Sunol Creek Memory Care is in the final phases of framing and construction activities are advancing toward the planned opening in January 2014. This new 46-unit, 21,481 square-foot, single-story memory care community is located at 5980 Sunol Boulevard and will be a licensed Residential Care Facility for the Elderly (“RCFE”). It will serve senior citizens of Pleasanton and surrounding communities. Those seeking information about reserving a residence for a loved one at Sunol Creek Memory Care, an innovative new residential community for those living with various forms of dementia is the first to receive an electronic version of the City of Pleasanton’s latest Economic Indicators Report, full of impressive data about Pleasanton, our region and why Pleasanton and the entire Valley has so much upside as a place to live, work and raise a family,” said Raty.

Advanced registration is just $20 per person and may be done conveniently online at www.pleasanton.org. Walk-ups on the day of the event will be first-come, first-served at $30 each and subject to availability.

Speakers:

Dom Sagolla
Co-creator, Twitter and Author of “140 Characters.” He is currently with Hackathon, Inc. and Chaotic Moon Studios, the world’s top mobile application studio, providing everything from initial brainstorming and strategy, to custom development and publishing, to managing entire mobile presence in any application marketplace. More about Sagolla at Dom.net.

Rob Cain
CEO, Adept Technologies – A global leader in robotic systems for high growth markets: packaging, medical, disk drive/electronics, solar as well as businesses and consumers alike.

According to Brock Roby, Chamber Board Chairman and program co-host, the Firehouse is the perfect setting. “The intimate theater format is perfect for our talk-show format and great audience interaction; the expanded lobby is ideal for a reception that will feature craft brews, area wines and an opportunity to meet speakers, award winners and network,” said Roby.

The doors open at 4:00 p.m. with the program getting underway promptly at 4:15 p.m. with brief awards ceremonies recognizing Workday and Adept Technologies for their outstanding contributions to the local economy.

According to Chamber CEO Scott Raty, there’s a value-added take away for all attendees. “Everyone who attends will be among the first to receive an electronic version of the City of Pleasanton’s latest Economic Indicators Report, full of impressive data about Pleasanton, our region and why Pleasanton and the entire Valley has so much upside as a place to live, work and raise a family,” said Raty.

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MarketingXLerator: Helps You Create Your Social Media Strategy

MarketingXLerator is a small business with global reach. “Our motto is ‘Teach a man to fish’ as in the proverb ‘Give a man a fish and he won’t starve for a day. Teach a man how to fish and he won’t starve for his entire life.’” says Natascha Thomson, Owner & Founder of MarketingXLerator, a B2B Social Media Marketing.

At MarketingXLerator, Thomson helps companies create social media marketing strategies that generate awareness, demand and long-term customer relationships. Whether a company is just getting started with social media or wants to optimize their existing strategy and channels, MarketingXLerator can provide the necessary training and expertise. Customers include Global 2000 enterprises and startups like SAP, EMC, Matrix Precise, and Centgent Solutions.

Thomson brings over 15 years experience in B2B marketing to the table, and holds an Executive MBA from St. Mary’s College, California, as well as a Master of Commerce and Arts from the Passau University, Germany.

“Social media is a fast-moving space where one can easily make a lot of mistakes. But it can be innovative and create brand new marketing strategies for our clients. Each day a lot has already been done and it’s time to let clients shine,” says Thomson. One of MarketingXLerator’s specialties is helping corporate employees – from managers to top executives – build their own social media strategy to enhance their career and increase return on investment. They offer individual coaching packages and workshops for groups.

Thomson says there is a lot of hype around social media and many people see it and think it has to be on Facebook, LinkedIn and Twitter when in fact, that might not bring the biggest bang for the buck.

“Social media marketing success starts with having clear goals and a good understanding of your target audience,” says Thomson. “We help you define and prioritize what you need to do and lead you along the way until you acquire the right skills to do it yourself.”

If you are a B2B company that wants to increase visibility in the market, MarketingXLerator can help. Find Natascha Thomson on Twitter: @NaThomson or visit www.MarketingXLerator.com.

The Future of Business: Pleasanton Young Professionals

I tend to see myself permanently as a 25-year-old. Besides the fact that my kids are almost that age, I manage to entertain that feeling throughout most of my activities. However, there are a few things that shatter the illusion. One, of course, is my hair. The other was attending the inaugural Pleasanton Young Professionals event which was two weeks ago at the Chamber office.

I walked into an energized room of nearly 60 young professionals at a government official who thought this was not my father’s Chamber of Commerce event! But it was the beginning of something we really need here in Pleasanton: the future of business!

We are operating at a unique time in the workplace. There are three distinct generational groups learning to work together: The Baby Boomers (born 1946-1964), Generation X (born early 60’s to early 80’s), and Generation Y or the “Millennials” – (born 1982 – 2000). Our office took an informal survey the other day to determine who was a “Millennial” (See Pew Research Center online for “How Millennial Are You?”). As I mentioned previously, I clearly saw myself fitting into that group, but since I did not have a tattoo, did read a printed newspaper that day, have a landline phone, and contacted a government official in the last 12 months, I only scored 20 out of 100! Not even a good Gen-Xer! But it helped me to understand that our place of business is a lot like yours – we need to do better at understanding and encouraging each group if our business is going to be sustainable. Otherwise, the “I-like-to-work” Millennials – or the other way around?

The idea of having a group within the Chamber of Commerce which targets the needs and interests of the 21-40 year old professional is not a new idea. In 1916 the St. Louis Chamber formed a group called “Junior Citizens” which officially became the Junior Chamber of Commerce (and later, the “Jaceyes”). Their goal as an organization was to focus on development opportunities that allowed young professionals to create positive change. Similarly, we have just launched our “Pleasanton Young Professional” Group with the goal to engage and empower young professionals to become future leaders by providing personal and professional development opportunities.

