Transit oriented development project wins unanimous Council approval

By a unanimous vote of the Pleasanton City Council, BRE Properties received a green light to begin construction later this year on 500-plus transit oriented apartments across the street from the Pleasanton BART station in Hacienda Business Park.

A total of eighteen three and four story buildings will be constructed on two parcels, providing workforce housing adjacent to Pleasanton’s largest job center and rapid transit. The council’s action complies with a court ordered settlement agreement that dissolved Pleasanton’s voter-approved housing cap of 29,000 units. This project will help fulfill Pleasanton’s state imposed obligation to provide for low and moderate income housing.

The project will also include close to 6,000 square feet of neighborhood serving retail and commercial space.

Construction of the above transit oriented BRE project in Hacienda Business Park should begin in a few months.

Promote your business to Stoneridge shoppers!

The Pleasanton Chamber and Stoneridge Mall will partner for a second year to present “Consumer Showcase” on Sunday, May 20 from 11am to 6pm in the mall’s Grand Court.

“There’s still time for businesses to take advantage of this rare trade-show opportunity to showcase their products and services to an entire day’s foot traffic in the Grand Court,” says Marketing Manager for the Alameda county Fair April Mitchell, and current Chamber Board Chair. We showcased the Fair last year, and talked to hundreds of people in a single afternoon, it was a fantastic promotional opportunity!”

According to Chamber CEO Scott Raty, exhibiting opportunities are open to businesses that do not compete with tenants of the mall, and limited to just two of any one kind of exhibitors to ensure variety and avoid saturation by any one industry.

As added incentive for shoppers to visit showcase exhibitors, Raty will be giving away a $500 shopping spree at the end of the day to one lucky person who visits the showcase and registers to win. Register online at www.pleasanton.org or call the Chamber office (925)846-5858 for details.

Hospitality Zone to Increase Downtown Vitality  By Peter MacDonald

In recent years, downtown Pleasanton businesses struggled with the recession, and with increasing competition from nearby downtowns. In recent months, good progress has been made toward development of guidelines and policies to help downtown reach its potential as a vibrant, thriving destination for retail, dining and entertainment.

In March 2011 the Pleasanton Downtown Association (PDA) released a Downtown Hospitality Guidelines Task Force that has been working since last November to provide recommendations and guidelines for improving downtown vitality.

The Task Force recently voted to recommend an enlarged downtown hospitality zone with rules to streamline restaurant approvals and enable businesses who provide music.

While the Task Force has not finalized its report for the City Council, the tentative recommendation is available for public review on the City’s web site. The City Council is expected to consider the recommendation at its June 11 meeting.

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The Fair turns 100 within a Vibrant and Thriving Pleasanton Community

History Has Ties That Bind

As I continue with the preparations for Alameda County Fair’s centennial celebration, and adjust to life with the latest addition to my family, I reflect on beginnings, relationships, memories and what it means to turn 100 years old. Reaching this milestone in 2012 are Oreo Cookies, the sinking of the Titanic, Sun-Maid Raisins, the Girl Scouts of America and the Alameda County Fair. The Fair has a rich and storied history that has contributed greatly to the community of Alameda County, especially to the community of Pleasanton.

Established in 1859, the Fairgrounds is home to the Oldest One-Mile Racetrack in America. Many horse owners and trainers have visited Pleasanton and enjoyed the numerous amenities offered here throughout the years including Seabiscuit who trained at the racetrack in the 1930s. The Fairground has provided and continues to provide a substantial economic impact to the Pleasanton community with the 3 million plus visitors to the Fairgrounds each year, many of whom dine, shop and stay in Pleasanton.

I have visited many other county and state fairgrounds throughout the United States. Some of these fairgrounds are just barely hanging on by a financial thread due to the elimination of state funding. I continue to be amazed at how fortunate the Alameda County Fairgrounds is to be located within such a prosperous and well planned community. The Fair’s location within the progressive, vibrant and thriving Pleasanton community is a huge benefit to event promoters, attendees, sponsors and partners of the Fairgrounds. In addition, the convenience of being within walking distance of Pleasanton’s historic downtown has benefited both the Fairgrounds and the local downtown business community.

