Food Lovers Discovery Emporium at the Tri-Valley’s newest Whole Foods Market

Whole Foods Market Dublin opened its doors for business on May 20, and hasn’t looked back since. Having wanted a presence in the Tri-Valley area for some time, both team members of Whole Foods Market as well as members of the community were anxiously awaiting this day. Employing 220 team members on opening day, the store has since hired an additional 35 to 40 team members, bringing the total to nearly 260. The vast majority of this group was new-hires to the company that also live predominantly within the Tri-Valley area. “We’ve been humbled by the community response that has been given to us by being here,” said Store Team Leader Allen Culp. “Not only is it great to be located amongst these great retailers in the Persimmon Place center, but we’ve also had a ton of fun along the way so far,” continued Culp.

When it comes to connecting with the community-at-large, Marketing Team Leader Paul Barron is at the helm. “Personally, I love having the opportunity to create new partnerships and connections,” said Barron. “We all feel that we have just begun to scratch the surface of what we can do to impact the community to the benefit of everyone.” Whole Foods Market Dublin

New Dynamic for Tri-Valley Mayors’ Summit

The Tri-Valley Mayors’ Summit rotates among the five chambers of commerce in the Tri-Valley, and on Wednesday, October 21 the annual luncheon returns to Pleasanton’s beautiful Casa Real at Ruby Hill. Organizers are excited about securing Catharine Baker, Assembly member for the 16th District to act as moderator. “As the representative for all five cities in the Valley, she will bring an exciting new dynamic to regional discussions about water, transportation and local control,” says James Paxson, Chamber Board Chairman.

The theme for this year’s summit is ‘Obstacles & Opportunities for the Regional Economy.’ Networking begins at 11:30 a.m. and the luncheon and program will begin at 12 noon. You can find out more information and register for the event at www.pleasanton.org.
A Wise Investment in Security and Safety

One of the hallmark aspects of Pleasanton’s character is the safe and secure environment that has been created in the community. The Pleasanton Chamber has noted that these characteristics are key components of fostering a good economy and have called out the creation of a safe and secure community as fundamental to the creation of a good business environment. The Pleasanton Chamber’s Vision 2020 also acknowledges a reciprocity that exists when it notes, “It is essential that businesses thrive and continue to generate the tax base needed to sustain high levels of public safety services throughout the community.” In other words, as with many community characteristics, there is something of a symbiotic relationship between the characteristic and business. In this case, businesses benefit from being in a safe and secure environment; something which allows them to prosper. In their prosperity, they support the community with the tax base they generate which, in turn, makes sure that the operations which contribute to security and safety are able to do so funded at a level sufficient for their success.

Vision 2020 calls out a number of specific items related to security and safety as attributes that are key to the business community. These include implementation of initiatives in the Police Department’s strategic plan, “2013 and Beyond”, such as: maintaining Pleasanton’s top ranking in California’s list of Safest Cities for communities with a population between 50,000 and 99,000, police emergency response times of four minutes or less and non-emergency response times of between 10 and 18 minutes or less, firefighting and first responder medical care response times of seven minutes or less, and non-emergency response times of between 10 and 18 minutes or less, with the arrival of the first responder on scene with an average of 3:49 minutes. The Livermore-Pleasanton Fire Department entered into the Alameda County Regional Emergency Communication Center in June of 2012. Since that time, the Livermore-Pleasanton Fire Department has utilized as its standard a response time of seven minutes from the time of dispatch with an additional minute to field the dispatch call (for a total response time of eight minutes) to the arrival of the first responder on scene with a goal of accomplishing this standard 90% of the time for all emergency calls for service. In 2014, the department overall arrived within eight minutes of dispatch in 85.5% of all calls. Calls for medical help, which represent 67% of all calls for service from the Livermore-Pleasanton Fire Department, were met within seven and half minutes from the time of dispatch 90.3% of the time during the last reporting year.

As impressive as these statistics are, it is important to note that the business community benefits in many other ways from our police and fire departments. First, both of these important city divisions have strong leadership devoted to community partnering. Chief David Spiller, Pleasanton Police Department, and Chief Ruben Torres, Livermore-Pleasanton Fire Department, have years of experience and are committed to a vision of public safety and security that involves the entire community. In fact, each of them has acknowledged the importance of developing relationships with all facets of the community, including community businesses, as critical success factors to the delivery of the performance they are expected to accomplish. Moreover, each has, within their respective departments, created specific programs designed to engender a sense of security and safety within businesses so that they can contribute to the larger community objectives the police and fire departments work to achieve.