Through this program, young professionals will build relationships and develop personally and professionally. We believe this program will also provide the opportunity for enhanced economic development and quality of life in our community.

The objectives of the group include:

• Creating new and diverse networking opportunities
• Providing opportunities for educational and professional development
• Developing and cultivating future leaders
• And build mutually-beneficial opportunities for young professionals
• Contributing to, and enriching the community through special events.

But we need your help! As you think through your office staff, see if there is someone for whom the PYP Group is a great fit. Then encourage them to visit our website and sign up for our next events. Even better, you can offer to pay their annual fee (only $50 for Chamber members). Or simply encourage them to check out the information on the website at: www.pleasanton.org/pleasan-ton-young-professionals

I want to especially thank our founding Pleasanton Young Professionals Executive Committee: Danielle Frattelone (Chair), AJ Amstrup, Joseph Cheney, Andrew Kozlow, Jennifer Miller, Angel Moore, Casey Rodacker, Yianna Theodorou, Julie Vlahon and Alyssa Williamson. These guys rock! (Or is it “Tweet”?)
Young Professionals Holiday Social Open House on Thursday, December 19 from 5 - 7 p.m.

of Kelly-Moore Paint, will be on hand to share his knowledge from more than 40 years of senior membership and invites all interested men and women ages 21-40 to attend the next networking meeting. Guest speaker Joseph Cristiano, former President and CEO of Kelly-Moore Paint, will be on hand to share his knowledge from more than 40 years of senior level executive experience. The meeting will take place at the Pleasanton Chamber of Commerce on Thursday, November 21 from 4 - 5:30 p.m. Also, mark your calendars for a special Pleasanton Young Professionals Holiday Social Open House on Thursday, December 19 from 5 - 7 p.m.

improve immune function, and how proper nutrition can significantly reduce the likelihood of developing health issues so common as we age. Kelly relies on scientific evidence to guide her practice. Kelly also has a degree in the behavioral sciences and leadership, which contributes to her success as a Nutrition Coach and trainer for new consultants. She also worked for many years in the skincare and cosmetics industry after completing her studies at the David Star Institute for Makeup Artistry. Kelly’s focus on reducing inflammation and improving immune function led to her selection of Arbonne as her preferred product line, and to her decision to become an Arbonne Consultant. Arbonne is a 33-year old company that was committed to making products without toxic ingredients long before the current trend began. Arbonne’s ingredient policy promises only Pure, Safe & Beneficial products will be manufactured and sold through its network of Consultants. Kelly will meet with clients one-on-one, or in a group setting. She can help you formulate a dietary plan that is simple, consistent, ideal for the busy lifestyle, and addresses specific health, wellness and beauty concerns. Kelly believes there is always room for improvement, and that simple, small changes often lead to significant results. Feel free to contact Kelly to request information, sample products, attend or host a presentation, or for information on becoming an Arbonne Independent Consultant at KellysSecret@myarbonne.com or 707-953-8538.

With the holidays just around the corner, you may be interested in preparing for the onslaught of holiday gatherings by boosting your intake of immune building phytonutrients. Arbonne has what you’ll need.

The Pleasanton Young Professionals kicked off their first official meeting Thursday, October 17 with guest speaker Richard King. He is a senior partner at Pleasanton law firm King, King & King and past world president of Rotary International. King spoke of his own life overcoming adversity and poverty as a child to grow to be a successful leader.

The Pleasanton Young Professionals group is growing in membership and is attracting all interested men and women ages 21-40 to attend the next networking meeting. Guest speaker Joseph Cristiano, former President and CEO of Kelly-Moore Paint, will be on hand to share his knowledge from more than 40 years of senior level executive experience. The meeting will take place at the Pleasanton Chamber of Commerce on Thursday, November 21 from 4 - 5:30 p.m. Also, mark your calendars for a special Pleasanton Young Professionals Holiday Social Open House on Thursday, December 19 from 5 - 7 p.m.

Kelly’s Secret was founded in 2009 by Owner and certified Prime-Time Nutrition Coach Kelly Simpson as a forum to share the health, wellness and beauty secrets she has learned, including those imparted to her by her mother, a Nurse, whose primary focus throughout her career was nutrition. Kelly jokingly claims to have learned that “we are what we eat,” at about the same time she learned to walk.

Kelly’s practice of living a healthy, well balanced life evolved into a passion to help others through a catalyst in 2008. At that time her late husband, Mike, was diagnosed with a very rare form of cancer. As Mike’s primary care giver, and fueled by a desire to give him the best possible quality of life for the remainder of his battle, Kelly immersed herself in research and education about the relationship between cancer and the immune system, the effects of inflammation in the body, how the immune system functions, what we can do to improve immune function, and how proper nutrition can significantly reduce the likelihood of developing health issues so common as we age. Kelly relies on scientific evidence to guide her practice. Kelly also has a degree in the behavioral sciences and leadership, which contributes to her success as a Nutrition Coach and trainer for new consultants. She also worked for many years in the skincare and cosmetics industry after completing her studies at the David Star Institute for Makeup Artistry. Kelly’s focus on reducing inflammation and improving immune function led to her selection of Arbonne as her preferred product line, and to her decision to become an Arbonne Consultant. Arbonne is a 33-year old company that was committed to making products without toxic ingredients long before the current trend began. Arbonne’s ingredient policy promises only Pure, Safe & Beneficial products will be manufactured and sold through its network of Consultants. Kelly will meet with clients one-on-one, or in a group setting. She can help you formulate a dietary plan that is simple, consistent, ideal for the busy lifestyle, and addresses specific health, wellness and beauty concerns. Kelly believes there is always room for improvement, and that simple, small changes often lead to significant results. Feel free to contact Kelly to request information, sample products, attend or host a presentation, or for information on becoming an Arbonne Independent Consultant at KellysSecret@myarbonne.com or 707-953-8538.