In 1894, the City of Pleasanton was incorporated. In 1912, the first Alameda County Fair was held. Pleasanton and the Fairgrounds have grown together throughout the years maintaining a small town sense of community while enjoying positive growth. They are historically linked together and even though the land is county owned property, many know the grounds as the “Pleasanton Fairgrounds”.

I love to hear the memories of those who live in Pleasanton that attended that special concert at the annual Fair or met their spouse at the racetrack. While I cannot speak on what life was like back in 1912 and throughout the early years, I do take pride in the great relationship that exists between the Fairgrounds and the community of Pleasanton today. Like peanut butter and jelly, cheese and crackers, Pleasanton and the Fairgrounds enjoy a natural symbiotic relationship. It has been and continues to be a win-win relationship. Salute to moving forward together and creating another 100 years of memories!

Help Pleasanton become the “Coolest City in California”

The CoolCalifornia Challenge is a friendly competition between ten California cities to reduce their community-wide carbon footprints and build more vibrant and sustainable communities. Cities participating in the CoolCalifornia Challenge 2012 are Chula Vista, Citrus Heights, Davis, Gonzales, Pittsburg, Pleasanton, Sacramento, San Jose, Santa Cruz, and Tracy. The CoolCalifornia Challenge is a competition that provides participants with points and rewards for taking particular actions. Unlike most competitions, the points earned are only intended for the benefit of the community. Beginning April 1, 2012 and continuing through May and June, the top three cities with the most points will earn recognition as “Cool California Cities” and the top city will be named the “Coolest California City”.

Cast your vote, everybody wins!

A member of each household can sign up to earn points for Pleasanton. Points also earn participants the chance to win prizes from green businesses, helping to stimulate green community development, and to help local charities by donating points on their behalf. To sign up, visit coolcalifornia.org/communitychallenge/individuals.

How do participants and cities earn points? Each household will earn 100 points just for signing up and more points for simple tasks like filling out an online survey, uploading a photo and inviting friends to join. Next, participants will enter information from their most recent energy usage, start tracking the miles driven of each vehicle they own. Households earn one point for...
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 and there are other ways to join the festivities. Be a theme hole sponsor and interact with the golfers as they pass by your designated hole. This is a great marketing tool to increase your network of business contacts.

“We enjoy being a theme hole sponsor at the Chamber Golf Outing because it’s great exposure for our business. It gives us the opportunity to see familiar faces and exposes us to potential new customers. As a community bank, it is very important for us to be visible at community events such as the Chamber’s Golf Outing. It is truly a fun-filled day of business development and marketing all rolled into one,” said Bernie Billen, V.P., Business Development, Valley Community Bank.

There are other ways to gain exposure for your business including: leaderboard sponsor, receive recognition on sponsor banner placed at Callippe on day of the event, tee sign and digital ad with company logo on all GPS carts and print recognition in rules handout and event program or be a tee sponsor to support the event 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 V.I.P. Challenge flight 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.

Kree Photography Wedding and life milestone photographer. Kree Addiego (Costello) loves to capture those in their natural element; candidly, so the images look real. Catching spirit and true personality is her goal! For weddings and family portraits, she provides posed and natural interactions, accomplishing all of what the bride, groom, and family desire. Artsy newborn baby portraits are also big in her expertise. Coming from a huge family, she loves working with children as well. Her end result will be unique, stylish, and classy. Check our Kree’s work at www.kreephotography.com

Business Spotlight

Agape Villages offers safe, loving homes to abused and neglected children

Every child deserves to feel safe, secure and loved! Sadly, there are 60,000-plus children in California who suffer from abuse and neglect, and need the safety, security and love of a caring foster home. Agape (uh-gah-pey) Villages Foster Family Agency (“Agape”), in partnering with the caring community, has for more than 50 years demonstrated concern, care and compassion for these disadvantaged and hurting children. Agape has placed over 5,600 children with loving families and certified over 400 foster families.

