On Wednesday, November 19, 2014 at the Chamber’s Beyond The Cloud 2.0, five Pleasanton companies will be recognized as Economic Drivers and presented commendations from local, regional, state and federal offices. According to Chamber CEO Scott Raty, the Economic Driver Awards are presented annually to Pleasanton companies whose products and services are innovative, address identifiable need, attract investment, substantially impact the local economy and show significant continued economic promise. “We’re especially pleased about this year’s recipients because they reflect the diversity, as well as the strength of the local economy; stalwarts of more than 40 years, to companies yet to reach their teens; from cloud-based service products to precision manufactured products, and health services,” said Raty.

**Veeva**
Headquartered in Pleasanton, Veeva is on a mission to move the life sciences industry to the cloud. Not often will a company establish a global presence with offices around the world, introduce ground-breaking products and have more than 190 customers ranging from the world’s largest pharmaceutical companies with thousands of users to emerging biotechnology companies that are commercializing their first product. Not only that, they’re profitable and just this year went public. In a growth mode, Veeva is looking for talented professionals to help them complete their mission.

**Blackhawk Networks**
Blackhawk Networks began as a subsidiary of Safeway Inc. in 2001, with a pioneering breakthrough — to provide gift cards in grocery stores where they were more convenient for consumers. They started with seven brands, one retailer (Safeway), and one country. Over the years, they continued to research what consumers want: prepaid open-loop cards in third-party locations, e-gift capabilities for online and mobile channels, prepaid wireless plans and handsets in one location, online card management services and more.

In 2014 Blackhawk Networks has grown to more than 600 brands in 180,000 locations, online sites and 22 countries. World headquarters for this remarkable success story is right here in Pleasanton.

**Gatan**
Founded in Pennsylvania in 1963, Gatan, Inc. is the world’s leading manufacturer of instrumentation and software used to enhance and analyze materials for the semiconductor, research, and biotechnology industries. Gatan’s customers require state-of-the-art equipment and software tools that can handle the most complex materials analysis challenges.

Soar Beyond The Cloud with an inspiring keynote by retired United States Navy Blue Angels Flight Leader and Top Gun Instructor George Dom.

(continued on page 4)
Board Chairman Achieves Fusion

There’s a la b o r a -
tory in Livermore that’s getting closer to creating nuclear fusion and a rev-
olutionary new source of energy. Meanwhile, I achieved a differ-
ent type of fusion during my year as Chairman of the Pleasanton Chamber of Commerce Board of Directors: I got more out of this year than I put into it.

Just about every community lead-
er or volunteer I’ve met during my career has one thing in common: they all benefited either profes-
sionally, personally or both from their experience. As my year as Chairman comes to a close I now have more reasons to encourage others to get involved in commu-
nity organizations.

While I’ve worked in the private sector for almost a decade, the first fifteen years of my career were spent in local government. I still have a lot to learn about what makes a viable and thriv-
ing business environment work. This leadership opportunity with the Chamber introduced me to doz-
ens of business leaders who make Pleasanton succeed. I now have a greater understanding of the issues and pressures business owners, employees and innovators must balance in our unique economic and regulatory environment.

To continue the “fusion” anal-
ogy, I’ve also seen the energy cre-
ated by the Pleasanton Chamber of Commerce itself. Two elements that generate incredible power are the Chamber Ambassadors and the Chamber staff. While success in any endeavor is never guaranteed, I knew walking into Chamber events this year that as long as the staff and our Ambassadors were there, it was going to be a hit. Special kudos to Kate D’Or, Susie Weiss, Dawn Wilson, Yianna Theodorou and Scott Raty, our Chief Executive Officer for mak-
ing every Chamber event a valu-
able experience.