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Experimental evidence is mounting that regular yoga practice, even an hour once a week, can offer great benefits to your employ-ees. It can significantly reduce the likelihood of missed work days due to illness, increase their energy and sharpen their mind. Downtown Yoga has launched a corporate yoga program that offers classes to fit a variety of work settings from a conference room to a warehouse. Downtown Yoga’s teachers are some of the most experienced yoga teachers in the San Francisco Bay Area. Each teacher has undergone a minimum of 200-hours of training and many are registered with Yoga Alliance, the only nationally recognized organization to set rigorous standards for yoga teachers. If you would like to bring yoga to your company, please contact Kavita Patel, Manager of Corporate Yoga Programs at yoginikavi@gmail.com. For more information visit www.DowntownYoga.com.

Do you want to reduce your stress, improve your health and refresh your mind— all at work? If your answer is a resounding YES, then you will love Downtown Yoga’s initiative to bring yoga to your workplace. Named Pleasanton’s Best’, Downtown Yoga is an award-winning Yoga Alliance Registered Yoga Studio that has conducted over 20,000 yoga classes to thousands of people within and around the San Francisco Bay Area since 2002. Now you can experience this same quality of instruction Downtown Yoga offers at their studios right at your workplace! “Many Fortune 500 companies and small business alike have embraced yoga as a workplace wellness tool; in health costs, less absenteeism and a more productive work force” says Kate Coughlin, Founder of Downtown Yoga. Providing time and opportunity for a guided yoga practice in the workplace can offer great benefits to your employees and the company’s productivity. A regular yoga practice, even an hour once a week, can help employees boost their immune system, increase their energy and sharpen their mind. Downtown Yoga has launched a corporate yoga program that offers classes to fit a variety of work settings from a conference room to a warehouse. Downtown Yoga’s teachers are some of the most experienced yoga teachers in the San Francisco Bay Area. Each teacher has undergone a minimum of 200-hours of training and many are registered with Yoga Alliance, the only nationally recognized organization to set rigorous standards for yoga teachers. If you would like to bring yoga to your company, please contact Kavita Patel, Manager of Corporate Yoga Programs at yoginikavi@gmail.com. For more information visit www.DowntownYoga.com.

The Pleasanton Chamber of Commerce is holding its Business Tradeshow and Mixer on Wednesday, November 13 at Pleasanton Off-Track Betting at the Alameda County Fairgrounds. This event is open to everyone in the community and represents a great opportunity to network with local businesses in a fun and interactive setting.

For exhibitors, the event is an opportunity to reach hundreds of potential customers in a single evening that will also feature wine tastings from local wineries and food samples from local restaurants and caterers. Attendees will have the opportunity to meet local business representatives and build new business relationships.

A general admission fee of $12 is due at the entrance and includes two drink tickets. The following wineries will have complimentary tastings: Garre Vineyard & Winery, Little Valley Winery, Page Mill Winery and Weente Vineyards. Among the restaurants and caterers participating are Farmhouse Eatery & Bar, Strizzi’s and Valley Catering.

Mangi Mi, located at 234 B Main Street in Pleasanton, opened in the summer of 2013. As the sister restaurant to the original location in Danville, it features a full bar, outside patio seating and a private dining room which can accommodate a party of up to 26 guests. With an open kitchen and a modern decor, the restaurant serves delicious Italian fare daily. Lunch is from 11:30-2:30 and dinner is from 5:00-9:00 (10:00 Friday-Saturday). Some of our family favorites include hand rolled gnocchi, house made meatballs and decadent tiramisu. Reservations are encouraged by phone, or online at seatme.com. 925.846.CIAO [4246].

Do you want to reduce your stress, improve your health and refresh your mind— all at work? If your answer is a resounding YES, then you will love Downtown Yoga’s initiative to bring yoga to your workplace. Named Pleasanton’s Best’, Downtown Yoga is an award-winning Yoga Alliance Registered Yoga Studio that has conducted over 20,000 yoga classes to thousands of people within and around the San Francisco Bay Area since 2002. Now you can experience this same quality of instruction Downtown Yoga offers at their studios right at your workplace! “Many Fortune 500 companies and small business alike have embraced yoga as a workplace wellness tool; in health costs, less absenteeism and a more productive work force” says Kate Coughlin, Founder of Downtown Yoga. Providing time and opportunity for a guided yoga practice in the workplace can offer great benefits to your employees and the company’s productivity. A regular yoga practice, even an hour once a week, can help employees boost their immune system, increase their energy and sharpen their mind. Downtown Yoga has launched a corporate yoga program that offers classes to fit a variety of work settings from a conference room to a warehouse. Downtown Yoga’s teachers are some of the most experienced yoga teachers in the San Francisco Bay Area. Each teacher has undergone a minimum of 200-hours of training and many are registered with Yoga Alliance, the only nationally recognized organization to set rigorous standards for yoga teachers. If you would like to bring yoga to your company, please contact Kavita Patel, Manager of Corporate Yoga Programs at yoginikavi@gmail.com. For more information visit www.DowntownYoga.com.

Business Tradeshow & Mixer
Wednesday, November 13, 5:00 to 7:00 p.m.
Pleasanton Off-Track Betting
At the Alameda County Fairgrounds
$12 admission, includes two drink tickets

Food, Drinks, Prizes and More at November 13 Tradeshow Mixer
Over 30 exhibitors will be in attendance; Chamber event open to public.