The word “agape” is Greek for unconditional love, and that is the love that Agape has for these children. Agape has their own social workers who visit each child each week to ensure all of their needs are met. Agape provides enrichment activities, which are critical to healing and recovery, and assists teens who are transitioning into adulthood.

One short story – Stephen came to Agape after several placements with state foster homes had failed. He had his behavioral issues, but being rejected like this only made things worse for him. Agape found a loving family who understood his needs and let him know of their commitment to him. He has been thriving! A significant challenge confronting Agape results from the reduction of government support due to state budget issues. Always dependent on compassionate, generous donors, Agape must find even more donations to fill the gap.

Agape is looking for those who will partner with them in this important work by becoming a foster parent, volunteering or financially supporting Agape Villages. For information, call Janet Kleyn, President, at (925) 866-3020. Tax-deductible donations can be made on-line at their website www.agapevillages.org or by mailing a check to their address: 3160 Crow Canyon Pl. Ste 120, San Ramon, CA 94583. Agape says thank you for caring about children.

Chamber provides resources to succeed in business

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.


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 links to helpful resources or required government forms to your employees.

Looking for help with government requirements? Tools for Business Success includes many government requirements for new and existing businesses. There are tools to select a business entity and links with all the forms to create the business entity. There are links to local training opportunities to improve your business skills or the skills of your employees. There are also free and low cost online training courses.

The Tools for Business Success website also includes industry-specific resources, including tools for hospitality (restaurants and hotels), manufacturing, retail, and more.

To access Tools for Business Success visit www.pleasanton.org and click on the red Tools button like the one that leads this story.

May 2012

Pleasanton Chamber of Commerce | Business Connection
every pound of CO2 below average California households with similar characteristics (calculated by the software).

Over the duration of the contest, households can earn “bonus points,” worth three times the value of normal points, for improving over their past performance. The value of bonus points also increases when participants reach certain goals, providing increasing motivation to reduce energy and transportation emissions. Points are tracked in the online software and count as raffle tickets, which participants can allocate to different prizes, or donate to local charities.

Each month a new set of goals that qualify for points will be added to the Challenge. After nine months, the city with the most points will be crowned the “Coolest California City” and be awarded a grand prize.

Who runs the CoolCalifornia Challenge?
The CoolCalifornia Challenge is a collaboration between California government, university and non-profit organizations. The program is administered by the CoolClimate Network (CCN), a research consortium in the Renewable and Appropriate Energy Laboratory at the University of California, Berkeley. This program is supported in part by a research contract from the California Air and Resources Board and is a program of the statewide climate action portal CoolCalifornia.org. Participating cities administer programs at the local level and serve as the primary point of contact for program participants. The Pleasanton Chamber is proudly partnering with the City of Pleasanton to promote ‘green’ practices and help the community reach its Climate Action Plan goals.

For a free energy audit of your home or business visit www.pge.com

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**Tuff Girl Fitness** offer Personal Training, Yoga, Small Group Training, and Boot Camps for men and women at their location in the Trader Joe’s Shopping Center at 1108 E. Stanley Blvd in Livermore. Their programs combine calisthenics, flexibility, strength training, weight training, circuits, cardio through short distance running, jogging, walking and drills to form a stronger, tighter, fitter you! They use TRX Suspension Training, Kettle bells, Balance Balls, Resistance Bands, Lebert Equalizers, Dynamax, Nutrition Coaching and much more to make your training experience fun and different every time and help you get the results you want. For more information visit www.tuffgirl.com or their Facebook Page http://www.facebook.com/tuffgirlfitness or Twitter @tuffgirlfitness or call Erica Nusom at 925-518-2414.

