The Chamber was proud to partner with the City of Pleasanton and launch a multi-faceted health initiative aimed at branding Pleasanton as one the healthiest places to live, work and play.

The initiative began in August with a Healthy Habits 30-Day Challenge that attracted more than 300 individuals, families and businesses committed to adopting new healthy habits. It concluded in October with a comprehensive Health Forum focused on helping businesses slow the rate at which their health care costs are rising, and the recognition of companies positively impacting the local economy and lives globally.

Health Habits Challenge

The inaugural Healthy Habits Challenge was a great success with over 300 participating individuals, families and companies committed to adopting a new healthy habit for 30 days.

“We were very impressed by the draws out by the enthusiastic response,” said Chamber spokesperson Susie Weiss. Among some of the diverse group examples, Weiss noted that City employees engaged in a 30/30 Challenge to walk 30 minutes a day for 30 days; Alameda County Fair staff held an internal contest where teams earned points for drinking water, limiting caffeine, walking daily or eating more vegetables and salads. Tuft Girl Fitness offered discounts, free weeks of boot camp to everyone who participated in the Challenge, and Pleasanton schools introduced “Meatless Mondays” to start the new school year.

“Among many great success stories, a few of my favorites shared by individuals on the Chamber Facebook page included a participant climbing Mt. Lassen, another logging over 11,000 steps on a pedometer, and one who said, I feel better by simply being hydrated,” said Weiss.

“Throughout the Challenge we established partnerships with many in the community committed to good health and we continue to add more as we move toward the 2013 Healthy Habits Challenge,” said Board Chairman April Mitchell.

Companies improving economy locally, live globally

Four companies who contribute to the economy locally, and improve lives globally were presented with commendations from the City of Pleasanton, Alameda County, Assembly Member Joan Buchanan and Congressman Jerry McNerney.

“These companies, all headquartered in Pleasanton, help brand our city as a destination for business success in health and medical related industries,” said Mitchell.

Clarity Medical Systems, Inc. was singled out for their patented products that combine innovative 21st century optical, electronic and information technologies to change the nature of eye health-care. Clarity’s initial product line has improved the standard of eye healthcare for pediatrics and is sold to leading Neonatal Intensive Care Units on a global basis.

The company’s first product line, the RetCam, is a major achievement in providing miniaturized, integrated, wide-field imaging for management of eye disorders in infants, and revolutionized disease management for pediatric eye disorders, and has been the key tool for several international clinical trials.

NeoTract, Inc. founded in 2004, is dedicated to developing innovative, minimally invasive and clinically effective devices that address unmet needs in the field of urology. Their initial focus is to improve the standard of care for patients with Benign Prostatic Hyperplasia (BPH), a broadly underserved market. Their first product, the UroLift® System, is a minimally invasive device designed to treat lower urinary tract symptoms.

Local DECA Chapters Partner with Pleasanton Chamber of Commerce

The DECA chapters from Amador and Foothill High Schools have partnered with the Pleasanton Chamber of Commerce to support the students’ efforts to gain experience in the business field.

DECA, an international student organization, prepares emerging leaders and entrepreneurs in four fields: marketing, finance, hospitality and management. The club is organized into two unique student divisions (high school and college) with programs designed to address learning styles, interest and focus of its members. The high school division includes 185,000 members in 5,000 schools.

“We hope to partner local business leaders with business-minded youth,” said Roy Cook, Chairman of the Pleasanton Chamber of Commerce Community Foundation Board and Senior Corporate Recruiter for Robert Half.

Business leaders can help this enthusiastic group of tomorrow’s entrepreneurs in a number of ways...
Great Holiday Parties Happen Here!

2012 Board of Directors
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April Mitchell, Alameda County Fair Association
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Janet Yarbrough, Janet Yarbrough Accountancy Corp.
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Business Connection is a bi-monthly publication of the Pleasanton Chamber of Commerce. The positions and views advocated here are solely the responsibility of the Chamber.

Shop in Pleasanton and Support Local Business During This Holiday Season

It seems like each year the holidays come sooner and sooner. Where does the time go? The long-awaited summer flies by, the kids start school, the spirit of Halloween comes and goes, and then it’s time to give thanks with cranberries and turkey. Before you know it’s time to start your holiday shopping!

For many of us, the deals on Black Friday can mean significant savings if you can survive the long lines and oppressive crowds. For the rest of us procrastinators, remember to shop locally. When you shop Pleasanton, you support local businesses.