Executive Committee of the Pleasanton Young Professionals with Richard King.

Kelly Simpson founded Kelly’s Secret as a forum to share the health, wellness and beauty secrets she has learned.

Downtown Yoga brings yoga to your workplace

Kavita Patel, Manager of Corporate Yoga Programs at yoginikavi@gmail.com. For more information visit www.DowntownYoga.com.
PG&E To Offer Targeted Electric Rate Reductions To Promote Economic Development

Program for Eligible Businesses Will Help Retain and Attract Jobs in California

Pacific Gas and Electric Company (PG&E) will soon begin offering a competitive new electric rate aimed at promoting economic development by making it possible for eligible employers to keep, expand or launch new operations in California rather than leave the state. The new rate, approved today by the California Public Utilities Commission, is designed by benefit all PG&E customers by making more revenues available to cover fixed costs.

“As a major supplier to California businesses, PG&E is committed to helping create and retain jobs in our communities by offering appropriate incentives that will enhance our state’s competitiveness and energize its economy,” said Chris Johns, President of PG&E. “Our new economic development rate goes hand in hand with other initiatives we have launched to boost economic vitality in the communities we serve.”

The newly approved economic development rate targets companies—with power loads of at least 200 kilowatts—that would otherwise locate operations and hire employees out of state. The rate will provide a 12 percent rate reduction for five years for those who avow that they need it to stay, site new operations, or expand existing facilities in California.

To address the more acute challenges faced by cities and counties in PG&E’s service area with unemployment rates at least 25 percent higher than the state average, the utility will offer a more significant rate reduction of 30 percent for five years.

PG&E’s proposal to support job creation, which was drafted in consultation with several local government leaders, received unprecedented support from a coalition of 31 cities and 10 counties in Northern and Central California.

I want to commend PG&E and the Commission for addressing the major economic challenges we face and being so responsive to the unique needs of our high unemployment communities,” said Fresno Mayor Ashley Swearengin. “This reduced rate is exactly the kind of tool we need to grow our businesses and jobs for our residents. The 40 cities and counties that came together to support this program are extremely grateful for today’s action and are proud of the collaboration between our communities, PG&E, and the Commission.”

PG&E will file details of its new rate with the California Public Utilities Commission within 30 days and will post information on its website at www.pge.com/mybusiness/energysavingsrebates/economicdevelopment/services/index.shtml. Eligibility will be determined by the Governor’s Office of Business and Economic Development.

Pacific Gas and Electric Company, a subsidiary of PG&E Corporation (NYSE:PCG), is one of the largest combined natural gas and electric utilities in the United States. Based in San Francisco, with 20,000 employees, the company delivers some of the nation’s cleanest energy to 15 million people in Northern and Central California. For more information, visit http://www.pge.com/about/newsroom/ and www.pgecurrents.com.

New Chamber Member is an old shoe in the Tri-Valley

The attorney-client relationship is as much a personal one as it is a business one. Choosing someone you know and trust to represent your legal interests, and to give you straight talk when you need it the most is critical and can mean the difference between winning and losing. Attorney Kevin Martin has been practicing law in and around the Bay Area nearly 20 years, and has been a regular in the Tri-Valley area since 2001. He launched his own firm, MARTIN APC, in January of this year, and has already made some splash in the legal community.

“MARTIN APC represents clients in a variety of areas, including litigation, intellectual property, real estate, corporate transactions, and probate matters. With offices in Pleasanton and Oakland, MARTIN APC and their staff serve a variety of clients from the Tri-Valley and across the Bay Area.”

“Our firm is dedicated to providing clients effective and cost-efficient services. We take pride in providing frank advice for clients who are usually facing difficult decisions on how to proceed,” said owner and principal attorney Kevin Martin.

“The attorneys at MARTIN APC count among their clients multiple small and medium businesses along the 680 corridor, including several software companies, a leather goods manufacturer, a packaging company, and a consortium of grape growers from Livermore.”

“Running your own practice is a lot of work,” explains Martin. “But being your own boss also gives you a lot of flexibility with clients and a real sense of accomplishment when you deliver the results.” For questions or counsel, contact Kevin at MARTIN APC at 925-297-4383 or in Oakland at 510-444-7600.

Legal Self-Help is Here: Atlas Document Preparation Services

What products and/or services does your business offer?

We provide self-help legal service. We are not attorneys and we do not give legal advice, but rather offer the client information that is attorney authored or attorney approved. This gives most people enough help to represent themselves. We complete forms at the client’s specific direction and file them. This offers a low-cost option in several areas: uncontested court actions, legal separations, and property sales. We help you deliver the results. We accept all major credit cards.

What sets your company apart from your competition?

We provide self-help legal service at your specific direction.

What is your specific area of practice?

We have experience in award-winning sales and several years in business. Charlotte Hargrave, a legal document assistant at Atlas, has lived in the Tri-Valley for 25 years. She has volunteered for community causes. She is the mother of two grown sons.

Atlas Document Preparation Services is a member of CALDA, the California Association of Legal Document Assistants. This keeps us on our toes as we continue our education and participate in professional forums. We are a member of NALA, the National Association of Legal Assistants (Paralegals). Reg. Alameda County #96. Exp. 07/30/14.

How can you be contacted for more information?

Call us with questions or to make your appointment at (925) 577-4736. Or visit our website www.atlaspdp.com.

Do you have a favorite quote for our readers?

“When you have a serious problem, get professional help.”