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**Ribbon Cuttings**

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**COOLEST CITY**

Continued from Page 2

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**DOWNTOWN**

Continued from Page 1

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B2B boosts economic vitality

We’ve all heard the message on the value of spending our consumer dollars locally. This is sometimes referred to as B2C, or business-to-consumer activity, and remains critically important as businesses continue the slow recovery from the recent economic downturn. As recent news stories indicate, increases in both retail activity and municipal sales tax revenues reflect a slow upward trend, which we’re also experiencing here in Pleasanton.

Equally important as consumer activity, however, particularly with a robust business community such as ours, is business-to-business activity. B2B, as it’s often called, is the exchange of products, services, or information between businesses rather than between businesses and consumers. In fact, research shows the volume of B2C transactions generates more economic benefit than the volume of B2C transactions.

Here’s why that’s so: the typical supply chain for a finished product will generate many B2B transactions involving components, materials, or intermediary services, while a B2C transaction only creates a single sale of a finished product or service to a customer. For example, an automobile maker engages in several B2B transactions such as buying tires, glass for windows, and rubber hoses for its vehicles, while its final transaction is a single B2C transaction as a finished vehicle sold to the consumer. B2B is also used for communication and collaboration. Many businesses are now using Facebook, Twitter, and other social media to connect with their consumers; however, they are beginning to use similar tools to connect to the companies they do business with and those they want to attract to their goods and services.

Our civic and business leaders recognize the value of B2B as the City’s Economic Development Strategic Plan specifically includes enhancing business-to-business sales tax revenues among its policies to maintain and enhance Pleasanton’s fiscal revenues.

That value is manifested in a variety of ways. Growing a robust B2B culture helps bring a diversity of businesses to our community as companies produce and deliver multiple elements of the supply chain. This fosters an active network among local firms, in turn developing longer-term relationships instead of one-time transactions.

As well, healthy B2B activity attracts additional businesses to our ecosystem as they desire to take advantage of the wealth of resources available and the generation of new ideas and opportunities. And business-to-business adds to the City’s budget. Because over 4,000 firms have chosen to locate in Pleasanton, B2B activity generated $4.1 million for the City of Pleasanton in 2011, representing 26% of sales tax revenues. Such revenues pay for our library, police and fire, sports parks, street maintenance and other services and amenities we have come to expect from our wonderful city.

We all benefit from business-to-business activity, and as a local business person you have many opportunities to strengthen your local connections. Perhaps you’ll take advantage of an upcoming Chamber networking event or attend a B2B workshop offered by our Pleasanton Chamber. Or maybe you’ll contact a trade association to explore marketing strategies to attract other firms to purchase your goods and services. However you choose to connect through B2B, you’ll be helping your business and the economic vitality of our community.

Business Spotlight

Downtown Yoga all about balance, strength, flexibility

Having just celebrated 10 years in business, Downtown Yoga in Pleasanton is excited about the next 10 years. Kate Coughlin, Director and her husband Jim have assembled a teaching faculty second to none. With over 50 classes per week in two spacious studios, Downtown Yoga has a program for everyone. Most people start with the popular “Introduction to Yoga” — it’s a perfect choice for the brand-new beginner. There are over 50 classes every day. Downtown Yoga offers Prenatal and postnatal classes for Pleasanton’s moms and moms to be. There are kid’s yoga and teen yoga classes. There is even a restorative yoga class on Friday mornings for those on the mend from injury or illness. One of the great things about taking a class at Downtown Yoga is the people you will meet, including friends, neighbors and acquaintances that you will want to have coffee with after class. Yoga offers, strength, balance, flexibility and most importantly, joy.

Business Spotlight

Paulina Tam and the Pleasanton Kumon Math and Reading Center

Paulina Tam is the owner and instructor of the Pleasanton and Pleasanton-North Kumon Math and Reading centers. Kumon is the world’s largest after school enrichment program started in Japan 55 years ago. It has been with Kumon for 15 years since 1997. She has been helping thousands of students in the Pleasanton community reach their academic goals. Paulina and her Kumon staff works very closely with each individual student and his or her family to create the best study plan possible for the student (PK-12th grade), whether the need is for remedial help or for advanced study. Over 330 students will receive honor roll awards in her 15th year Awards Ceremony at the Harvest Park Middle School’s Multi Purpose Room on May 12th. Many of her students are studying Algebra and High School Reading before 6th grade, some of them even completed High School Math (Calculus) and Reading Comprehension Program before entering High School.

