Regional Medical Center is a 123-MRI imaging center. San Ramon currently operates as a free-standing Medical Center purchased Insight In 2010 San Ramon Regional ny held by the Pleasanton Chamber March 29. Festivities include lunch, from 12 p.m. to 2 p.m. on Thursday, Rd.). The celebration will be held Shopping Center off of Santa Rita Suite 5, Pleasanton (Rose Pavilion is located at 4211 Rosewood Dr., Imaging Pleasanton. The center is located at 4211 Rosewood Dr., Suite 5, Pleasanton (Rose Pavilion Shopping Center off of Santa Rita Rd.). The celebration will be held in the state of the art Firehouse Theater followed by the dynamic entertainment of Vegas style singer-ers with dueling pianos playing your song requests. It’s a night that just can’t be missed. This is the chance for Pleasanton residents to recognize, celebrate and say thank you to the people who work so hard all year long to enhance the community that we live and do business in. Award recipients include:

• Sensiba San Filippo LLP, Business Philanthropy Award: For businesses that have provided philanthropic service beyond the scope of normal business activity.
• Goodguy Rod & Custom Association, Excellence in Business Award: For businesses that have made a positive impact in the Pleasanton community through their achievement within the scope of normal business activity.

Pleasanton Community Band, Excellence in Service Award: For-profit organizations that have contributed to Pleasanton.

Bob Athenour, Distinguished Individual Service Award: For individuals who have contributed to Pleasanton through exceptional service to the community or philanthropic efforts.

The Dahlin Group, Green Business Award: For businesses that promote sustainable environmental business practices throughout their organization for the benefit of employees, customers or the community.

Please mark your calendar for this annual event in congratulating fellow community members and businesses with their achievements and register at www.pleasanton.org.

Pleasanton Diagnostic Imaging Center offers technically advanced, all-digital services in Rose Pavilion

San Ramon Regional Medical Center is proud to announce the grand opening celebration of the Pleasanton Diagnostic Imaging Center, formally known as Insight Imaging Pleasanton. The center is located at 4211 Rosewood Dr., Suite 5, Pleasanton (Rose Pavilion Shopping Center off of Santa Rita Rd.). The celebration will be held from 12 p.m. to 2 p.m. on Thursday, March 29. Festivities include lunch, tours and a ribbon-cutting ceremony held by the Pleasanton Chamber of Commerce.

In 2010 San Ramon Regional Medical Center purchased Insight Imaging of Pleasanton which currently operates as a free-standing MRI imaging center. San Ramon Regional Medical Center is a 123-bed, acute care hospital, offering inpatient, outpatient and emergency services since 1990.

The newly expanded 6,000-square-foot Diagnostic Imaging Center offers technically advanced, all-digital equipment in one convenient location starting March 6. Services include:

- MRI (1.5 T short bore)
- Hologic Mammo
- Computer-aided detection (CAD)
- Ultrasound
- DEXA bone density scan
- Digital X-ray

“We are pleased to offer these diagnostic services in one convenient, free-standing facility in Pleasanton,” said Gary Sloan, CEO San Ramon Regional Medical Center accepts most insurers, including Medicare, and most recently Hill Physicians. Currently, most patients can receive same-day appointments. The center staff will handle all first-pass insurance authorizations. Physician referrals are required. For more information and to visit the center, please call (925) 467-1400.
Avoid trouble with state, start East Pleasanton plan now

By Scott Raty

The longer Pleasanton waits to start the East Pleasanton Specific Plan (EPSP), the more disruptive it will be to the day-to-day operations of the City, and all the more challenging it will become to deliver a quality plan.

The Pleasanton City Council recently adopted a new General Plan Housing Element to satisfy the state’s requirement to plan for our community’s fair share of high density workforce housing. The Housing Element Task Force worked hard for many months to meet the rigorous, court imposed deadline. They, and all who contributed did an excellent job.