Some of these great results are easy to take for granted because high performance levels have been set and accomplished for a number of years. However, as Vision 2020 points out, the fact that we continually measure and see good performance does not happen by accident. It happens by design and, as noted earlier, it happens in partnership with all components of the community working together. These types of ‘virtuous cycles’ of mutual support are part of what makes Pleasanton great and has allowed it to succeed on so many aspects of Vision 2020. Take a look for yourself and, more importantly, let your Chamber know where Vision 2020 can support you and where you can support a vision of a better Pleasanton.
Business Spotlight

Twirl away at Tutu School

Enroll by September 15 and receive a free Tutu School t-shirt

If you have a little dancer and haven’t yet heard, Tutu School, a whimsical ballet school, for dancers 18 months to 8 years, has opened in Downtown Pleasanton at 99 W. Neal Street.

Tutu School’s founding principle is that “every child should know what it feels like to dance to the strains of Tchaikovsky and Bach…that motor skill development is infinitely enhanced by moving like a bunny rabbit, a dolphin, or a horse…and that young imaginations benefit immensely from exploring the enchanted worlds of swans and sugarplums, or firebirds and fairies.”

Tutu School offers three divisions of age appropriate ballet: Tutu Toddlers (18 months to 3 years with caregiver participation), Exploring Ballet (3-5 years) and Pre-Ballet (5-8 years). Class membership includes weekly tuition, unlimited make-up classes, access to special Tutu School events and flexibility to cancel your membership for the next month at any time during your current month of classes.

Tutu School also offers a variety of birthday packages that will delight even the youngest of dancers. And princes? Of course, you are welcome! Because every princess needs her prince! We have a cape and crown awaiting you.

Visit www.tutuschool.com to register for a free trial class and see what the Tutu School experience is all about. Bring the magic and twirling into your little dancer’s life.

OPEN NOW for FALL REGISTRATION

TUTU School
99 W. Neal St Pleasanton 925.398.8543 WWW.TUTUSCHOOL.COM

WHAT IS LIVE2LEAD?

A leader development experience designed to equip you with new perspectives, practical tools and key takeaways. You will breathe new life into your leadership during this information-packed half-day event.

Learn from world-class leadership experts at this simulcast broadcast live from Duluth, Ga. You will return to your office ready to implement your new action plan and lead with renewed passion and commitment.

EVENT INFO:
Friday, October 9, 2015
Doors open 7:15 AM to Noon
San Ramon Conference Center
3301 Crow Canyon Rd, San Ramon

THE SPEAKERS

JOHN C. MAXWELL Leadership expert, coach, and author
VALORIE BURTON Best-selling author, coach founder of CaPP Institute
PATRICK LENCIONI Founder and president of The Table Group
KEVIN TURNER Microsoft’s chief operating officer

CONTACT:
For questions or become a sponsor for this event please contact: Janice Bastani janice@janicebastanicoaching.com 1-866-534-6755

Tickets on Sale Now! Early Bird Pricing!!
VIP $99 [includes book*]
General $80 Table of 6
$450 Best Value!!
*John’s new book – purchased separately
“Intentional Living” $20

TO PURCHASE TICKETS: www.janicebastanicoaching.com /live2lead
I am honored to represent our community in the Legislature, and would like you to think of me as your voice in Sacramento. Laws imposed by Sacramento can make owning and growing a business very tough. I want to keep you informed about legislation that affects business owners and their customers.

Data breaches are a challenge consumers and business owners face daily. Recently, major retailers disclosed that hackers accessed the account information of over 40 million credit and debit card users. Consumers experienced just how vulnerable their financial security can be. Any business that utilizes a consumer’s financial or other private data can face expensive measures to protect against and mitigate data breaches.

Several legislative proposals have come before me as a member of the Privacy and Consumer Protection Committee. We must take steps to protect personal information, but we must do that in a way that does not unnecessarily handicap businesses, stifle innovation, or codify in statute a rigid rule appropriate within the required headings without imposing any new notification requirements on business. SB 570 might prove helpful for small business owners who do not have large legal teams by providing a “template” for breach notifications.