The health of our local economy is dependent on the strength of our area businesses, many of which are owned by Chamber members. Gifts bought at the Stoneridge mall, boutique stores or even gift cards purchased at restaurants, salons or specialty stores within our great city are presents that give back in so many ways. When you shop Pleasanton, you simultaneously create jobs and support local City services including police and fire protection, street maintenance and construction, parks, trails, youth and senior services, library and recreation programs.

Approximately 60% of the City’s total revenue is generated by local business. In order to maintain the high level of municipal services that Pleasanton residents have come to expect, sales tax dollars need to stay within our borders. Remember, there is no need to drive far to do your holiday shopping. Check out the Chamber’s directory of local businesses for all your shopping needs at www.pleasanton.org.

Thank You, HYATT house

Thank you to the HYATT house and Jon Burchett for hosting September’s Networking Mixer on their courtyard patio. Everyone enjoyed themselves on the balmy fall evening and the sliders, chicken wings and veggie dip were a hit. The HYATT house is located at 4545 Chabot Drive in Pleasanton.
When children are inspired, amazing things happen. Founded in 1999, Stratford School is an independent, private preschool, elementary, and middle school with 17 campuses throughout the Bay Area, including our new campus in Pleasanton.

By combining a safe and nurturing learning environment with a focus on core academic subjects, Stratford School provides an enriching and well-rounded educational program, while cultivating the natural joy of learning. Language arts and mathematics, the primary building blocks of education, are given special emphasis throughout the curriculum. This fundamental focus leads to a strong foundation that serves students well as they go on to succeed in high school and beyond. Equally important is having a robust music, creative arts, and technology program. In addition, beginning in preschool, Stratford offers science and Spanish programs that are taught by specialty teachers.

Take a tour of our new Stratford School in Pleasanton, and see how high expectations and engaging activities lead to high levels of student achievement. Most importantly, while on your tour you will see the enthusiasm for learning and confidence shared by each and every student at Stratford. Evident at all its schools is the Stratford motto, “Summa spes, summa res,” meaning, “High hopes, high things.” Applications are accepted year round, and enrollment is on a first-come, first-served basis. To learn more, we invite you to visit our website at www.StratfordSchools.com, or call (925) 737-0001 to schedule a personal tour of our new Stratford School in Pleasanton!

Stratford School, Pleasanton is located in the Hacienda Business Park at 4576 Willow Road in Pleasanton. Contact them by phone (925) 737-0001, email pls@stratfordschools.com or online at www.stratfordschools.com.

PG&E is committed to helping business customers understand their energy use, find ways to conserve electricity, and benefit from time-of-use rates. Learn more, try our no-cost, easy-to-use tools and start saving today by visiting www.pge.com/TOU or speak with a customer service representative by calling 1-800-468-4743.

See what time-of-use means for your business.
And start saving today with help from PG&E.

Beginning November 2012 and continuing over the next several years, many Pacific Gas and Electric Company (PG&E) small and medium business customers will move from a single flat electric rate to time-of-use rates. PG&E’s large agricultural and large commercial and industrial customers already underwent a similar transition. This is part of a statewide plan mandated by the California Public Utilities Commission to ensure greater power reliability and a better energy future.

Time-of-use rates are slightly higher during summer weekday afternoons when electric demand is higher, typically noon to 6 p.m., May through October. In return, time-of-use rates are lower at all other times. This means that when you use energy, is just as important as how much you use.

PG&E is the largest direct provider of electricity to California’s small and medium business customers. Time-of-use rates can provide savings for customers who can use energy during off-peak hours.

Typically, time-of-use rates are lower during off-peak hours, which typically are early mornings, late evenings, and weekends.

Time-of-use rates are slightly higher during summer weekday afternoons when electric demand is higher.

Luxury automobile owners will be thrilled to know that there is a new Auto Body Shop that provides honest, fast, and effective auto body and auto paint services to customers in Pleasanton and surrounding cities.

California Dent Works and Auto Body strives to achieve complete customer satisfaction, and they have earned a solid reputation for providing reliable, high-quality services. Their technicians provide custom painting services to match your vehicle’s factory finish and restore the showroom shine and luster. With expert workshops, unexpectable color matching services, and the highest quality paint available on the market, they make your car look better than it did before the accident.

Additionally, Pleasanton-based California Dent Works and Auto Body specializes in mobile, paintless dent repair and offers unequalled expertise in repairing large dents on luxury vehicles, such as Mercedes, Porsches, BMWs, Jaguars, and others. Best of all, they are entirely mobile – they come to you and are able to complete the work the same day in most cases. This means that paintless dent repair is a more convenient option for customers.