European Wax Center Celebrating One Year in Pleasanton

European Wax Center Pleasanton offers luxurious waxing for men and women at prices that are accessible to all. Using their exclusive Comfort Wax made of 100% beeswax and their 4 Steps To Gorgeous(tm) process, hair removal is less about “ouch” and more about pampering. They also feature their exclusive pre-wax and post-care products, which are not only divine for your skin, but help keep you smoother, for longer. European Wax Center looks forward to pampering you. Please join them in celebrating their first year of revealing Pleasanton’s beautiful skin with a ribbon cutting and refreshments at European Wax Center located at 6770 Bernal Ave #430 on Tuesday, November 5 at 5:15 p.m. in Pleasanton.
Business Spotlight

The Primrose Experience: Building the Right Foundation for Future Learning and Life

We understand choosing the right care for your child is one of the most important decisions you will make as a parent. At the end of the day, it comes down to entrusting the care of your child to a provider that will give you peace of mind and give your child the best possible experience.

Primrose School of Pleasanton is an accredited early childhood education preschool that offers a premier educational child care experience for families in the Tri-Valley area. The Primrose Experience starts with fostering a strong connection and partnership with parents to help build the right foundation for future learning and success in school and in life.

“When parents enroll with Primrose School of Pleasanton, they will experience a nurturing environment where children are happy, safe and having fun while learning,” says Nick Kurji, Franchise Owner of the Primrose School of Pleasanton that will be opening late 2013.

What makes the Primrose Experience unique?

Our People and Culture. One reason parents choose Primrose is because they know they are leaving their children with quality, caring people. Our management team members and teachers exceed expectations by creating and maintaining trusted relationships with every family we serve, and share our vision: To deliver the best and most trusted early childhood education and child care services for families across America.

Our Balanced Learning® System. The Primrose Balanced Learning System provides high-quality educational experiences that support children’s development as well-rounded individuals. The Balanced Learning curriculum addresses children’s social-emotional, cognitive, creative and physical development as we determine what experiences children need at different age levels. This curriculum is reviewed and updated annually to ensure continued alignment with early learning standards.

Our Standards of Excellence. Primrose Schools holds schools to high standards of excellence with the implementation of quality assurance and continuous improvement through an internal Service Excellence Assurance program and an external AdvancED Corporation Systems Accreditation which ensures each school’s adherence to AdvancED Standards for Quality Early Learning Schools.

Our Partnership with Parents. Our teachers and staff establish strong connections with families by providing ongoing communication through orientations, our mobile app, school events and resources for parents to extend and reinforce children’s learning at home.

To find out how you and your family can have the Primrose Experience, please visit PrimrosePleasanton.com or call 925.680.7746.

The most convenient carpet cleaning you have ever had

Convenient and carpet cleaning are probably words that you never thought you would hear in the same sentence. With new breakthroughs in carpet cleaning technology, now there truly is an efficient, green, and quick drying option to beautifying your carpets and upholstery.

This new method is known as encapsulation. It utilizes green eco-friendly fluids that penetrate deeply into the carpet and upholstery fibers, emulsifying the stains and solids for easy removal, and leaving carpets free of any residue which can cause spots to reappear. An added benefit to this method is it utilizes very little moisture which reduces the drying time to one hour. There is no need for large hoses or loud trucks running outside your home or office, as the machine that agitates the fluid into the carpet is completely mobile and very efficient in the space it can cover in a short period of time.

Office Spots, LLC is a residential and commercial floor and upholstery cleaning company located in Dublin, CA and they are here to educate you first hand. The owners have a vast amount of knowledge learned firsthand over the last 15 years in the industry. They feel it is important to offer a free on-site quote and demonstration, because seeing is truly believing. Office Spots also backs up their work with a 100% satisfaction guarantee. Take the time to see what others are saying about this five-star rated company on Yelp at www.yelp.com/biz/office-spots-dublin. For questions or to schedule your free on-site quote, call Office Spots at 925-487-9120.

Business Spotlight

Cal Coast Financial Corp “Your Bay Area Home Loan Experts”

For over 22 years, Cal Coast Financial Corp has been committed to exceptional customer service and putting the people they serve first. Their dedicated team of 45 and growing Broker Associates and Loan Consultants strives to adhere to the highest degree of integrity in all of its business dealings.

Together, Chief Executive Officer Roger Bakshi and President Naeem Wahab have built five top-ranking Cal Coast Financial Corp branches, with the corporate office located in the Mission San Jose district of Fremont. The other branch locations are in Pleasanton, San Ramon, Union City and a southern California location in Antioch.

Committed to the local community and strong belief in giving back, Bakshi was the Chairman for the Federation of Indian Americans from 2005-2007 and was also voted Entrepreneur of the Year in 2004 by the Tri-City Chamber of Commerce. Bakshi and Wahab also own and operate six Intero Real Estate branch offices in the Tri-City/Tri-Valley areas.

Cal Coast Financial Corp is a full-service mortgage brokerage offering both conventional and government products. CCFC is committed to providing the highest value to its clients through competitive pricing, unique product offerings, and innovative technology. CCFC agents offer expertise in every area of mortgage lending from purchase to refinance, reverse mortgages and construction/ commercial lending.

Today, change is the norm in the mortgage industry with new regulations, new market conditions, and new loan programs being released almost monthly. In the competitive market that home loans are today, CCFC agents are devoted to finding the perfect home loan program available for all its clients’ needs. If you are thinking about buying a new home or the possibility of refinancing into a new loan, now is still a great time. Rates are outstanding. CCFC is ready to prove everything it claims. For more information, visit the Cal Coast Financial Corp website www.calcoastmtg.com or contact Rodney Rolloff at (510) 456-3008.