In the end a total of 73 acres sprinkled around the city were identified and rezoned so that Pleasanton would remain in control of its own future.

Although the Housing Element Task Force ranked properties located on Pleasanton’s east side among the most suitable for high density housing, the City steered clear of rezoning any of these properties until the East Pleasanton Specific Plan (EPSP) study is completed, as per the General Plan.

To ensure the City does not find itself in the same precarious position two years from now, when the next round of high density zoning requirements comes due, the City Council should start the East Pleasanton Specific Plan now.

The EPSP offers a unique opportunity for the creation of a well-conceived mix of uses. Those who own property in the EPSP area include Kiewit Infrastructure Company (501 acres), Legacy Partners (312 acres), Pleasanton Garbage Service (7.5 acres), along with Zone 7, the region’s water agency that owns several lakes. There is great potential for meeting a variety of community objectives including trails, recreation and possibly even a school. The east side also provides the greatest opportunities for meeting high density housing requirements imposed by the State of California, while minimizing impacts on existing neighborhoods.

Another very important element in the EPSP will be the determination of a funding plan for, and the design and construction of, El Chorro Road between Stoneridge Drive and Stanley Boulevard. This regional improvement will be a significant benefit to all Pleasanton residents.

At its December meeting the Planning Commission voted unanimously to recommend the City Council begin the EPSP so that it will be completed and adopted by the second quarter of 2013, just more than a year from now. In January the City Council directed staff to propose a schedule and work plan for the EPSP to begin this year.

We hope staff returns to council this month with a game plan and recommendation to start immediately – there’s so much ground to cover.

Chamber to help businesses with clean energy information, opportunities to save money, grow economy

The Pleasanton Chamber of Commerce is on the path to become a clean energy leader. According to Board Chair April Mitchell, the Chamber just signed on to participate in the new clean energy information hub called Chambers for Innovation and Clean Energy (CICE). CICE was founded by local chamber executives to help local chambers and member companies navigate the clean energy space, spur business innovation, and accelerate business competitiveness through clean energy projects and building a market for the clean technology products that could be developed, manufactured, and distributed right here in our region.

“Together, we can help build the clean energy economy by helping our member businesses become more energy efficient, supporting innovative local clean energy projects and building a market for the clean technology products that could be developed, manufactured, and distributed right here in our region.”

Through Chambers for Innovation and Clean Energy, the Pleasanton Chamber aims to provide valuable information, tools and best practices for member businesses to save money and pursue local, state and national clean energy incentives.
Promote your business at Chamber Golf Outing

Sign-up before July 2 and be entered in a drawing for a foursome at Callippe

The Golf Outing is a perfect opportunity to foster new business relationships and promote your products and services. You do not have to be a “golfer” to participate. You do have to have a good sense of humor and some patience! There are other ways to gain exposure for your business and receive a tee sign with your company name.

Join the fun on Friday, August 3 at Callippe Preserve Golf Course. The tournament is open to everyone and golfers of any ability can play. This is the perfect way to thank your clients or build your team’s spirit for the year ahead.

The day includes a BBQ lunch, longest drive, closest to the pin and putting contests. The tournament is a scramble format, where the best ball of the foursome is played. Entry in the Corporate 1-2-3 Challenge gives you for 2012 bragging rights and additional prizes. The HopYard Alehouse & Grill currently holds the title of Corporate Challenge Champions. To download registration form, visit www.pleasanton.org. Questions? Contact Wendy Gunshull at (925) 846-5858 ext. 201 or wendy@pleasanton.org.

Save Money and Save Energy with PG&E by Going Green

Environmental stewardship plays an increasingly important role nowadays in the procurement decisions of both large corporate and small businesses. Pacific Gas and Electric Company (PG&E) offers various programs to help our community sustain their business practices that can give your company a competitive advantage in 2012.

One such advantage is operational savings. Cost reductions achieved through the implementation of green practices in your company can help you manage your costs more efficiently, reduce operating costs, and share those savings with your customers. Something as simple as replacing your lighting fixtures or printing less paper can deliver real cost savings. And you’ll reduce your carbon footprint as well.