Time-of-use rates mean that you can save money by using energy during off-peak hours.

California Dent Works and Auto Body offer a 100% satisfaction guarantee on all repairs performed by the shop. If you would like to find out additional information about California Dent Works and Auto Body, visit their website at www.cadent-works.com or for a free estimate, call 925-484-3568. Of course, if you are in the area, please drop by in person at 57 California Avenue, Unit H in Pleasanton.

If you would like to find out additional information about California Dent Works and Auto Body, visit their website at www.cadent-works.com or for a free estimate, call 925-484-3568. Of course, if you are in the area, please drop by in person at 57 California Avenue, Unit H in Pleasanton. California Dent Works and Auto Body – “We Don’t DENT Your Wallet!”
Tech CU Serving High Tech Workforce in Bay Area
For Over 50 Years

Technology Credit Union has served the high tech workforce and its ecosystem in Silicon Valley and the greater Bay Area for over 50 years. It is recognized as one of the best-managed and strongest financial institutions in the country. In addition to free checking and savings, the company offers student loan banking accounts, both online and mobile banking, investment products and business banking services. Tech CU members have access to over 65,000 surcharge-free ATMs nationwide.

A certified Bay Area Green Business, Tech CU is also dedicated to its local communities — providing support to a wide variety of organizations with a focus on education, environmental sustainability, philanthropy and youth wrap-around services. Each year, Tech CU employees volunteer countless hours to a variety of worthy causes. Since 2007, Tech CU has donated over $270,000 to the community in grants, community sponsorships, in-kind goods and volunteer hours.

In April of 1960, a group of employees at Fairchild Camera and Instrument Semiconductor Division in Mountain View assembled in the cafeteria and decided to form a credit union. By the end of that year, they had 600 members with a total of $65,000 held in accounts. Today, the credit union has 10 full-service branches in the Bay Area and more than $1.6 billion in assets.

For additional information on Technology Credit Union, contact Ryan Behney, AVP Area Manager at (925) 803-5713 or behney@techcu.com or Medina Ahadi, Member Outreach Consultant at (408) 487-7514 or mahadi@techcu.com. Tech CU is located at 6601 Dublin Blvd, Suite A in Dublin.

“We pride ourselves on providing personalized financial solutions to help our members achieve their goals.”

Crank2 Performance Tandem Bicycles:
Bringing you closer together and closer to the road

Crank2 introduces the world to all things Tandem! They are your premiere resource for Performance Tandem Bike sales, parts and accessories.

It is their belief that they have the finest selection of high performance and precision tandem bicycles from Santana, Co-Motion, da Vinci Designs, and KHS available in the San Francisco Bay Area and Northern California. They are also a test ride center for these brands as well as CK2 Cycloworks.

Families will enjoy their selection of family specific tandems, meant to grow with your family and bring you together for a lifetime of tandem cycling fun and adventure. Crank2 has tandem bikes in stock to fit every need, budget, and size.

They know how difficult it can be to select the proper tandem, so they provide professional consultation and advice in a relaxed atmosphere. Proper fit is an essential part of the selection process, so at Crank2 they provide a state of the art “Body Scan” to determine the correct frame size for both Captain and Stoker. They offer a custom fit as a part of every tandem bicycle purchase.

Their location is especially well-suited for riders of all skill levels. You can bike through our scenic, cycling friendly community on a variety of routes and terrains that will ensure that you have the opportunity to compare their tandems with your needs.

Women will find that they have finally found a friend at Crank2, where their focus on the special cycling needs of women starts with perhaps the largest selection of women’s cycling apparel that you’ve ever seen in one place. They understand the special needs of women and provide helpful information and useful tips for beginners and experienced riders.

Crank2 provides bicycle maintenance and bike repairs on all types of bicycles, tandems, road bikes, mountain bikes, BMX bikes, comfort bikes, children’s bikes, cruisers, and others.

Crank2 finally found a single road bike that exemplifies their commitment to “bringing you closer to the road.” By their estimation, the Volagi Liscio by Endurance We Discover is perhaps the most innovative and inspiring road bike ever designed for the distance rider. This is the most stable road bike that they have ever experienced. The Volagi Liscio is available in three distinct models, but just like their tandem bicycles, they can customize a bike to fit your exact needs.