My parting words as Chairman of the Board are to encourage every Chamber member to tap into this fusion. Start by attending a monthly mixer then move into one of our luncheon events which could lead to serving on a Chamber committee. By that point, you’ll understand that the return on your investment in time and talent is sig-
nificant. Whether you’re starting your career in Pleasanton or have years of experience in the busi-
ness community, getting involved in the Chamber of Commerce is energizing.

Thank you for the opportunity to serve the business community and for the incredible and unforgettable energy source.

David Stark
Chairman of the Board

Fall Tradeshow Mixer Features Food, Drinks, Giveaways and More

The Pleasanton Chamber of Commerce is holding its Fall Business Tradeshow and Mixer on Wednesday, November 12 at the Palm Pavilion at the Alameda County Fairgrounds. This event is open to everyone in the community and features delicious samples from local restaurants and cater-
ers. It represents a great opportu-
nity to network with local busi-
nesses in a fun and interactive setting. Visit exhibitors’ tables, enjoy the catered menu of hors d’oeuvres, and learn what it’s like to be part of Pleasanton’s business pipeline. Don’t miss out on one of the Chamber’s biggest events of the year. Organizers anticipate over 200 people in attendance at the event.

The Chamber’s Tradeshow Mixers are held two times a year and replace the monthly networking mixer. Among the restaurants and caterers particip-
ating are Black Bear Diner, Fahrenheit Wood Fired Pizza, Ohana Hawaiian BBQ, Scott’s Catering and Valley Catering.

Free – Open to the Public

• Over 35 Exhibits • Valuable Business Contacts • Sampling from local restaurants and caterers • Prizes

Event Details
Pleasanton Chamber of Commerce
BUSINESS TRADESHOW & MIXER
Wednesday, November 12, 2014, 5:00 to 7:00 p.m.
Palm Pavilion at the Alameda County Fairgrounds
4501 Pleasanton Avenue, Pleasanton
$12 general admission to attend, includes two drink tickets
Enjoy delicious bites from the following local restaurants and caterers:

Pleasanton Chamber Foundation Board of Directors
Jeff Bowser; Jon Burchett, Sheraton
Pleasanton Hotel; Roy Cook, Robert Half; Matt De Pretis, De Pretis Certified Public
Accountants; Jeff Bowser, Comer, Museum on Main Street; Brian Gentry, Fremont Bank;
Brian Lawrence, City of Pleasanton Police
Dept.; Laura Olson, Pleasanton Downtown
Association; Scott Raty, Pleasanton
Chamber of Commerce; Brock Roby, BKF
Engineers; Elia Sommerfield, Heritage
Bank of Commerce; Dick Stafford, Stafford
Consulting, LLC; Sandra Wing, Sandra J.
Wing Healing Therapies
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Taking Care of Your Eyes Since 1995

Future Vision Optometry has been proudly serving the Pleasanton community since 1995, providing comprehensive eye examinations to patients of all ages. The office is conveniently located in the JCPenney Plaza across from the Stoneridge Mall, at 5580 Springdale Ave, Suite E.

Future Vision Optometry is pleased to introduce Dr. Doris H. Wong, O.D. Dr. Wong is a primary care optometrist, with special interests in retinal disease and complex contact lens fittings. She was born and raised on the island of Oahu, Hawaii. She graduated with a biology degree at the University of Hawaii at Manoa, and then attended optometry school at the University of California at Berkeley for her doctorate degree. She is a member of the California Optometric Association and the American Optometric Association, and belongs to the Pleasanton Chamber of Commerce as well as its Business Networking Group.

Eye examinations are not only important for visual acuity, but also to detect and monitor diseases of the eye. The iWellness exam utilizes state of the art equipment to detect eye conditions and ophthalmic exam may miss. Digital imaging of the eye is important to determine a baseline and then track progression of diseases, such as macular degeneration and glaucoma. Dr. Wong is a provider for most vision plans and medical plans, allowing her to treat specific infections of the eye. In addition, the office provides a wide selection of eyewear and sunwear to meet your needs, as well as a multitude of contact lens brands.