PG&E can help your business develop and implement an action plan to meet your short and long-term energy management goals. It’s a service that comes at no extra cost. For help getting started, visit www.pge.com/mybusiness or call PG&E’s Business Customer Service Center at 1-800-468-4743. Recent trends also show that both corporate and retail customers are making purchasing decisions based on a product’s or service’s environmental impact. In addition, with many state and federal policymakers allocating funds to spur clean energy generation and energy efficiency businesses, jobs, and investments entrepreneurs can find new growth opportunities by identifying business and technology trends in the expanding green economy.

In order for a company to successfully compete in the 21st century, sustainability needs to be part of the business plan. As a result, PG&E is working with community partners to provide small business owners with its ‘Diverse Suppliers Go Green’ training, a technical assistance program focused on ways to become more competitive by establishing an environmental policy. It also highlights the advantages of adopting sustainability practices; measuring, reducing and reporting environmental, social, and other green business opportunities.

To learn more about upcoming Diverse Supplier Workshop, please visit www.pge.com/diversesuppliersgogreen or email DiverseSuppliersGoGreen@pge.com.

Showcase your business in Stoneridge for a day

If you were offered an opportunity to put your business in Stoneridge Mall for an entire day to take advantage of roughly one-thousand Sunday shoppers, would you do it?

The Chamber and Stoneridge Mall are partnering for a second straight year to present “Consumer Showcase” on Sunday, May 20 from 11am to 6pm on the ground floor between Macy’s for Men and the Mall’s Grand Court.

“Last year’s showcase was a great success for the 200 businesses that exhibited their products and services. We are very excited to expand and offer this rare opportunity for a second time,” said Scott Raty, Chamber President.

“The exposure at the Consumer Showcase was a great way to connect with potential customers. We received a lead from the event, which later turned into a client and we closed a deal shortly after. We are looking forward to participating again this year,” said Steve Fast, Keller Williams Tri-Valley Realty.

According to Katy, the showcase is open to businesses who do not compete with tenants of the mall. “Also, please keep in mind that we have a one-of-a-kind rule in place too. For example we’ll limit ourselves to only one real estate company, one chiropractor, etc.”

As added incentive for mall shoppers to visit showcase exhibitors, there will be a drawing for a $50 shopping spree awarded at the end of the day to one lucky person who visits the showcase and registers to win. The HopYard Alehouse & Grill currently holds the title of Corporate Challenge Champions. To download registration form, visit www.pleasanton.org.

Field Games Bocce Tournament

Campo di Bocce is proud to host the Bay Area Senior Games, the first California Senior Games Bocce Tournament on March 11-17, 2012. The Games promote healthy, active lifestyles for adults over the age of 50. The 2012 California Senior Games State Championships will also be a qualifier for the 2013 Summer National Senior Games.

Get more information about upcoming Diverse Supplier Workshops, please visit www.pge.com/diversesuppliersgogreen or email DiverseSuppliersGoGreen@pge.com.

December

The Neptune Society of Northern California has been providing alternatives in meaningful ways in honoring loved ones for forty years. They provide cremation and traditional funeral services along with an array of merchandise and final dispositions that others do not.

Another misconception is that you must be a member to utilize their services. This is false, although being a member provides many perks to the families they serve, it is not mandatory nor even a requirement for utilizing their services.


The Neptune Society of Northern California has been providing alternatives in meaningful ways in honoring loved ones for forty years. They provide cremation and traditional funeral services along with an array of merchandise and final dispositions that others do not. Their reputation and quality of service at affordable prices and a simplistic dignified approach is what sets them apart from others.

Cost to exhibit is $399 for non-members. A nominal additional fee may be required for some exhibitors. Register online at www.pleasanton.org or for more information call the Chamber offices (925) 846-5858 ext. 201.
California Collision turns stressed drivers into satisfied customers

California Collision is a respected company grounded in the belief that customers are of the greatest importance. With distinction in the auto repair arena, California Collision is a one-stop automotive repair facility using only the most advanced, state-of-the-art, state-approved equipment.