With a visit to the Crank2 showroom, you can test ride a broad range of Tandems from the top manufacturers. Our tandem experts will help you evaluate how each bike meshes with your riding style to insure that you get years of enjoyment and satisfaction from your final selection.

As you may have already ascertained, Crank2 is not just “tandem-centric.” Crank2 meets all the accessory needs of single riders, as well. They may have the largest selection of bar wrap available, as well as a cornucopia of wheels and helmets, including brands such as Rolf, American Classic, Heo, Fulcrum, and Shimano for wheels; and Kask, Rudy Project, Lazer, and Louis Garneau for helmets. Their selection of Garmin computers, lights, men’s clothing, and even nutritional products is outstanding. Crank2 is conveniently located at 5480-9 Sunol Blvd. in Pleasanton. For more information on Tandem Lifestyles, Health, Fitness, Travel, and Leisure activities, please visit them at www.crank-2.com.

Now more than ever is the time to take advantage of the Chamber to help grow your business.

Visit www.pleasanton.org or call 925-846-5858 for an appointment.
For every $35 spent at Gene’s Fine Foods, one Turkey Buck will be given out. Turkey Bucks can be redeemed towards a holiday ham, turkey or prime rib from the meat department.

Gene’s Fine Foods Gives Back To Community During Grand Opening Celebration

New ownership offers “Turkey Buck” promotion for holidays

September was a fantastic month for Gene’s Fine Foods. We’re proud to announce we raised over $4,000 for the Discovery Shop, Livermore Shepard’s Gate and Valley Humane Society of Pleasanton. We would personally like to thank all of the generous customers who donated to these non-profits.

The Grand Opening was a huge success. We greeted many new friendly faces into the store and also some who hadn’t been in yet to see all the wonderful changes we made. We thank you for all the positive feedback and look forward to continuing the many years of success Gene’s has had.

We would like to announce our grand prize winners for the four main raffle prizes we gave away at the end of the Grand Opening. Jill Smith, from Pleasanton was the lucky trip to Hawaii Winner. Ceece McCarthy was the Las Vegas trip winner. Kathy Verduzo was the Carmel Highlands Inn winner. Last, Mark Mascari won the 55-inch Samsung television.

The holidays are just around the corner and we have started something new this year at Gene’s. For every $35 spent at the store, one Turkey Buck will be given out. These Turkey Bucks can be found at the bottom of your receipt. Turkey Bucks can be redeemed towards a holiday ham, turkey, or prime rib from our meat department. They will be honored until New Year’s Eve this year.

We hope to see all of you soon and be sure to come see the friendly faces at Gene’s Fine Foods.

Health

Continued from Page 1

(LUTS) due to BPH

BPH is a common condition that affects over 500 million aging men worldwide. Causing bothersome, chronic lower urinary tract symptoms, BPH can cause loss of productivity, loss of sleep, depression and decreased quality of life.

The UroLift system is currently being evaluated in an FDA-approved clinical research study called the L.I.F.T. Research Study to support a premarketing application to the FDA. It is not available for sale in the U.S.

TriReme Medical, Inc. (TRM) a privately held medical device company founded in 2005, is dedicated to the development and manufacturing of advanced therapeutic solutions for the treatment of complex vascular disease.

Addressing specific unmet clinical needs, TMI is working with leading engineers and global thought leaders to offer physicians new and differentiated devices to improve outcomes in complex peripheral and coronary interventions.

To provide an even more broad range of innovative tools, in 2012 TMI received FDA clearance for an expanded matrix of sizes for its unique Glide™ PTCA balloon catheter, Glidertis Glide™ PTCA Catheter, and its innovative Chocolate™ PTCA balloon catheter, achieving another important milestone for TMI and their ongoing effort to improve outcomes for patients suffering from complex vascular disease.

The Cooper Companies, Inc. a global medical device company publicly traded on the NYSE Euronext, operates through two business units, CooperVision (CVI) and CooperSurgical (CSI).

CooperVision brings a refreshing perspective on vision care with a commitment to crafting a wide range of high-quality products for contact lens wearers and providing focused practitioner support. CooperSurgical focuses on supplying women’s health clinicians with market leading products and treatment options to improve the delivery of healthcare to women. Combined, the Cooper Companies have over 7,500 employees, and products sold in over 100 countries.

Safeway defies trend of rapidly rising health costs

The Health Forum’s keynote speaker was Ken Schachmut, Executive Vice President & CFO of Safeway Health, Inc. and Senior Vice President at Safeway, Inc. Schachmut described how Safeway has maintained its all-inclusive per-capita healthcare cost trend from 2005-2011 nearly flat, while the national average is an increase of 8% per year for six straight years. His presentation is available on the Chamber’s website.