The philosophy of practice at Future Vision Optometry is to provide the best possible service that will meet your vision care needs. They are committed to providing comprehensive eye examinations so they may accurately diagnose, treat, and manage your vision and visual health. They promise to be professional, courteous, and respectful of your time, and provide you with quality, personalized eye care. Please stop in or give them a call at 925-463-3100.

Pleasanton Chamber Now Accepting Nominations for Community Service Awards

The Pleasanton Chamber of Commerce is accepting nominations for its 52nd Annual Community Service Awards. Community members are encouraged to nominate deserving businesses, non-profit organizations, and individuals for five awards: Business Philanthropy, Excellence in Business, Entrepreneurship in Service, Distinguished Individual and Green Service.

The awards will be presented at the Community Service Awards Event in March of 2015. The Community Service Awards began in 1963 to recognize good people doing great things in the community and since then hundreds of recipients have been honored. Anyone may submit nominations for these awards. The efforts of these businesses, organizations and individuals make a real difference in the quality of life for everyone in Pleasanton. Nomination forms and information regarding the criteria for each award category are available on the Pleasanton Chamber website, www.pleasanton.org.

Nominations are due January 17, 2014 and may be submitted via email to susie@pleasanton.org, faxed to 925.846.9697 or mailed to the Pleasanton Chamber of Commerce, 777 Peters Avenue, Pleasanton, CA, 94566. Sponsorship opportunities are available.

The Pleasanton Chamber presented six Community Service Awards in 2014: Business Philanthropy Award: Turman Commercial Painters; Excellence in Business Award: The HopYard American Alehouse & Grill; Excellence in Service Award: Pleasanton Military Families; Distinguished Individual Youth Service Award: Sarah and Claire Williams; and Green Business Award: Hacienda.

Pleasanton Chamber Now Accepting Business Connections

Pleasanton Chamber Now Accepting Business Connections

Innovate Pleasanton & Tri-Valley Capital Boost Entrepreneurs

The newly renovated 30,000-square-foot facility started hosting companies earlier this fall.

“It’s a work space that can house 12 to 14 different companies at a time with a collaborative, big, open workspace in the middle,” he said. “It’s gratifying to see the companies here interact with each other. We’ve had two companies that have already figured out a way to work together. Those kinds of synergies and cross-fertilization between companies are a powerful tool. That’s what we hope to foster.”

While companies can easily work together, they also have access to the many services offered by Tri-Valley Capital.

“The relationship is not only with capital sources, but legal and accounting and all the services they’ll need,” Hitchan said. “The goal is to create these companies here and have them grow out of this space and get their own building in the Tri-Valley or Pleasanton. We’ll bring in the next innovative company that will gradually graduate and move on.

Innovate Pleasanton is well on its way to full capacity as word of mouth about the creative facility spreads quickly among entrepreneurs and investors.

“This is the place where they’ll want to come and work and hang out while being around other entrepreneurial people,” Hitchan said. “They’re all working on incredibly innovative technologies that do good – fuel efficiency, energy efficiency, laser optics.”

“The beauty of the Tri-Valley is there’s so much human and intellectual capital all residing in this area,” he added. “That’s a really powerful combination.”

While companies can easily work together, they also have access to the many services offered by Tri-Valley Capital.

“In (Silicon) Valley, it would be all about entrepreneurs,” Hitchan explained. “We’re adding strategic advice, business advice, relationships. We’re very value-add to a startup because we’re the first people that a couple of founders may have a great idea and be very tech oriented, but they don’t know much about the business side.”

Hitchan, a Stanford-educated attorney, worked many years as chief operating officer at the highly esteemed Blum Capital in San Francisco. While he enjoyed the work, the commute took too much time away from his young family in Pleasanton.

“I always told myself if I had the opportunity to do something out here, I would do that,” he said. “I was fortunately successful enough at Blum Capital that it afforded me the opportunity to do an entrepreneurial venture like this to invest my own capital into companies I like and play a very hands-on role.”