With their highly trained employee and technician treats their customers like family, thus appreciating their time. No vehicle is kept longer than needed, and if repairs result in a longer stay, customers are alerted in advance, with a knowledgeable explanation of work needed.

All technicians are I-CAR and ASE certified and trained in frame straightening, body repair, expert color matching, aluminum repair, and adept in the ability to restore your vehicle to pre-occurrence condition. Being BMW experts, our technicians have over 28 years of combined experience.

To make an appointment, call 925-484-0111 or for more information, visit www.cccollision.net California Collision is located 57 California Avenue, Suite C in Pleasanton.

Serene Care offers residential care for the elderly

Since 1996, Sara Solomon, a registered nurse and her husband, Tilahoun, have owned and operated Serene Care. Sara and Tilahoun first moved to Pleasanton in 1986 and still live in town. Their three children grew up in the Bacon Court home, which is now one of three residential homes Serene Care operates in the Val Vista neighborhood.

Their elderly board and care homes have a maximum 6 residents per home and are licensed by the State of California. They provide nourishing meals, programmed activities of daily living, manage medication, grooming & service laundry in private rooms just like a home environment. Specialized services include hospice care, incontinence, dementia.

Caregivers at Serene Care are especially considerate and dedicated. Their low staff turn-over, means that their caregivers get to know their residents just like their own family over several years. They screen their staff to ensure they fit with our caring philosophy and perform criminal and background checks.

Other services they provide are transportation for outings to the Pleasanton Senior Center, hairdressers, library, and more. They provide free cable TV & Internet. Serene Care, Sara Solomon, Owner and Administrator, (925) 872-6056, www.sereneresidentialcare.com.

Phalen and Marshall receive outstanding volunteer awards

At the chamber’s annual Installation Luncheon, outgoing Chairman Tom Powers, California Financial surprised Janice Phalen, Diablo Meridian Realty with the Chairman’s Award for going above and beyond as a volunteer leader for the Chamber.

According to Powers, Phalen was always willing to step up and pitch in to help the Chamber. “She was at numerous ribbon cuttings, mixers and 2015 Forums throughout the year,” said Powers.

“Janice led all board members with most membership referrals, and even though she doesn’t play golf, she served on the Golf Tournament Committee,” said Powers. Carol Marshall was also honored at the luncheon as Ambassador of the Year. Carol’s dedication and time to the chamber outshined the rest. She is involved on numerous chamber committees including the Ambassadors and Employee Appreciation Luncheon.

Roby’s are first husband/wife team to receive Jenny Doehle Award

At the Chamber’s recent Installation Luncheon, the coveted Jenny Doehle Award was presented to Anne and Brock Roby, graduates of Leadership Pleasanton, for exemplifying the volunteer leadership skills and commitment to community that are synonymous with the program’s goals.

The Jenny Doehle Award was established in 2007 to recognize Leadership Pleasanton alumni who take what they learn from the eight-month program, and give back to the community.

Doehle, a past business and special projects manager for the chamber, lost her battle with advanced leukemia at the young age of 47. She played a significant part in making Leadership Pleasanton what it is today.

In describing why the Roby’s were singled out for the award, past recipient Sandra J. Wing said, “They helped make Pleasanton’s Children’s Soccer – a thriving program to give children with special needs the opportunity to play soccer while developing team-building skills, self-esteem and leadership.

To-date the program has helped over 450 special needs children in the Tri-Valley, and currently has over 100 players and 40 coaches involved. The Roby’s were also singled out for the volunteer work they do in conjunction with their church, counseling parents, teenagers and special needs children.