A panel comprised of Ron Wetter, Kaiser Permanente; Scott Gregerson, ValleyCare Health Systems, and Heather Stanek, ClubSport, followed Safeway’s remarkable story of cost savings, and punctuated the importance of creating a culture of good health in companies both large and small, and for families and individuals as well.

“The only way to truly lower the costs of care is by making healthy choices that minimize the risk of acquiring chronic conditions later in life that require constant medical care and attention,” said Wetter.

“It’s insane, but Starbucks spent more money last year on employee health care than it did on coffee,” said Gregerson, driving home the need for focusing on wellness.

Sponsors for the program included Kaiser Permanente, ValleyCare Health System, and ClubSport.

Business Spotlight

Tender Loving Care: The Power of Touch

Did you know that painful massage actually engages the body’s fight or flight mode (the sympathetic nervous system)? Effective massage may be slightly uncomfortable, but painful massage sends danger signals to the body and it has an opposite effect of what you are paying for!

Gina Moore, a U.C. Berkeley alumna with 24 years experience in the technology industry, was diagnosed with a repetitive stress injury over 10 years ago. Receiving gentle but effective massage every two weeks made an amazing difference in her recovery and completely eliminated her ongoing symptoms, inspiring her to bring the same benefits to others.

Tender Loving Care Massage Therapy opened in 2011, and focuses on the special needs of Elders (65+) with discounted rates, Cancer Survivors, Pre-Natal clients, Trauma survivors, and anyone who can benefit from massage but has been unable to find a gentle, yet effective therapist.

Ms. Moore also studied CranioSacral Therapy (CST) at the Upledger Institute. CST treats the central nervous system directly, and can have a profound impact on wellness. Anyone seeking the healing power of touch with compassionate, sincere intention can have the utmost confidence in Gina’s work. Gift certificates can be purchased and instantly printed at http://tenderlovingcare.massagetherapy.com/services-and-rates.

Tender Loving Care Massage Therapy is located at 275 Rose Ave, Suite 201 in Pleasanton. You can call them at (925) 202-8230 or find them online at http://tenderlovingcare.massagetherapy.com

Thank you, Wells Fargo

Thank you to Wells Fargo, Heather O’Connell and Lori Nene for hosting October’s Networking mixer in their new branch located in the Pleasanton Gateway Center. Valley Catering’s paella, pot stickers and desserts did not disappoint. Wells Fargo Bank is located at 6778 Bernal Avenue in Pleasanton.
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.

August 2012 - September 2012

Thirty-nine Years
Atkinson, Andelson, Loya, Rudd & Romo

Thirty to Thirty-three Years
Inderbitzen, Martin W., Attorney At Law
J. L. Lemm & Associates
Commercial Real Estate

Twenty-five to Twenty-nine Years
Stoneridge Shopping Center

Twenty to Twenty-Four Years
B & S Hacienda
Auto body Repair
Bank of the West
Better Homes & Gardens
Tri-Valley Realty
Janet Cristiano
Black Tie Transportation
Hacienda Communities
Apartments
Pat Huffman Real Estate
Schwaegerle, Gary
Schwaegerle, Reddies

Fifteen to Nineteen Years
Accurate Impressions
Amberline Financial Advisors
AppleOne Employment Services
Assistance League of Amador Valley
California Center Pleasanton
Costco Wholesale
JG, PC, Business & Corporate Law
Lee & Associates
Livermore/Pleasanton
Firefighters Local 1974
Livermore/Pleasanton
Pediatrics Group
Pleasanton VIP Senior Club PostNet
Rotary Club of Pleasanton North
Ruby Hill Golf Club
Shrine Event Center
Terrence J. Rose, Inc.
Wilson Property Management

Ten to Fourteen Years
Axiom Community Health
Compass Product Design
Cranbrook Group, Inc.
Diversified Mortgage Group
Door Doctor, The
Farmers Insurance Group
Harsch Investment Properties, LLC
Merry Maids
Peridot Corp.
Pleasanton Travel
Protection One
Shapiro, Bob
Stoneridge Apartments
Valley Humane Society, Inc.
Zone 7 Water Agency