The founding of Tri-Valley Capital made it a natural fit for Hitchan to launch Innovate Pleasanton, which already hosts a handful of startup companies.

“We house several of our portfolio companies as well as have additional space for several other companies that want to be part of an innovative and collaborative culture,” he said. “I’m building it up to be an innovative space for startups and people with entrepreneurial minds.”
for a wedding or a baby shower? Contact Sugarie Bake Shop at www.sugariebakeshop.com.

A Taste of Paris Without Leaving Town

Sugarie

Sugarie moved to Pleasanton and opened its first Sugarie Bake Shop with aspirations to expand and showcase to the public their daily baked creations. In the course of the past year, Sugarie has earned a dedicated customer base, especially in the Vintage Hills community. Loyal, daily return customers from the neighborhood are indication that Sugarie is baking hunger- and craving-satisfying goods that convince people to want seconds. Sugarie Bake Shop has a vibe of authenticity and ambiance, successfully creating a Parisian “off-the-beaten-path bakery” for Pleasanton and neighboring towns to enjoy.

Sugarie Bake Shop specializes in French macarons and rotates flavors every week. The French macarons come in fruity flavors such as Ginger Pear, Mango Passionfruit, and Blueberry Champagne, as well as unique flavors such as Green Tea Azuki, Lavender White Chocolate, and Espresso Rum. Sugarie also provides morning delights like quiches, tarts, scones, and croissants, while keeping the afternoon sweet-tooth satisfied with palm-sized cheesecakes, cupcakes, and éclairs. Each of these treats can be complemented with coffee, espresso or some of the hand-pressed teas that Sugarie serves.

Not often can you get a taste of authentic Parisian desserts without leaving the country, yet Sugarie Bake Shop provides you that escape to do so. Located at 3500 Bernal Avenue Suite 155 in Pleasanton, they are open Wednesday to Sunday and can be found at www.sugariebakeshop.com. For any questions about the shop or catering services, call 510-789-9067 or send an email to natalie@sugariebakeshop.com.

ValleyCare Health Systems

Can any industry in the country claim to greater regulatory uncertainty and change over the past decade than healthcare? Since 1961 ValleyCare Health System has sought to improve the health of the Tri-Valley and surrounding communities by providing high quality, compassionate health care.

Responding to great challenges while remaining steadfastly committed to highly skilled physicians, nurses and staff, and state-of-the-art technology, ValleyCare, with facilities and services in Livermore, Pleasanton and Dublin, has affiliated with Stanford Health. With this partnership comes the ability to navigate health reform and other factors roiling the health care world and improve ValleyCare’s ability to care for Tri-Valley residents well into the future.

Each honoree will receive commendations from the City of Pleasanton, Alameda County Board of Supervisors, State Assembly member Joan Buchanan, State Senator Mark DeSaulnier, Assembly member Joan Buchanan, State Senator Mark DeSaulnier, Assembly member Joan Buchanan, and Governor Jerry Brown.

Eric Swalwell. State Senator Mark DeSaulnier, Assembly member Joan Buchanan, and Governor Jerry Brown.

Awards (continued from page 1)

extend the operation and performance of electron microscopes. Gatan’s products cover the entire range of the analytical process from specimen preparation and manipulation to imaging and analysis. Their customer base spans the complete spectrum of end users of analytical instrumentation typically found in industrial, governmental and academic laboratories worldwide.

In 1983, Gatan opened a research and development facility in Pleasanton, that quickly became the anchor for sales and support for their rapidly growing Pacific Rim and Western US business. Today, Pleasanton is corporate headquarters for Gatan.

Thermo Fisher Scientific

Thermo Fisher Scientific Inc. (NYSE: TMO) is the world leader in serving science, with revenues of $17 billion and 50,000 employees in 50 countries. Their mission is to enable customers to make the world healthier, cleaner and safer.