Anne is a 2011 Leadership Program graduate, and Brock is a 2009 program graduate. For information about Leadership Pleasanton visit www.pleasanton.org.
Can-Am Plumbing celebrates 40 years in business

The year was 1972: Richard Nixon was President, Liza Minnelli starred in Cabaret, Frank Capilla opened the doors of Can-Am Plumbing, a construction plumbing contractor specializing in both commercial and residential projects in Northern California. Defying the odds and local business, Can-Am remains strong and a presence in the community of Pleasanton for over 40 years, having worked with different, yet exceptional clients for over 6 years. During that time, the company has worked on a variety of projects including Valley Care Hospital, Pleasanton Police Station and City Hall, Hacienda Park and Ross Center, The Gardens at Ironwood Senior Living, Canyon Plaza Apartments, and numerous housing communities in Pleasanton.

Can-Am has been a part of many commercial construction projects and residential developments in Pleasanton over the years. Some of the more prominent projects include: a new office building for Can-Am Plumbing, the Pleasanton Police Station and City Hall, and numerous community and residential developments in commercial construction projects. Can-Am remains strong and a presence in the community of Pleasanton.

With sons Ron and Mike involved in company leadership, Can-Am has been a part of many commercial construction projects and residential developments in Pleasanton over the years. Some of the more prominent projects include: a new office building for Can-Am Plumbing, the Pleasanton Police Station and City Hall, and numerous community and residential developments in commercial construction projects. Can-Am remains strong and a presence in the community of Pleasanton.

The Value of Our Schools

By Pamela Ott

We’ve heard a lot about education in California lately, particularly the impacts from lack of state funding on schools from K-12 to community college to the state university system. While I don’t have any easy solutions to the crisis, I would like to share why a well-funded educational system is important, and why as a community we must work together to support our schools.

The short answer: The quality of the education we provide is a key element in ensuring economic development in our city.

Here’s why: When company decision-makers talk about whether to expand or relocate to another town, there’s a set of factors they consider. Primary among these is the quality of a community’s educational system. Employers want access to an educated and skilled work force.

Companies also want to attract and retain employees, many of whom decide where to work and live based on the schools their children will attend. In Pleasanton, our schools have helped keep our property values more stable than many communities, and our schools are often cited as why CEOs and business leaders choose to locate here.

After all, think about all we have to offer in this regard. The Pleasanton Unified School District boasts an outstanding API score, which measures the academic performance and growth of schools based on test results in English-Language Arts, mathematics, science and history-social science. Pleasanton’s overall API score of 906 (of 1,000) ranks PUSD at number 13 in the state for unified districts, as compared to the state average of 767. Another measure, SAT score, shows that PUSD students—with an average 1760—far outpace the California average of 1513 and the national average of 1500. Our students excel in the sciences, with 90% proficient or above, exceeding both county and state and science STAR scores and performing well above surrounding districts. And in 2011, 97.65% of our high school seniors received diplomas, and more than 95% of those graduates continued on to higher education. Beyond K-12, we also have outstanding options for higher education. Las Positas College offers curriculum for students seeking career preparation, transfer to a four-year college or university, personal and professional enrichment, choosing from more than 80 Occupational Associate Degrees, Transfer Associate Degrees, and Certificate Programs. Las Positas College has one of the highest transfer rates in the state and excels in helping students transfer to the state university systems and other four-year institutions. But the college also serves a vital role in providing career and technical training, benefiting those entering the technical and paraprofessional work force and creating workers with the expertise our local firms need.

And I’m very pleased to announce that our higher education network is growing as Pleasanton becomes the new home of the East Bay campus of the University of San Francisco. This means residents and workers in the region will have an opportunity to earn undergraduate and graduate degrees from the university’s Schools of Management, Education, and Nursing and Health Professions, and then get hired by local companies.

Whether as parents, individuals, associations, or businesses, our effort to support stable funding for our schools is essential to the economic health and well-being of our community.

Sohl Chiropractic P.C.