Paulina is also a Kumon certified instructor trained to give instruction in the pre-school and kindergarten early learner program. She loves working with little children and believes that every student of all ages can learn and benefit from Kumon since they are allowed to learn at their own pace. More importantly, Kumon helps students develop good study skills and habits, builds up their confidence so that students can reach their highest potential. Paulina said, “We should never under estimate a child’s potential but allow them to grow and develop the joy of learning. Once they learn how to learn, they will never stop.” For more information call (510) 426-8585 or visit pleasantonkumon.com

Susie Weiss named Events & Communications Coordinator

The Chamber has announced the hiring of Susie Weiss as its Events & Communications Coordinator. She joins the Chamber after having spent the last 10 years in the Oakland A’s front office. As the Director of Premium Seating for the A’s, Weiss was responsible for the overall operations and success of the premium seating areas in the ballpark, with an emphasis on client relations and retention. She was raised in Pleasanton and attended local schools, including Amador Valley, before graduating from Cal Poly San Luis Obispo with a degree in journalism. Upon graduation, she worked in the Stanford University Athletic Department as a media relations assistant.

Weiss looks forward to using her experience and education to contribute to the success of the Chamber and is enthusiastic about enhancing Chamber special events and activities. Weiss resides in Pleasanton with her husband and two children.
During the past two months, over 100 businesses renewed their investment in the Chamber, thereby demonstrating their continued commitment to community excellence while realizing the benefits, services and representation associated with membership in Pleasanton’s leading business organization.

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

February - March 2012

Fifty-one Years
AT&T
Thirty-nine Years
Pleasanton Art League
Thirty-five years
Richert Lumber Company, Inc.
Reynolds & Brown
Thirty Years
Equity Enterprises
Studio Blue Reprographics
Kaiser Permanente-Diablo
Service Area
Ponderosa Homes
Twenty-five to Twenty-nine Years
Pleasanton Downtown Association
Tri-Valley Community Foundation
Livermore Amador Valley Transit Authority (WHEELS)
Schwartz, James G., Law Offices of
Hacienda Child Development Center and School
Twenty to Twenty-four Years
Mavvids Investments
Silmar Flooring
MGR Assets Inc.
Calligan Water Conditioning
Tucknett Electric Co.
Boyd Bookkeeping, Inc.
Fifteen to Nineteen Years
Sea Cliff Properties
Vic’s All Star Kitchen
First Republic Bank
Pleasanton
Hop Yard Alehouse & Grill
Rotary Club of Pleasanton
G.A.B. Investigations
Wal-Mart
Pleasanton Certified Farmers Market
Oracle
Ten to Fourteen Years
Hyatt House Pleasanton
Earl Anthony’s Dublin Bowl
Pleasanton Weekly
Erlene DeMarcus
Museum on Main Street
Alameda County Community Food Bank
Pleasanton-Livermore Junior Women’s Club
Cents & Sensibility, Inc.
Business Builders
WS Realty Advisors, Inc.
Sheraton Pleasanton Hotel
SafeAmerica Credit Union
Tri-Valley Inn & Suites
Life Technologies
Dunbar First Street Partnership II
The Bletenikoff Foundation
Five to Nine Years
Paul Bratude CPA
Tom Pico-Certified Public Accountant
Bill Howard Floor Co., Inc.
Y.A. Title Insurance
Jan-Pro Cleaning Systems
Ovation Payroll
Frontier Wealth Strategies

## New Members

**Business Class: Personal Trainer**

**Tuft Girl Fitness, LLC**

1108 E. Stanley Blvd.
Livermore, CA 94551

Contact: Erica Nasom
Phone: (925)518-4469
Email: geftig@tuftgirl.com
Web Site: tuftgirl.com