The help customers accelerate life sciences research, solve complex analytical challenges, improve patient diagnostics and increase laboratory productivity. Through four premier brands – Thermo Scientific, Life Technologies, Fisher Scientific and Unity Lab Services they offer an unmatched combination of innovative technologies, purchasing convenience and comprehensive support.

Thermo Fisher’s Pleasanton campus is a model for excellence company wide and recently received an Acterra Award for Sustainability.

Business Spotlight

Need breakfast items like artisan coffee, quiches and croque madames for your next office event? Or planning for a wedding or a baby shower? Contact Sugarie Bake Shop at www.sugariebakeshop.com.

Ribbon Cutting

Creating new jobs, stronger economy

Jill, Barry

Jill Denton, REALTOR®, International & Jill Barry REALTOR® - Keller Williams – Companies don’t sell houses. People do. Jill Denton and Jill Barry have come together to help people sell and buy homes locally and globally. ‘Around The Corner or Around The World,’ this Team of Jills are REALTORS® focused on you and your ROI with old-fashioned customer service, local market and international expertise. When you want the most from real estate, you want the best in real estate. Contact the Jills (Jill Denton 925-998-7747, Jill Barry 925-785-8197) at Keller-Williams Tri-Valley Realty in Pleasanton.

ValleyCare Health Systems – Companies don’t sell houses. People do. Jill Denton and Jill Barry have come together to help people sell and buy homes locally and globally. ‘Around The Corner or Around The World,’ this Team of Jills are REALTORS® focused on you and your ROI with old-fashioned customer service, local market and international expertise. When you want the most from real estate, you want the best in real estate. Contact the Jills (Jill Denton 925-998-7747, Jill Barry 925-785-8197) at Keller-Williams Tri-Valley Realty in Pleasanton.
**Business Spotlight**

**New Home or Remodel, Choose All Reasons Moving**

*Tri-Valley’s Best Movers*

The holidays are stressful. From parties and travel to wrapping up work before vacation, it’s a busy time of year for everyone. So when you’re faced with moving in the middle of a season where you’re already stretched thin, it can be overwhelming. Fortunately, there is a way to significantly reduce the relocation anxiety: turn to All Reasons Moving.

Whether you’re moving from one home to another or your business is relocating its office space, All Reasons Moving offers high quality moving and storage services. Curious what sets this business apart from its competitors?

First of all, it’s their high standards. In an industry with a typically high turnover rate, All Reasons Moving’s continued success is due to an outstanding team of well-trained, long-term professionals.

Second, all movers are employees of the company, not day labor or temporary help. In addition to making sure each staff member is highly trained and does their job well, repeat customers are often able to request the same team help them move again.

Third, All Reasons Moving makes customer service a priority. No job is ever too big or too small, and they give every customer the same individualized attention for a completely customized experience.

Fourth, along with your move, it’s easy to donate unwanted items to charity or take them to be recycled. From furniture items and electronics to garbage and yard debris, they provide another step in making your move smooth and seamless.

Lastly, All Reasons Moving is a family-run business. As such, the tight knit company is a well-oiled machine that prides itself on exceptional customer service.

All Reasons Moving’s outstanding reputation speaks volumes about its founder, Kim Tucker. Her company has been serving the Bay Area since 1991 and is recognized as an industry leader, along with belonging to the exclusive club of California businesses owned and operated by women. One of the reasons this company is so successful is because the company culture of high quality work and fantastic customer service starts at the top. Kim herself has even worked on the front lines of various moves (driving trucks and moving furniture) to ensure each job was completed to her standards.

All Reasons Moving is a certified ProMover and part of the Better Business Bureau. Find out more about them and their free quotes at AllReasonsMoving.com.

Your business is your passion.

Supporting local businesses is ours.