Dr. Sheena Sohl (left) and her staff

Sohl Chiropractic takes pride in providing the finest chiropractic wellness care to their patients. They have a full body approach which encompasses an assessment of the body from head to toe. Their treatment includes chiropractic care, soft tissue work and active rehabilitation specific to each individual. They also offer massage therapy utilizing techniques such as deep tissue, Swedish and prenatal care. Dr. Sohl has been in practice for over 6 years. During that time, she was extremely fortunate to have worked with different, yet highly gifted chiropractors. She has been able to further perfect her skills and continuously learn new techniques, integrating them into a style that is all her own.

From the moment you walk through the door, you are their priority. Their office offers a complete and thorough approach to their patients care. By incorporating a combination of Chiropractic and muscle work, they help to get you and your body balanced and pain-free.

Sohl Chiropractic P.C., Dr. Sheena Sohl, B.A.Sc., D.C., 4439 Stonecreek Drive Suite 200, Pleasanton (925) 462-BACK (2225) www.sohlchiropractic.com
We’ve all heard that “time” is the currency of the new millennium. In today’s dynamic, technologically driven business environment, accessing information and resources quickly can mean the difference between success and failure.

“That’s why the Pleasanton Chamber of Commerce has added “Tools for Business Success” to its website says April Mitchell, Chamber Board chairman.


Existing businesses can find many resources to improve and grow their business. There are many tools for employers, including ergonomic and wellness tools, hiring tools, links to safety resources, a free employee handbook template, and more. There is an employee email tool that lets you send book template, and more. There is an employee email tool that lets you send.

Contact: Tara Piaskowski
Phone: (925)458-4946
Email: info@salon-terrabella.com

Web Site: chambersexplorations.com

Business Class: Coaching
Coaching By Meeta
Pleasanton, CA 94588
Contact: Meeta Vyas
Phone: (925)963-0293
Email: coachingbymeeta@gmail.com

Web Site: coachingbymeeta.com

Business Class: Business Consulting
Amador Dental & Orthodontic
9500 Pleasanton Avenue, Suite 110
Pleasanton, CA 94566
Contact: Carol Thorburg
Phone: (925)484-4406
Email: amadosdenalt@bcglobal.net

Web Site: amadordental.com

Business Class: Internet Marketing
BizPop, Inc.
5776 Stonebridge Mall Road, Suite 335
Pleasanton, CA 94588
Contact: Manjeev Suknani
Phone: (925)932-3096
Email: manjeev@bizpop.com

Web Site: bizpop.com

Business Class: Hair Styling Salon
Salon Terra Bella
101 East Vineyard Ave., Suite 123
Livermore, CA 94550
Contact: Tara Piaskowski
Phone: (925)458-4946
Email: info@salon-terrabella.com

Web Site: salons-terrabella.com

Business Class: Travel & Tourism
Chamber Explorations
2613 190th Street, Suite 200
Redondo Beach, CA 90278
Web Site: yourwebprogrammer.com

Business Class: Public Transportation
Alammer Commuter Express (ACE)
949 E. Channel Street
Pleasanton, CA 94566
Contact: Thomas Reaves
Phone: (209)944-6220
Web Site: aceral.com

Business Class: Orthopaedic Surgery
Bell Sports Medicine Institute
5000 Pleasanton Avenue, Suite 200
Pleasanton, CA 94588
Contact: Alyce Henry
Phone: (925)600-7020
Email: info@bellsportmed.com
Web Site: BellsportMed.com

Business Class: International Business
Commonwealth Foreign Exchange
1000 Broadway #460
Oakland, CA 94607
Contact: Gary Chang
Phone: (510)267-2525
Web Site: comfix.com
Email: gary@comfix.com

Business Class: Dentist
Amador Dental & Orthodontic
9500 Pleasanton Avenue, Suite 110
Pleasanton, CA 94566
Contact: Carol Thorburg
Phone: (925)484-4406
Email: amadosdenalt@bcglobal.net