**Business Class: Business Consulting**

**G. Noland & Associates**

3588 Tospiga Drive
Pleasanton, CA 94566-7253

Contact: Gary Noland
Phone: (925)462-8701
Email: gary@gnoland-associates.com
Web Site: gnoland-associates.com

**Business Class: Fitness Training**

**Exteme Personal Training**

5342 Tilton Court
Dublin, CA 94568

Contact: Nick Harrison
Phone: (707)972-9994
Email: NickHarrisonFinnes@gmail.com
Web Site: NickHarrisonFitness.com

**Business Class: Tutoring Services**

**Kumon Math and Reading of Pleasanton**

1807 Santa Rita Road, Suite J
Pleasanton, CA 94566

Contact: Paulina Tam
Phone: (925)426-8858
Email: pleasantonkumon@gmail.com
Web Site: pleasantonkumon.com

**Business Class: Vending Machines/Services**

**DNR Specialty Vending**

5609 Pebblewood Court
Pleasanton, CA 94566

Contact: Donita Farmer
Phone: (510)520-7553
Email: Donita@DnRSpecialties.com

**Business Class: Non-Profits & Organizations**

**Hope For Crohn’s**

4900 Hopyard Rd., Suite 100
Pleasanton, CA 94588

Contact: Leslie Bonner
Phone: (877)230-6044
Email: info@hopeforcrohns.org
Web Site: hopforcrohns.org

**Business Class: Restaurant**

**Ocean Bliss Sushi and Japanese Cuisine**

600 Main Street, Suite G
Pleasanton, CA 94566

Contact: Yuni Zhuang
Phone: (925)417-5908

**Business Class: Accounting & Tax Services**

**Karlsson & Lane, An Accountancy Corporation**

4725 First Street, Suite 226
Pleasanton, CA 94566

Contact: Penny Lane
Phone: (925)521-9519
Email: pennylane@karlssonlane.com
Web Site: karlssonlane.com

**Business Class: Technology & Internet**

**NetCertExpert, Inc.**

4695 Chabot Drive, Suite 200
Pleasanton, CA 94588

Contact: Ric Vierusen
Phone: (650)307-6292
Email: info@netcertexpert.com
Web Site: netcertexpert.com

**Business Class: Chiropractor**

**Ignacio Chiropractic and Nutrition, Prof. Corp.**

5400 Sunset Blvd., Suite 3
Pleasanton, CA 94566

Contact: Bryan Ignacio
Phone: (925)200-8749
Web Site: IGNchiropractic.com

**Business Class: Credit Card Processing Service**

**Jeff Early - North American Bancard**

205 C Main Street
Pleasanton, CA 94566

Contact: (925)523-3180
Email: go2znab@comcast.net
Web Site: go2znab.com

**Business Class: Real Estate/Residential**

**Legacy Real Estate & Associates**

4657 Chabot Drive, Suite 115
Pleasanton, CA 94588

Contact: Larry Spiteri
Phone: (925)621-1200
Web Site: legacyre.com

**Business Class: Technology & Internet**

**Your Digital Handman**

PO Box 5082
Pleasanton, CA 94566

Contact: John DeKoven
Phone: (925)400-8370
Email: info@yourdigitalhandman.com
Web Site: yourdigitalhandman.com

**Business Class: Office Supplies/Equipment**

**Blaisdell’s Business Products**

1645 Alhambra Street
San Leandro, CA 94577

Contact: Margie Witt
Phone: (510)543-5600
Email: support@blaisdells.com
Web Site: blaisdells.com

**Business Class: Insurance**

**Liberty Mutual**

1807 Santa Rita Road, Suite H
Pleasanton, CA 94566
Contact: Jeanne Hyland
Phone: (925)846-8384
Web Site: libertymutual.com

**Business Class: Sales & Marketing**

**SevenAtoms Inc.**

5601 Arnold Road, Suite 118
Dublin, CA 94568
Contact: Rushal Patel
Phone: (925)566-6969
Email: info@sevenatoms.com
Web Site: sevenatoms.com