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**Business banking solutions from the Bay Area’s Premier Community Bank**

- Celebrating 50 years of partnering with local Bay Area communities
- Recognized by American Banker as the top performing mid-tier bank in the nation
- Full suite of cash management and commercial lending solutions
- Commercial Relationship Managers with an average tenure of 10 years
- Industry leading client satisfaction scores

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Kim Tucker, Founder of All Reasons Moving

Brian Gentry
Senior Private Banking Officer
855-819-9513

Terick Albert
Senior Commercial Relationship Manager
855-819-9515

All movers are employees of the company, not day labor or temporary help. In addition to making sure each staff member is highly trained and does their job well, repeat customers are often able to request the same team help them move again.
Membership Anniversaries

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.

30 - 35 Years
- Stone Group, The Farmers Insurance Group
- Courtyard by Marriott - Compass Product Design
- Terrence J. Rose, Inc.
- AppleOne Employment Services
- Granite Professional Insurance
- Wells Fargo Bank - Gateway
- PostNet
- Tri-Valley Tax & Financial
- LogoBoss
- Assistance League

15 - 19 Years
- Harsch Investment Properties, LLC
- Miraglia Catering & Event Planning
- RAS Construction, Inc.
- Amador Valley Property Management
- Axis Community Health
- Door Doctor, The
- O’Neill & Associates
- Tri-Valley One Stop Career Center
- Pleasanton Police Officers Association
- Cranbrook Group, Inc.

10 - 14 Years
- Bridges Golf Club, The Hogie Fenton Jones & Appel, Inc.
- Greenbriar Homes Communities, Inc.
- Valley Humane Society, Inc.
- Pico, Tom-Certified Public Accountant
- Cherry Creek Mortgage
- Kier & Wright Civil Engineers & Surveyors, Inc.
- Goodguy’s Rod & Custom Association
- World School of Massage & Holistic Healing Arts
- Bumblebee Marketing Services

5 - 9 Years
- Maverick Networks, Inc.
- Pans on Fire
- Arola Associates Financial & Insurance Agency
- The Parkview Assisted Living
- Oasis Grille
- Full Circle Marketing
- Stacey’s Café
- The Kensington Apartment
- India Garden
- Chevron Corporation

1 - 4 Years
- Wells Fargo Bank - Stoneridge Branch
- Patton & Sullivan, LLP
- The First Tee of the Tri-Valley
- Morgan Stanley Smith Barney - Eric Maxwell, Senior V.P.
- Financial Advisor
- RMC - A Ray Morgan Company, LLC
- USA Mobil Drug Testing of the East Bay
- Wells Fargo - Safeway Branch
- Lewman Law, APC
- Stoneridge Creek Pleasanton
- Caledonian Club of San Francisco, The
- Civic Center Station
- Liberty Mutual
- Tim Totah Team @ Legacy Real Estate & Associates
- Cassidy Turley Northern California
- Assembly Member
- Joan Buchanan

Affordable Live-in Childcare

Find out what thousands of families already know – Au pair childcare is a luxury you can afford! $7.75/hour, regardless of how many children you have.

Au pairs are fully screened and receive CPR and first aid training.

Flexible childcare hours all in the convenience of your own home!

Location: There are big differences between in-home childcare or outside facilities and this can also impact your daily commute.

For more guidance on finding the right childcare for your family, contact Sharon Morris at AuPairCare at 925-989-6082.

Sharon has lived in Pleasanton for 10 years and loves the great atmosphere this town provides for families. She has seven years of extensive experience in the Au Pair industry and 10 years of experience working with other foreign exchange programs. Sharon strongly believes in the positive impact that cultural exchange can have on individuals and families. She can help families with childcare needs in any city that AuPairCare supports within the US. Make sure to tell your family and friends of this great alternative.

We Can Help. Try SuperSlow Zone Today!

Call (925-523-3551) to schedule your FREE Initial Consultation and Sample Workout
Get a Jump Start on your New Year’s Resolution
The only thing you have to lose are inches

You’re working out every day and wondering why you aren’t losing weight. It’s time to rethink your strategy and here’s why.