Web Site: amadordental.com

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5776 Stonebridge Mall Road, Suite 335
Pleasanton, CA 94588
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Livermore, CA 94550
Contact: Tara Piaskowski
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Email: info@salon-terrabella.com

Web Site: salons-terrabella.com

Business Class: Travel & Tourism
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5000 Pleasanton Avenue, Suite 200
Pleasanton, CA 94588
Contact: Alyce Henry
Phone: (925)600-7020
Email: info@bellsportmed.com
Web Site: BellsportMed.com

Business Class: International Business
Commonwealth Foreign Exchange
1000 Broadway #460
Oakland, CA 94607
Contact: Gary Chang
Phone: (510)267-2525
Web Site: comfix.com
Email: gary@comfix.com

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There is an employee email tool that lets you send links to helpful resources or required government forms to your employees.

There are links to local training opportunities to improve.
The Ray Morgan Company is a California-based organization that has been helping businesses create and manage documents for over 50 years. The Pleasanton branch is the 16th location and will be the first of three offices in the Bay Area. RMC has a long history supporting clients’ with their desktop printer fleet management, fax server integration, electronic document records management and multifunctional connected copier needs.

For over 30 years, RMC has been a provider of Canon imaging technology. Today, they are the largest single-line dealer for Canon in the Western United States. The cornerstone of their success is the focus on customer support and customized acquisition programs.

The relationship typically begins with a Free Document Technology Assessment. Understanding where and how documents are processed gives RMC the ability to recommend ways to increase document access and decrease document cost. Ray Morgan Company Pleasanton Branch Office is located at 7042 Commerce Circle, Pleasanton, (925) 400-4100, www.raymorgan.com.

### Cuba—A once in a lifetime travel opportunity

**June 28-July 7**

**Highlights:**
- Old Havana • Cathedral de la Havana • Museo Fine Arts • Pinar Del Río • Prehistoric Painted Caves • Cienfuegos • Jagua Castle • Trinidad • Sugar Mill Valley • Partagas Cigar Factory • Bay of Pigs Museum • Hemingway’s Farm – Finca La Vigia • Cojimar Fishing Village

**Inclusions:** Round trip airfare from SFO • Air departure taxes • 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 and Baggage Handling • Transportation by deluxe air-conditioned motor coach

**Price:** Starting at $3,899 per person double occupancy

### Tuscany – Birthplace of the Italian Renaissance

**Oct. 31-Nov. 8**

**Highlights:**
- Full-day tour of Florence • Full-day tour of Siena and San Gimignano • Montecatini • Lucca • Pisa • Campo dei Miracoli • Cinque Terre • Chianti Region • Piazza del Campo

**Inclusions:** Round trip airfare from SFO • Baggage handling at the airport • Services of a professional tour manager throughout the program • 7 nights First Class Hotel accommodations • Daily breakfasts and dinners • Deluxe air-conditioned motor coach transportation for all transfers.

**Price:** Starting at $2,599 per person double occupancy

For brochures, itineraries and forms, visit www.pleasanton.org

For more details contact Kate D’Or – kate@pleasanton.org or 925-846-5858 ext. 203

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**Popular Business Tradeshows return**

The Tradeshows are great platform for members to showcase their goods and services and interact with new customers. Over 25 local businesses will be on display to showcase their services to hundreds of potential customers.

Don’t miss the opportunity to gain exposure, make business connections and promote your business in a cost-effective way with your table-top display at the Business Tradeshows. Exhibit space is limited and will sell-out.

“The Pleasanton Chamber is one of the better and most active chambers in the Tri-Valley. It’s important to us to keep our brand and message in front of potential clients and the Business Tradeshows allow us to build business contacts. You never know which handshake will make the difference in your business growth.” —Ron White, Owner of Sign A Rama Tri-Valley.

This opportunity happens twice a year in the spring and fall at various locations. The First Tradeshows will take place April 11 from 5 p.m. to 7 p.m. at the Pleasanton Marriott.