Innovative Designs - Innovative Designs produces creative items of all varieties, including everything from ladies apparel to home and office decor. The items are created from natural garden products, such as flowers, and ethnic embroideries. Each item has an exclusive and unique design that is individualized to the customer’s preference. All items are made individually for you, not mass produced. You can be assured that anything you purchased will be unique. The flower pictures have a three-dimensional layout while the embroideries are exquisite and extraordinary, modified and adapted to modern American cultural settings. Samples can be viewed at our website: www.innovativedesignsca.com.
Membership Anniversaries

During the past two months, nearly 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 through September 2013

Fifty-Two Years

AT&T
Pacific Gas & Electric
Thirty to Thirty-Five Years

Vulcan Materials Company
Tri-Valley YMAC
J. L. Lenn & Associates Commercial Real Estate

Twenty-Five to Twenty-Nine Years

Diablo Auto Body, Inc.
Four Points by Sheraton

Avalon Pleasanton
Gift Source
Hacienda Commons Apartments

Twenty to Twenty-Four Years

Black Tie Transportation
B & S Hacienda Autobody
Repair
Livermore - Pleasanton - San Ramon Pediatrics
Costco Wholesale
Wilson Property Management

Fifteen to Nineteen Years

Karen T - Your Home
Select Imaging
Assistance League of Amador Valley
PosiNet
Lee & Associates
California Center Pleasanton
AppleOne Employment Services
Granite Professional Insurance Brokerage, Inc.
Terrence J. Rose, Inc.
Compass Product Design
Courtyard by Marriott - Pleasanton

Diversified Mortgage Group
Axis Community Health
Door Doctor, The
Harsch Investment Properties, LLC
Farmers Insurance Group
Ten to Fourteen Years

Tri-Valley One Stop Career Center
Zone 7 Water Agency
Crambrook Group, Inc.
Hoge Fenton Jones & Appel, Inc.
Pleasanton Travel
Stoneridge Apartments
Greenbriar Homes
Communities, Inc.
Merry Maids
Merry Maids Marketing Solutions Group
Shapiro, Bob
Office Depot
J. Rockcliff REALTORS

Five to Nine Years

Kier & Wright Civil Engineers & Surveyors, Inc.
Manzi, Patty - Realty World
Action 1 Properties
Cherry Creek Mortgage
San Francisco Business Times
Maverick Networks, Inc.
Genworth Financial
The Parkview Assisted Living
Matsumura Law Firm
Oasis grille
Ricks Performance
The Arc of Alameda County
Time 4 Order - Professional Organizing
Rubicon
Creatability, LLC
PrideStaff
PrideStaff
Yajnik & Mehta Associates
Stafford Consulting, LLC
Northern California Chapter, NRECA
Amador Properties
Developmental Spectrums

One to Four Years

Jeff Bowser
Konica Minolta Business Solutions
Coldwell Banker Real Estate and Mortgage
Bivio Networks, Inc.
Realty World Action 1 Properties
Patton & Sullivan, LLP
The First Tee of the Tri-Valley
Western Garden Nursery
Kiewit Infrastructure Co.
Cahaba Dave’s
Goodfellows Top Grade Construction, LLC
Farmers Insurance-Stephen Phalen
RMG - A Ray Morgan Company, LLC
Sign A Rama Tri-Valley
LegalShield/GoSmallBiz.com
USA Mobil Drug Testing of the East Bay
Lawman, APC
Mark Shaw
Caledonian Club of San Francisco, The
Commonwealth Foreign Exchange
Pleasanton Business Solutions
Blue Oaks Church
Pleasanton Tutoring
Assembly Member Joan Buchanan
The Bradley Group
J.Rockcliff REALTORS
Cassy Turley Northern California
Renfjen & Associates
Technology Credit Union
Trainer Communications

New Members

Category: Attorney

Barranti Law Group
5674 Stoneridge Drive, Suite 202
Pleasanton, CA 94588
Contact: Kirsten Barranti
Phone: (925) 474-0040
Email: kirsten@keblawgroup.com
Website: http://www.keblawgroup.com

Category: IT Consulting & Professional Services

IT Avalon
234 Oakwood Street, Suite 4
Brentwood, CA 94513
Contact: Cherith Levy
Phone: (415) 237-3427
Email: cherith@itavalon.com
Website: http://www.itavalon.com

Category: Legal Document Service

Atlas Document Preparation Services
120 Spring Street
Pleasanton, CA 94566
Contact: Charlotte Hargrave
Phone: (925) 577-4736
Email: info@atlasdcp.com
Website: http://www.atlasdcp.com

Category: Schools/Colleges/Learning Centers

Primrose School of Pleasanton
7110 Koll Center Parkway
Pleasanton, CA 94566
Contact: Nick Kurji
Phone: (925) 600-7586
Email: nickkurji@gmail.com

Category: Restaurant

Beijing Bistro
6654 Koll Center Parkway, Suite 115
Pleasanton, CA 94566
Contact: Will Pho
Phone: (925) 931-9888
Email: willpho@yahoo.com
Website: http://www.beijingbistro.net

Category: IT Services

BAYWORX LLC
173 Spring Street, Suite 260
Pleasanton, CA 94566
Contact: Jeff Hill
Phone: (925) 875-6504
Email: jeff@bayworx.com
Website: http://www.bayworx.com

Category: Mortgage Broker

Cal Coast Financial Corp.
5000 Hopyard Road, Suite 160
Pleasanton, CA 94588
Contact: Michelle Firestone
Phone: (925) 474-0480
Email: michelle@calcoastmtg.com
Website: http://www.calcoastmtg.com