Five to Nine Years
Begrami + Company LLP
Cal West Service, Inc.
Clorox Services Company
Genworth Financial
Kier & Wright Civil Engineers & Surveyors, Inc.
Oasis Grille
PayChex
Rubicon
San Francisco Business Times
The Arc of Alameda County
The Parkview Assisted Living
The Picnic People
Time 4 Order
Professional Organizing
World School of Massage & Holistic Healing Arts

One to Four Years
Amador Properties
American Laser Skincare
Amethyst Financial
Tarantino & Associates
Baci Bistro & Bar
Big Picture Creative, Inc.
Cafe Main
Coldwell Banker Real Estate and Mortgage
Comerica Bank
Developmental Spectrums eAdGear, Inc.
Handles on Main
Lawson Law, APC
Mark Shaver
Morgan Stanley Smith Barney
Eric Maxwell, Senior V.P., Financial Advisor
Nick Kavanayidis,
Colliers International
Northern California Chapter, NRECA
Performance Landscape Service
Pleasanton Patch
Pleasanton Urgent Care
RMCC - A Ray Morgan Company, LLC
Sign a Rama Tri-Valley
Stafford Consulting, LLC
Target Construction
The First Tee of the Tri-Valley
Western Garden Nursery
Yajnik & Mehta Associates

New Members

Business Category: Government Office
Assembly Member Joan Buchanan
2694 Bishop Drive, Ste. 275
San Ramon, CA 94583
Contact: Pat Perlow
Phone: (925) 328-1515
Email: assemblymember.buchanan@assembly.ca.gov

Business Category: Church
Blue Oaks Church
5424 Sunol Blvd., Suite 10247
Pleasanton, CA 94566
Contact: Ruth McNairn
Phone: (925) 456-4528
Email: ruthmcnairn@gmail.com
Website: www.blueoaks.cc

Business Category: Health Care
CareMore
4207 Rosewood Drive
Pleasanton, CA 94588
Contact: Cristina Lopez-Pollard
Phone: 925-360-9228
Website: www.caremored.com

Business Category: Real Estate/ Commercial
Cassidy Turley Northern California
5000 Hopyard Road, Suite 205
Pleasanton, CA 94566
Contact: Mike Copeland
Phone: (925) 621-3840
Email: mcopeland@cbt.com
Website: www.cbt.com

Business Category: Tutoring Services
Pleasanton Tutoring
PO Box 1553
Pleasanton, CA 94566
Contact: Amanda Brown
Phone: (925) 353-5862
Email: pleasantontutoring@gmail.com
Website: www.pleasantontutoring.com

Business Category: Carpet, Upholstery & Floor Cleaning
P-Town Carpet & Upholstery Cleaning
568 Saint John Street #5
Pleasanton, CA 94566
Contact: Chris Gross
Phone: (925) 426-1808

Business Category: Real Estate/ Residential
RenJen & Associates
608 Main Street, Suite C
Pleasanton, CA 94566
Contact: Jennifer Haus
Phone: (925) 628-4077
Toll Free Phone: 877-RENJEN
Email: team.renjen@yahoo.com

Business Category: Schools/Colleges/ Learning Centers
Stratford School Pleasanton
4576 Willow Road
Pleasanton, CA 94588
Contact: Sunny Figueroa
Phone: (925) 737-0001
Email: pls@stratfordschools.com
Website: www.stratfordschools.com

Business Category: Banks
Technology Credit Union
6601 Dublin Blvd., Suite A
Dublin, CA 94568
Contact: Ryan Behney
Phone: (925) 828-9192
Toll Free Phone: (800) 553-0880
Email: rbhehney@techcu.com
Website: www.techcu.com

Business Category: Real Estate/ Residential
The Bradley Group - J.Rockcliff REALTORS
1396 Cabrillo Avenue
San Jose, CA 95132
Contact: Joseph Bradley
Phone: (925) 218-8983
Email: homes@josephbradley.com
Website: www.TheBradleyTeam.com

Business Category: Technology Services
Veer Projects Inc.
4695 Chabot Drive, Suite 200
Pleasanton, CA 94588
Contact: Raj Khaware
Phone: (925) 558-2775
Email: raj@veer.com
Website: www.veer.com

Business Category: Health & Wellness
Weight Watchers of Pleasanton
4811 Hopyard Road, Suite G4
Pleasanton, CA 94588
Contact: Jeanne O’Brien
Phone: (925) 858-4055
Email: Jeanne.obrien@weightwatchers.com
Website: www.weightwatchers.com

Business Category: Restaurant
Zakuro
6700 Santa Rita Road #A
Pleasanton, CA 94588
Contact: Alex Chung
Phone: (925) 469-9060
Email: hello@zakuro.com
Website: www.zakurobistro.com

Reusable Bag Ordinance: What it Means for Alameda County Stores and Consumers

Plastic bags are one of the most common litter items found in our creeks, storm drains and streets — but one reusable bag can replace more than 600 single-use bags over its lifetime.