Sign-up for the Tradeshows package and receive 20% OFF! April 11 & November 14 Business Tradeshows for ONLY $312. Single Exhibit Space is $195 members, $395 non-members. Exhibit space includes table, skirting, electricity and two employee passes to the tradeshows.

Register online at www.pleasanton.org or for more information call the chamber offices (925) 846-5858 ext. 201.

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**Castlewood Country Club**

**Meet, Play, Relax, Return...**

Summer Introductory Memberships are back. New membership options now available.

**EVERYDAY OPEN HOUSE***

Saturday, April 14 * 1:00 p.m. - 3:00 p.m.

**REGISTER TODAY!** Contact Jami Rodriguez, Membership Director, (925) 485-2239 or jrodriguez@castlewoodcc.org

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**Jory Aquino**
**Marketing/Account Manager**
2210 First Street
Livermore, CA 94550
Office: (925) 243-8016
Fax: (925) 447-0212
jory@independentnews.com
www.independentnews.com
Ribbon Cuttings

Creating new jobs, stronger economy

Venture Telecom provides business class telephone service utilizing voice over IP technology that allows them to give businesses pricing and functionality that is superior to AT&T. Their phone service will allow your company to reduce operational costs and expenses by giving you a predictable monthly flat rate for local and long distance calls. Their phone service also includes many other enhanced features such as: auto attendant, call forwarding to cellphones when out of the office, voicemail to email and many other useful features. Elaine Eigenmann, (925) 400-6312, www.venturetelecom.com

Salon Terra Bella is a full service hair salon located at the gateway to the Pleasanton-Livermore wine country. They are a Bumble & Bumble exclusive retailer and specialize in Goldwell Color Line and Hair Extension specialization — NXS, Cinderella Hair, Hair Addictions. They also offer wedding and special events services. All new clients receive 20% off and check out their web site or Facebook for monthly specials. Salon Terra Bella, 101 East Vineyard Avenue — Suite 123, Livermore, (925) 483-4946, www.salon-terrabella.com.

AJ Amstrup State Farm Insurance Agency celebrated the grand opening of his office at a ribbon cutting ceremony held recently. AJ Amstrup is a third generation State Farm Agent who offers complete financial protection for your autos, home, life, and health. He is also dedicated to helping his community with investment and banking services while providing an outstanding customer service experience. AJ would love to help you with your needs and welcomes any questions or calls to (925) 225-0550. You can also visit his website at www.agentamstrup.com.

The Northwestern Mutual has consistently focused on one ambition: to do the right thing for the people who put their trust in them. They are a 154-year-old mutual company serving the insurance and investment needs of more than three million clients. During their long history, they have protected their clients and paid life insurance dividends every year since 1872. They are the nation’s largest direct provider of individual life insurance — ranking 112 on the FORTUNE 500 with $180 billion in assets. When you’re looking for help in managing your financial risk and achieving financial security, they are a strong company. Learn more about them at www.pleasanton.nmfn.com.

Pleasantans tanning salon has been in business for 18+ years, and Angela Breitenbach has owned for the last 3 years. They have recently gone through many renovations, which include the addition of newer, high performance tanning equipment, a wide array of lotions and swimwear, as well as sunless tanning options. They strive to constantly improve their salon experience and offer a comfortable environment for their clients. Pleasantans is a one stop shop for all your vacation needs. Pleasantans, 4625 First Street, Suite 150, Pleasanton, (925) 846-8257, www.pleasantans.com.

Grape Times Wine Bar & Bistro is a place for the relaxed, easy going, and harmonious members of the Pleasanton and surrounding communities. Their goal is to provide a new favorite establishment, whether you’re relaxing with friends and colleagues or pursuing a romantic evening. “Grape Times” combines wonderful style and genuine hospitality to create a truly unique experience. They are supporting Livermore Valley vintners and teaming with local businesses to bring you the finest natural tasting lunch and bistro treats. (925) 461-WINE, www.grapetimeswinebar.com.


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