Category: Wineries

Elliston Vineyard
463 Kilkare Road
Sunol, CA 94586
Contact: Donna Flavetta
Phone: (925) 862-2377
Email: info@elliston.com
Website: http://www.elliston.com

Category: CPR/First Aid Instruction

Dublin CPR Classes
6930 Village Parkway, Suite A
Dublin, CA 94568
Contact: Charles Seidel
Phone: (925) 803-1895
Email: office@firstaidsignalseminars.com
Website: http://www.dublinrcprclasses.com

Category: In-Home Care

Hired Hands Homecare
240 Spring Street, Suite B
Pleasanton , CA 94588
Contact: Erin Winter
Phone: (925) 621-7650

Category: Real Estate/Residential

Sheila Cunha & Denise Ivaldi Realtors
5075 Hopyard Road., Ste. 110
Pleasanton, CA 94588
Contact: Sheila Cunha & Denise Ivaldi
Phone: (925) 462-5432
Email: sheila@sheilacunha.com

Category: Insurance

Nick Valenziano, Farmers Insurance
5776 Stoneridge Mall Road, Suite 312
Pleasanton, CA 94566
Contact: Nick Valenziano
Phone: (925) 872-2470
Email: nvalezniano@farmersagent.com
Website: http://www.nickvalenziano.com

Category: Shopping Centers

Pleasanton Gateway Shopping Center
5424 Sunol Blvd. #10-265
Pleasanton, CA 94588
Contact: Ken Norvell
Phone: (925) 361-2409
Email: kenny@norvell.com

Category: Medical Offices

Rancho Grande Taqueria #2
2707 Hopyard Road
Pleasanton, CA 94588
Contact: Diego Hernandez
Phone: (925) 600-8620
Email: ranchogradentaqueria@hotmail.com
Website: www.ranchogradentaqueria.com

Category: Medical Offices

Laser Eye Center of the East Bay
5790 Stoneridge Mall Road
Pleasanton, CA 94588
Contact: Marcelo Alex Nicole
Phone: (925) 588-5418

ATTN: BUSINESS OWNERS

DON’T GET CAUGHT WITH YOUR POSTERS DOWN!

The 2014 poster has changes and so it will be mandatory for EVERY employer to have a 2014 poster posted in all the required areas. This 4-color poster conveys the 16 required state and federal employment notices allowing every California employer most a post.

The Pleasanton Chamber of Commerce has partnered with the California Chamber of Commerce to provide employers with cost-effective solutions to the new requirements.

You won’t pay 5 times the going rate for a gallon of gas, so don’t do that for your 2014 Mandatory Employment Materials. Order through the Pleasanton Chamber and SAVVE!

Additional Compliance Products:

• HR Handbook for California Employers 2014 Edition
• 2014 California and Federal Employment Poster
• California Labor Law 2014-13 Edition
• Employer Handbook Software for California Emplomee 2014 Edition

Required Notices Pamphlets

web site of pleasanton chamber of commerce
Business Spotlight

Kelly Services® in Pleasanton Providing Quality Workforce Solutions

Founded by William R. Kelly in 1946, Kelly Services has been providing quality workforce solutions to customers in a variety of industries for over 65 years. Kelly has evolved from a United States-focused company concentrating primarily on traditional office services into a global workforce solutions leader with a breadth of specialty businesses. They assign professional and technical employees in the fields of finance and accounting, education, engineering, information technology, law, science, and healthcare. Kelly is one of the world’s largest scientific and education staffing providers and it ranks among the leaders in finance and engineering staffing in the United States.

In Pleasanton, Kelly has been a part of the community for 25 years and continues to meet the staffing needs of area businesses through the recruiting and training of individuals seeking employment both on a contract, contract to hire or direct placement. The Pleasanton Kelly team is located at 5990 Stoneridge Drive, Suite 106, located in the Hacienda Business Park.

They’ve been putting people to work at businesses of all sizes longer than any company in the world, and they know better than anyone else the types of workforce challenges that businesses face. They’ll work with you to define your needs and solve your specific challenges. Their staffing solutions are designed to help your business maintain efficiency and productivity no matter what workforce issue you meet.

For those entering the workforce, returning to the workforce, or those looking to advance their careers, Kelly can assist job seekers as they strive to obtain positions that match their skill sets, ambitions and work preferences. As your personal career agent, they’ll provide options, support, and guidance every step of the way.

My first passion is to find and reward for consumers and businesses they need. An engine of commerce, American Express provides innovative, payment, travel and expense management solutions for individuals and businesses of all sizes.

“My first passion is to find and create solutions to achieve great outcomes,” said Phillip Henry, Regional Manager, Business Development for American Express Corporate Cards. “My role is to help the mid-market segment get back to what it once was, one business at a time.”

With a background in finance, Henry also has experience in the wholesale mortgage industry. “American Express has such an iconic brand and a passion for first-class service to its card members,” said Henry. “We agree that it’s Middle America that spurs this amazing country on. I plan on helping every mid-market business that I possibly can with the addition of our Corporate Card services,” said Henry.

Many local businesses are already seeing large returns and rewards up to 1% by using their American Express Corporate Card for not only travel and entertainment expenses, but as the preferred method of payment to their key vendors.

Henry can help you and your business with this Corporate Card, which you can use to pay vendors and receive an immediate monthly return. “We are the leaders in Corporate Card Technologies, including controls for spending, several liability options, and tailored card solutions for your specific business needs,” said Henry. The American Express Corporate

Business Spotlight

Get your business an interest-free, unsecured line of credit with an American Express Corporate Card

Earn up to 1% back on purchases your business is already making

Each day, American Express makes it easier, safer and more rewarding for consumers and businesses to purchase the things they need. An engine of commerce, American Express provides innovative, payment, travel and expense management solutions for individuals and businesses of all sizes.