In order to save valuable natural resources, reduce litter, and reduce the cost to the public of litter cleanup, a new countywide ordinance has been adopted by the Alameda County Waste Management Authority to promote the use of reusable bags in place of single-use plastic carryout bags. The Reusable Bag Ordinance affects most grocery stores, mini-marts, convenience stores, liquor stores, pharmacies and other stores in Alameda County that sell packaged foods.

Beginning January 1, 2013, affected stores can no longer provide single-use plastic carryout bags. Reusable bags or bags made of recycled paper may be provided, as long as the store charges a minimum price of 10 cents per bag. Consumers will be encouraged to bring their own bags for their purchases. Educational materials for in-store use will be made available free of charge to affected stores by the Alameda County Waste Management Authority.

AFFECTED STORES

AFFECTED STORES

REUSEABLE BAGS NOT ALLOWED

The Reusable Bag Ordinance affects most grocery stores, mini-marts, convenience stores, liquor stores, pharmacies and other stores in Alameda County that sell packaged foods.
CareMore is bringing its acclaimed care management neighborhood model to the Tri-Valley region of Alameda County and is partnered with ValleyCare Health System.

CareMore started in the 1990s in southern California as a medical group. In 2002, the company began developing a unique care model. They have been in Northern California since 2008 and are expanding to the Eastern United States for the first time.

CareMore provides innovative health care approaches to the complex problems of aging. Its model focuses on seniors who are at risk of or are developing health-draining chronic conditions, such as diabetes or heart and lung disease. The model identifies these conditions early and addresses them before they worsen. It also stresses preventing the onset of disease through exercise and nutrition.

Results have been impressive. For example, CareMore’s diabetic wound management program has reduced amputations among members to nearly zero*, while its congestive heart failure has reduced hospital admissions by 56 percent*.

“Our approach is to not only preserve costs, but we also help seniors live longer, more independent lives,” said Cristina Lopez-Pollard, Regional Sales Manager for Alameda County.

The centerpiece of the model is the local CareMore Care Center, which delivers everything from mental health screenings, nutrition counseling by a registered dietician, wound care, to routine toe-nail clippings. “We are a local health plan with local staff, consisting of doctors, nurse practitioners, medical assistants, case management, and health plan representatives who are familiar with the area and all of the health and social services available to you,” says Cristina Lopez-Pollard.

The Pleasanton Care Center also includes the “Nifty After Fifty” fitness center, that offers strengthening programs and a personalized fitness plan developed by experts with a four-year degree in kinesiology and body motion to all members of the plan. The Care Center also has a large community room where Tai Chi, Chi Kung, Zumba Gold, movie days, self-defense, and other classes designed for seniors are offered at no cost and open to the public.

The grand opening of the new Pleasanton Care Center, located at 4270 Rosewood Drive, took place on October 25 and was a great success. The event was set up as a resource fair with local community organizations participating. The Cool Tones Big Band performed and light refreshments were served.

If you would like more information regarding CareMore and the Medicare Advantage Plans offered to Tri-Valley Medicare beneficiaries, please contact Cristina Lopez-Pollard at 925-360-9228.

“ ‘We not only preserve costs, but we also help seniors live longer, more independent lives’ ”

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DECA
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— from acting as a judge for classroom competitions to speaking to the organization about their transition from high school to college or work. DECA’s competitive events directly contribute to every student being college and career ready when they graduate from high school. Entrepreneurs and other experienced individuals are encouraged to speak at DECA classes at Foothill and Amador as students are eager to learn about real-life experience in the business field.

DECA is also looking for business partners to provide strategic advice on organizational policy, professional insight on content and crucial financial support for programming. As a 501(c)3 non-profit organization, DECA relies on its supporters for funding. One of its goals is to enhance the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction while connecting to business and the community.

“We would like to provide students with a mentor that can help guide them towards success after high school in hopes that they will establish a career in Pleasanton. Chamber businesses can also benefit from receiving the youth perspective,” said Cook.

The Chamber’s partnership with the local high school’s DECA organizations was initiated in May. Foothill High School seniors Jared Shohfi and Cameron Vaughan presented an overview of what DECA is and how it changed their high school experience to the Chamber’s Community Foundation.