When you take in more calories than you use, the excess gets stored as fat - 3,500 calories in one pound. Eating just 100 extra calories a day - a bagel, a candy bar, a soda - translates to 36,500 calories of excess energy over the course of a year. Even if your body stores only half of that, the result is over five extra pounds of fat a year.

So you think exercise alone will burn those extra calories? Think again. In order to burn one pound, you would need to run 33.8 miles. Consider on average, one-third of Americans have an extra 30 pounds of fat. In order to burn 30 pounds of fat, you would have to run 1,040 miles - the equivalent of 40 marathons.

That’s where The Slim Co. of Pleasanton can help. Owned and operated by Jami Areia, The Slim Co. provides exclusive one-on-one personalized attention to each and every client.

“I have battled my own weight issues all my life,” said Jami Areia, owner and operator of The Slim Co. of Pleasanton. “A friend of mine introduced me to the BodyLight™ and I was super skeptical. But I lost three inches and began to learn more about it,” said Areia. “I couldn’t wait to bring an effective and affordable product to Pleasanton to give people an opportunity to get a jump start on their health and well-being.”

The Pleasanton office is equipped with the exclusive LED BodyLight™ which creates energy stimulating and forming pores on the fat cells which is released into the body. It’s natural, non-invasive and affordable. The 15-minute relaxing BodyLight™ session is then followed by a 10-minute Whole Body Vibration session which stimulates the lymphatic system to transport the released fat to be eliminated and used as metabolic energy.

The Slim Co. also has a nutrition program available to eliminate the confusion of dieting and provide structure for safe and rapid weight loss. Find out more at 925-872-3850, TheSlimCoPleasanton@gmail.com or www.TheSlimCo.com.

Three Reasons Your Back Still Hurts

1. You’ve focused on the WRONG part of your core
I can’t tell you how many people we’ve seen who have “toned abs” that have actually contributed to their low back pain. Did you know that the most important part of your core to prevent rotational injury is actually NOT your “six pack” (rectus abdominus) muscles but your oblique muscles? In fact, if you have bouts of acute low back pain, you can bet that you’ve focused on the wrong part of your core.

2. You have a neck condition
“What does a neck condition have to do with my low back pain?”
Great question! In fact, one of the first assessments we do in our office for patients with low back pain is a structural assessment of the neck. When patients have unresolved neck conditions, oftentimes the low back is one of the first places to compensate. We love the look of surprise we get from our patients when their low back symptoms resolve from simply addressing the structure in their neck.

3. You’ve never gotten your structure assessed
Before I became a Structural Chiropractor, I focused a lot on traditional methods of symptom relief. While my results were great at getting people out of acute pain, I realized that the symptoms kept coming back and I wanted a long term solution. That’s when I decided to focus on Structural Correction of the spine. If there are shifts in the structure of your spine, your hips will always be “tight” or your low back will constantly ache. Addressing the secondary issues (the chronically tight muscles or aching low back) will only get you so far - get your entire structure accurately assessed to see if this may be the cause.

Dr. Jerry Hsieh is a Doctor of Chiropractic who focuses on Structural Correction of the spine, and is primarily concerned with structural shifts of the spine. He graduated from Columbia University with a B.S. in Engineering and Management Systems, and went on to work on Wall Street as a Financial Analyst at J.P. Morgan. After experiencing a series of chiropractic miracles with his family, he decided to pursue his doctorate of chiropractic from Life Chiropractic College, where he graduated top of his class. Dr. Hsieh has extensive post-graduate training in corrective care, pediatrics, and pregnant women.