**Business Class: Printing & Marketing Services**

**AlphaGraphics Tri-Valley**

12093 Alcosta Blvd., Suite A
San Ramon, CA 94583
Contact: Maureen Habel
Phone: (925)264-5900
Web Site: AGTriValley.com

**Business Class: Photography**

**Kree Photography**

608 Main Street, Suite D
Pleasanton, CA 94566
Contact: Kree Addiego
Phone: (925)460-7141
Web Site: kreephotography.com

**Business Class: Spas**

**Massage Envy Spa of Pleasanton**

3003-A Hoppyard Road
Pleasanton, CA 94588
Contact: Terry Dillenburg
Phone: (925)809-2623
Email: clinic0911@massagenvy.com
Web Site: massagenvy.com

**Business Class: Business Consulting**

J. Haynes Enterprises

PO Box 2306
Carmo Valley, CA 94546
Contact: Gowendyn McClain
Phone: (925)484-3515
Email: gmcclain13@msn.com

**Business Class: Pest Control**

**Performance Pest Management**

3958 Valley Avenue, Suite D
Pleasanton, CA 94588
Contact: Karen Watkins
Phone: (925)484-3400
Email: katie@performancepet.com
Web Site: performancepet.com

**Business Class: Residential Service**

**Premier Rodent Proofing**

3958 Valley Avenue, Suite D
Pleasanton, CA 94566
Contact: Karen Watkins
Phone: (925)417-0900
Email: katie@premierrodent.com
Web Site: premierrodent.com

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SafeAmerica Credit Union, headquartered in Hacienda Business Park, recently opened a second Pleasanton branch near Stoneridge Mall to serve shoppers and local employees. SafeAmerica has $280+million in assets and 24,000+ members. As a not-for-profit financial co-op, it offers higher rates on savings and checking accounts, low rates on credit cards, auto loans and an array of mortgage loans. Ask about membership as a benefit for your employees. Visit the new branch at 5870 Stoneridge Mall Road, Pleasanton, www.safeamerica.com. (925) 734-4111.

Kathleen Beaulieu, owner of Pleasanton Wellness Center, located at 1491 Cedarwood Lane, Suite A offers her patients comprehensive wellness services that include therapeutic and pregnancy massages, nutritional consultations, bio-identical hormone therapy and comprehensive diagnostic testing.

More than 10 years ago, Kathleen became a certified First line Therapy (FLT) practitioner, which allows her to educate her clients in nutrition, implement nutritional protocols that are specific to their physiology and individual issues, and to dispense professional-grade supplements that support the healing process. Kathleen realized long ago that nutrition, exercise, and support are all key components to preventing, reversing, and managing such chronic diseases as high blood pressure, high cholesterol, diabetes and obesity.

“I teach people how to change their lifestyles, Kathleen says, “I take as much time as necessary to help them understand what they need to do so that it is not overwhelming.” Kathleen attributes her success to meeting people “where they are” in life.

The FLT nutritional protocols that Kathleen uses help clients learn about healthful lifestyle choices that will last a lifetime. They get to the core of issues and address those issues from different levels. Patient-specific plans are created, which include meal plans, medical foods, exercise and stress management. Together they create a comprehensive program that is easy to follow, understand and adapt to any lifestyle. For more information, call 925-600-0503 or visit pleasantonwellness.com.

Our existence lends us reasons to communicate. From our first breath to our last we strive for that concise, yet often elusive message directed to our audience. For many, writing communication can be as daunting as it is challenging. A few ideas to remember might help with your targeted customer correspondence:

Write clearly and concisely. Punctuation, and spelling, and grammar, oh my! To avoid seeming unprofessional and possibly being misconstrued, it’s a great bet that a second reading of your writing project will catch any missed errors. I suggest asking a colleague to review your work before pressing the send button.