“DECA is not just an ordinary organization or club, it’s a group of more than two hundred thousand passionate and success-driven students that have continued to surpass many achievements and set the bar higher every year,” said Sahil Wadhwa, Foothill DECA President. “My experience in DECA has been that of self-growth and realization of not just what profession, but also what I aspire to be in my future.”

For more information on how you can volunteer to participate with the local organizations, contact the DECA Advisors: Laurie Andrews at Amador (ljandrews@pleasanton.k12.ca.us (925) 461-6100, ext. 5199) or Tami Raaker at Foothill (traaker@pleasanton.k12.ca.us (925) 461-0425).

— Ayesha Sarah Omarali is the DECA Vice President of Public Relations at Foothill High School.
Ribbon Cuttings

Creating new jobs, stronger economy

**Armored Auto Group**

Armored AutoGroup Inc. is headquartered in Danbury, Conn. and the new Global Research and Development Center is located in Pleasanton. Armored AutoGroup is primarily comprised of the ARMOR ALL® and STP® brands of consumer car care products. The current ARMOR ALL product line of protectants, wipes, tire and wheel care products, glass cleaners, leather care products and washes is designed to clean, shine and protect interior and exterior automobile surfaces. The STP product line of oil and fuel additives, functional fluids and automotive appearance products has a broad customer base ranging from professional racers to car enthusiasts and “Do-it-Yourselfers.” Our company has a diversified geographic footprint with operations in the United States, Canada, Mexico, the United Kingdom, Australia and China and distributors in more than 50 countries. More information about Armored AutoGroup and its brands can be found at armoredautogroup.com, armorall.com and stp.com.

**Hart-Hinek Insurance Agency**

The Hart-Hinek Insurance Agency represents Farmers Insurance and specializes in Home, Auto, Life, Business and Renters Insurance. After 23 years of working on the corporate claims side of the insurance industry, Kathleen Hart-Hinek opened her own agency in February 2011. “When I was a Senior Claims Specialist I worked with families who did not have the right insurance program to protect their assets,” says Hart-Hinek. “Having an accident is a stressful event but it compounds by not having the right coverage in place and putting your assets at risk.” The main focus of the Hart-Hinek Insurance Agency is to design an insurance program that provides asset protection at an optimal premium. In addition, using her claims experience allows Hart-Hinek to offer advice ensuring the claims process is always handled fairly, efficiently and promptly. The Hart-Hinek Insurance Agency is partnering with local schools and will give a portion of new business commissions back to the school of your choice. For more information on the partnership with local schools Kathleen can be reached at 925-600-7144 or email kshinek@farmersagent.com.

**Tri-Valley Winners Circle**

Tri-Valley Winners Circle is Your Pleasanton local chapter of Business Network International. The “Circle” meets every Thursday morning, 8:30-10:00am at Girasole Grill located at 3180 Santa Rita Road in Pleasanton. We support small businesses and help small business owners prosper. Visitors are always welcome. At Tri-Valley Winners Circle, our goal is to support our members in growing their business with quality referrals. We emphasize integrity and accountability while having fun. Referrals are the gateway to our success! For more information please contact Chapter President, Jason Ricca - Ricca Craft Construction (925) 785-7925, Vice-President, Deborah Ritchey - Farmers Insurance (925) 474-3470 or Secretary/Treasurer, Bill Wostenberg -Transamerica Financial Services (408) 436-0733.

**Trainer Communications**

Trainer Communications, the premier provider of high-tech integrated marketing and public relations services, announced a new corporate headquarters office to support growing demand for its award-winning services. With a mantra of “crazy-good client satisfaction” (CGCS), Trainer has experienced consistent year-over-year growth, fueling the need for larger office space to accommodate its growing staff and service offerings.” One of the ways we deliver crazy-good client satisfaction is to constantly drive innovation,” said Susan Thomas, CEO of Trainer Communications. “What makes us different is our relentless commitment to teamwork and collaboration. We designed our new corporate offices to incorporate those principles.” Trainer has designed a classy, yet edgy office environment that promotes a creative and collaborative work environment. Trainer has incorporated many unique features into its new workspace including: Collaboration Stations, complete with the latest digital technology, Writable Walls, featuring dry erase markers on walls, Collaborative Cubes, and a Conference Room, complete with a writable window wall and large-screen HD-TV. Trainer Communications’ headquarters is strategically located on Stoneridge Mall Road. For more information visit http://www.trainercomm.com/