Interro Chiropractic will be having a ribbon cutting at their new location off Hopyard Road and Stoneridge Avenue on December 11th. There will be FREE food, beverages, and raffle prizes - come take a tour of our new office! Be sure to RSVP at info@interrochiropractic.com.
Sihouette Med Spa & Weight Management – Sihouette Med Spa & Weight Management offers a variety of aesthetic, weight loss, and spa treatments. Located in southwest Livermore just east of the Ruby Hill Golf Club, Sihouette’s office and spa are designed to give you a luxurious experience complete with privacy, relaxation, and individual attention. Our highly attentive staff creates an environment that pampers and soothes, while our skilled medical professionals provide expert services in the areas of your choosing. Visit us at 101 E. Vineyard Avenue, Suite 107 in Livermore for an escape from the hustle of life, and leave refreshed, renewed, and feeling like your best self.

Building Kidz School – Building Kidz School of Pleasanton provides a fun, quality program for ages 0 thru 12, and is the only school in the area to specialize in performing arts: music, voice training, dance, and theater. Our performing arts classes are taught by professionals who are hand-picked to give children the highest quality exposure to music, dance, and drama. Our preschool, Pre-Kindergarten, and Transitional Kindergarten curriculum are designed to meet strong academic standards that children need to be successful later in school. The school-age program offers homework assistance, tutoring, and fun activities in addition to dance, music lessons, and theater classes. Contact us at (925)249-9000 or visit our website at www.buildingkidzschool.com.

Granite Insurance Brokers – Granite Insurance Brokers celebrated their 20th year anniversary in October as one of the leading insurance brokerage and risk management firms serving a variety of businesses nationwide. Granite Insurance also hosted a “Party for a Cause” benefiting “The Great American NO BULL Challenge,” which is an organization empowering students to stand up against bullying and to promote leadership, social justice, and digital responsibility through the magic of filmmaking (www.nobullicallenge.org). One hundred percent of the proceeds raised at the event went toward NO BULL Challenge. In addition, Granite is launching its new Affordable Care Act Compliant Employee Benefits Administration software, Granite HealthPro. Check it out at www.granitehealthpro.com.

KinderCare Learning Center – KinderCare Learning Center was established in the community of Pleasanton in 1984, and has remained a long-term, trusted childcare provider amongst generations of families. A grand Ribbon Cutting Ceremony was held in October to commemorate the center’s 30th anniversary, and to honor those who helped make this exciting milestone a reality. Congratulations to Center Director and Assistant Director Narinder Braich and Brenda Aude, along with their amazing staff for reaching this momentous achievement. Together, they have been providing exceptional care and education for infants and toddlers; twos, preschool, pre-K, transitional kindergarten, private onsite kindergarten and before and after care for elementary school children. Call (925) 846-1240 for more information and schedule a tour today!

Coffee Tea Superstore – Coffee Tea Superstore is a local company with a great selection of coffees, teas, cocoas and related items. They have top quality products from both local and national companies. Something unique about Coffee Tea Superstore is that you can make your own variety pack from their wall of 150 k-cup compatible varieties. Grab a tray and have fun as you “find your perfect cup.” Coffee Tea Superstore is located at 610 Main Street in Pleasanton and you can learn more at www.CoffeeTeaSuperstore.com.

Bon Dia Café & Bar – Bon Dia Café & Bar offers customers unique flavors, flair, menu items and an enjoyable atmosphere that everyone should experience. Many did experience this unique experience at the Grand Re-Opening/Ribbon Cutting in October. Approximately eight months ago, new owner Robert Booth opened Bon Dia Café & Bar. Situated in the Mission Plaza Center off Santa Rita Road, Bon Dia is open for breakfast/lunch, and offers a wide variety of fresh meats, salads, coffees, smoothies, wine and beer. This distinctive bistro is a fabulous place to not only satisfy your hunger, but a great place to hold meetings, especially as they offer free Wi-Fi and plenty of parking. In addition to the everyday selections of food, Bon Dia Café can assist you with catering needs for your next meeting, gathering or special event. Visit Bon Dia Café & Bar at 1987 Santa Rita Road in Pleasanton.