Utilizing the write tools. Upon writing the Great American email, business letter, or direct mail campaign, keeping a great reference with you is as important as a carpenter with his hammer. To double check your work, a reference such as The Chicago Manual of Style will help you answer the burning question, “Does a comma really go there?” Nail down the perfect writing tools.

Managing wordiness. When possible, tighten up sentences; eliminate unnecessary verbiage to help you sound more professional. Consider another version of your message with fewer words. Pull in, tighten up. Instead of writing, “You might want to move the chair as soon as you can.” You might try instead, “Please move the chair quickly.”

Usage of commas and periods. This trifecta helps control your message should flow efficiently.

Consider... the better words. To convey significance choose words that give you the edge. Instead of an often used word such as different, try unique, distinctive, or diverse. Instead of using the word but, use however (after a semi-colon when appropriate). When in doubt, another convenient tool is your thesaurus. Right click on your mouse for an array of alternate word choices, or have your hard copy nearby.

Have something to say, and say it as clearly as you can. That is the only secret.

—Matthew Arnold

Note: Carol Marshall, professional marketing writer and editor, is located in Pleasanton, CA. A member of, and an Ambassador with the Chamber of Commerce, Carol enjoys helping others succeed. With her passion for the written word, she assists business owners and individuals communicate with their clients one word at a time. Please visit Carol’s website at www.cmwrite.com, her Facebook fan page, and connect with her on LinkedIn.

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DnR Specialty Vending is a locally owned and operated vending company that specializes in healthier vending options. They are able to easily custom fit healthy products that best fit your place of business. They can be your only vending solution or they can easily complement an existing traditional vending machine. If you are looking for a healthier alternative or addition to traditional vending please contact DnR Specialty Vending, 510-520-7553, www.DnRSpecialties.com.

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San Ramon Regional Medical Center is proud to announce the grand opening of the Pleasanton Diagnostic Imaging Center. The center is located at 4211 Rosewood Dr., Suite 5, Pleasanton (Rose Pavilion Shopping Center off of Santa Rita Rd.). The newly expanded 6,000-square-foot Diagnostic Imaging Center offers technically advanced all-digital equipment in one convenient location. Services include: MRI (1.5 T short bore), CT scan, HOLOGIC Mammography, Computer-aided detection (CAD), Ultrasound, DEXA bone density scan, and Digital X-ray. Physician referrals are required. For more information, please call 925.467.1400.

Bay Area Family Fitness Center (BAFFC) celebrates its “official” grand opening this month at 4250 Rosewood Drive, Pleasanton. This is the company’s third location in the Bay Area joining its more than 1500 affiliated locations worldwide. Specializing in results-oriented fitness programs at an affordable cost with no contracts, new members are provided a complimentary fitness evaluation by a certified personal trainer and instruction on the proper use of the equipment. The facility features a large assortment of cardiovascular equipment, selectorized resistance equipment, and free weights. Group exercise classes such as Zumba, U-Jam, Yoga, and Pilates are included with membership, and the club has well-appointed locker rooms and childcare.

Hidden just off Main Street, in a cool, serene dining room with lime green walls and paper lanterns, this little restaurant’s top-notch sushi is being discovered one customer at a time. Ocean Bliss Sushi and Japanese Cuisine is Yunli Zhuang’s first-ever restaurant, and he channels his passion into fresh and precisely presented creations, both raw and cooked. With low prices and friendly service Ocean Bliss is a great choice for lunch or dinner. They are located at 800 Main Street, Suite G (enter from Division Street.) For more information call (925) 417-5908.

White table cloths, delicious Mexico City style recipes, and friendly service are the trademark of El Jarrito Restaurant, downtown Pleasanton’s newest eatery located at 828 Main Street, the former Cheese Factory building. Owner, Maria Basilio who is a Pleasanton resident and professional caterer will personally welcome you for lunch or dinner throughout the week. This family owned and operated restaurant prepares dishes using only the freshest and highest grade ingredients. Walk-ins are welcome. For reservations call (925) 523-3360.