road near Sweet Tomatoes, and whether you enjoy your pizza and beer inside or outside on our
patio, you are always welcome Monday through Friday from 11 AM to 9 PM and Saturday from noon to 9 PM.
Visit us on our website at www.fahrenheit-wfp.com or give us a call at 730-0242.

Start Your Weekend Early
Fundraiser Golf Outing Taking Place First Friday in August

The front nine is routed through the valley and the back nine sits on a higher elevation with the Happy Valley Creek winding throughout. Superior views of Mount Diablo fill the sky line to the north and incredible sanctuaries dedicated to the Callippe Butterfly are displayed. This is Callippe Preserve Golf Course, where the annual Chamber Golf Outing will be on Friday, August 1.

Whether you golf or not, the Chamber’s golf outing, sponsored by Big O Tires of Pleasanton, Malson, Powers, Pitre & Higgins, LLC, Eric Maxwell, Financial Advisor at Morgan Stanley and New Leaf Community Markets, is a great opportunity to get you and your business engaged and more exposure. The event is open to the public and sign-ups are coming in daily.

It’s a fun-filled afternoon of golf, great food, drink and fantastic prizes, and with lots of great networking, business promotion and contacts to be made, it still counts as ‘work’. This event keeps getting better and better each year, thanks to a great committee, many great sponsors, players and donors who get behind the Chamber’s one true FUNd-raising event of the year.

Sponsorship opportunities include everything from a tee sign with your company name out on the course to the leaderboard, where your logo is in front of every golfer while they’re in their golf cart.

If you’re a golfer, you have the option to participate as an individual, part of a foursome or in the Corporate VIP Challenge flight. This Corporate VIP Challenge is the all-inclusive, full-service package that includes golf, raffle tickets, putting contest, lunch, dinner, snacks and drinks on the course as well as a tee sign and leaderboard sponsorship.

For more information and to sign-up for the golf outing, visit www.pleasanton.org and click on the link for August 1 Golf Outing. The day includes scramble golf, lunch, dinner, refreshments on the course, contests and prizes.

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