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Ribbon Cuttings

Creating new jobs, stronger economy

Electroboard Solutions

- ELECTROBOARD Solutions is a leading integrated solutions provider, specializing in visual collaboration and unified cloud services. We pride ourselves on our ability to assess and meet the needs of the enterprise, government and education sectors throughout the USA and the world placing great emphasis on incorporating the most advanced technology available into our integrated communications systems. At ELECTROBOARD, we ensure service and support with first class training and maintenance services available to all of our customers. Contact us to schedule a demonstration of the latest technology at our Pleasanton office or visit our website: www.electroboard.com. We look forward to working with you.

Primrose Bakery

- Primrose Bakery bakes with the freshest and finest ingredients. We specialize in all special event cakes including, weddings, anniversaries, birthdays and showers. The bakery has an incredible selection of pastries and cookies to pick up at the bakery for any day of the week. We bake pies for the Thanksgiving and holiday season. We also make every holiday special with our delectable goodies! Please stop by the bakery and visit us. We are open Tuesday through Sunday and our hours are as follows: Tuesday through Friday 10:00 am to 6:00 pm, Saturday 8:00 am to 6:00 pm, Sunday 11:00 am to 5:00 pm. Primrose Bakery is located at 350 Main Street (at W Angela) in Downtown Pleasanton.

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Rancho Grande Taqueria

- Rancho Grande Taqueria serves authentic Mexican food from the region of Los Altos de Jalisco. Our goal is to serve Mexican food as it’s eaten in Mexico, with tradition and integrity. Mexican cuisine is a living tradition worthy of careful and dedicated preparation and service. It is our goal to spread recognition that, even at its simplest, Mexican food is artful, complex, and irresistible. We are located at 2707 Hopsey Road in Pleasanton. For more information, call (925) 600-8620.
**Ribbon Cuttings**

**Creating new jobs, stronger economy**

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**IT Avalon** - IT Avalon provides high quality IT Consulting Services. Our clients have come to expect only the best when it comes to hiring IT talent. Technology evolves at lightning speed. For businesses, new IT challenges emerge just as fast. IT Avalon can help you overcome these challenges by connecting you to exceptional IT talent. We use our expertise, knowledge, and global resources to deliver top quality candidates. We tailor our IT recruitment services to deliver substantial cost and time savings. That is an exceptional combination. Let IT Avalon do the work. Visit us at www.itavalon.com or 925-626-7138.

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**Pizza Bello** - The Pizza Bello mission is to deliver the genuine east coast thin crust Pizza and Calzone to the Pleasanton community. Everything from the old school ingredients, daily dough rolling and sauce preparation to hand tossing and hot stone baking of our pizza makes the mark for those of you who know what this is supposed to be. In addition to offering the classics, we have several winning recipes for those preferring something on the lighter side. 14 specialty pizzas in all. Bello also offers probiotic FroYo, Calzones, baked Italian subs and freshly made romaine salads. Please visit us at www.pizza-bello.com, (925) 264-5996 or just stop by the shop after 11AM any day for a slice, salad and drink special.

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**Baird Orthodontics** - Baird Orthodontics is a premiere orthodontic office specializing in treatment for children, teens and adults lead by Dr. Marta Baird, a board certified orthodontist. We use the latest technology to save our patients’ time and to assure that everyone has a comfortable visit. In addition to offering standard braces, Dr. Baird has extensive training in many progressive treatment methods such as Invisalign, clear braces and other esthetic appliances which allow her patients a more comfortable and effective treatment experience. You can visit Baird Orthodontics at www.bairdorthodontics.com or call us at 925-298-4400. We are located in the Hacienda Medical Center at 5924 Stoneridge Drive, Suite 203.

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**A Touch of Health Day Spa** - A Touch of Health Day Spa owner, Veronica Horton, is no stranger in the Pleasanton area! In business since 1988, A Touch of Health Day Spa, which is the recipient of the Pleasanton Weekly BEST SPA for two years in a row, has been able to offer clients the very best in skin care, massage and hand and foot care all in an inviting and relaxing atmosphere. Recently relocating to a new location in Pleasanton, (80 Mission Drive, Suite A), A Touch of Health Day Spa continues to provide a wide range of services including whole and half day spa packages, waxing, tanning, European facials and a variety of massage packages. Veronica invites you to stop by or call and make an appointment to see and experience her beautiful new location and services at 925-484-1726 or vatouchofhealth@sbcglobal.net.

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**Pleasanton Gateway Shopping Center** - The Ribbon has been cut and it is official, Pleasanton Gateway Shopping Center is open and excited to meet you! Pleasanton Gateway Shopping Center located off of Bernal and 680 Freeway is open and almost fully leased. We are excited to announce a wonderful array of great restaurants, wonderful services and some fun retailers! From Mike’s Bikes, European Wax Center, Corner Bakery, Safeway, Starbucks, Bagel Street and CVS, just to name a few. Check out our new website at www.shoppleasantongateway.com to find a complete listing of stores, events, and special offers. Like us on Facebook to receive a free gift! For more information contact: Kim Kelley at (800) 762-1641.

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**Heritage Estates** - Premiere Five-Star Fun Retirement Community unveiled the beautifully renovated Main Living Room, La Toscana Fine Dining Restaurant, and Bistro on October 16. Residents, friends, and community associates from Pleasanton and Livermore celebrated the Grand Reopening Gala with Music, Laughter, and FUN. And that is just what Heritage Estates is all about on a daily basis! Heritage Estates is located at 900 East Stanley Blvd. in Livermore.