I invite you to let me know how this legislation might affect your business. To share feedback or questions about this bill, or any legislation you are interested in please contact my office. A strong business environment makes for a strong California, and it is important for me to hear from you. I can be reached at 925-328-1515 and my e-mail address is Assemblymember.Baker@asm.ca.gov. It is my honor to serve you as your Assemblymember.

**Protecting Personal Information of California Consumers**

By Assemblywoman Catharine Baker

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**HERS Breast Cancer Foundation Providing Services at Stanford Health Care Valley Care**

Come join us celebrate the lives of breast cancer survivors!

16th Annual HERS Breast Cancer Foundation Walk/Run
5K Walk and 5k/10K Run
September 26, 2015, Quarry Lakes, Fremont

More info at www.hersbreastcancerfoundation.org

At HERS Breast Cancer Foundation, we believe in restoring beauty and dignity to breast cancer survivors at an extremely vulnerable time of their lives. Every day we bring Hope, Empowerment, Renewal and Support, because every woman deserves to look and feel whole. We support all women healing from breast cancer by providing post-surgical products and services regardless of financial status. We are the only nonprofit organization in the Bay Area that provides appropriate products (such as bras, prostheses, lymphedema garments, and wigs) for breast cancer survivors in a safe, comfortable, and understanding environment.

At our location at Valley Care
we serve the community with 3 programs:

- **Bras for Body & Soul®**
  In a private, understanding and compassionate environment, breast cancer survivors are expertly fitted for bras and prostheses. We accept all insurances and process billing for patients.

- **We Support, YOU Survive**
  This program provides post-mastectomy garments to underserved women affected by breast cancer.

- **Lymphedema Project**
  This program provides lymphedema garments that help prevent and treat lymphedema in the arm, which sometimes occurs after breast cancer treatment. Most insurance plans do not cover these products; we supply them to clients at no cost if their provider will not cover them.

For more information please visit us at www.hersbreastcancerfoundation.org

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**Leadership Pleasanton Alumni Breakfast**

September 9th
7:30-9:00 a.m.

Come celebrate with us over a delicious hot breakfast buffet and re-connect with your fellow classmates and help welcome the Class of 2016!

Cost to attend: $20
Proceeds will benefit the Leadership Scholarship Fund

Reserve/Pay online: www.pleasanton.org
(Click on: September 9 Leadership Alumni Breakfast)
Reserve your spot by Monday, September 7

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**Whole Foods**

(continued from page 1)

beasts over 40,000 square feet of a food-lovers discovery emporium. Within the store, the Dublin Vine is the taproom that features 12 craft beers on tap, over 50 wines by the glass, happy hour specials and a full-service menu as well. The Dublin Vine opens up to an outdoor patio seating area complete with a fire pit and stage for events and live music. Cold-pressed juices, two in-house smokers (one for meats and one for seafood products), a certified sommelier, two certified cheese professionals, daily breads baked from scratch and a wine library that highlights local, 90-point+ and cellar wines are just a few of the features that you can enjoy when shopping, or relaxing, at the store.

Whole Foods Market Dublin is located at 5200 Dublin Boulevard, inside the new Persimmon Place shopping center. It is open seven days a week from 8 a.m. to 10 p.m. For event and sales info, follow on Facebook at Whole Foods Market Dublin Ca, and on Instagram at WholeFoodsMarketDublin. Contact Paul Barron for any community-related inquiries at paul.barron@wholefoods.com.
Three Things Small Business Owners Should Know About Inbound Marketing

If you’re a small business owner, you are undoubtedly faced with many challenges. Certainly not the least of these is the question of how to attract customers, when you don’t yet have the visibility or brand recognition of larger, more well-established companies. There are lots of different channels of advertising and marketing to get your brand name out to the public, but which of these will be the most effective for you?

Assuming you’ve done some research about current marketing methodologies, you’ve likely heard of inbound marketing. But since a lot of the inbound marketing success stories you may have come across relate to bigger businesses, you may be wondering whether it’s a good choice for your business. Let’s take a look at a few things worth considering as a small business owner.

1. Inbound Marketing Is A Process

Unlike traditional “outbound” marketing, which goes after customers with methods like direct mail and telemarketing, which most consumers are turned off by; inbound marketing is an integrated process. The process begins with attracting customers to your website through relevant content that they’re interested in, and then converting them into leads and ultimately into buyers. Since 2006, businesses of all sizes have enjoyed great success by implementing a well thought out inbound strategy.

2. Inbound Marketing Is A Partnership

One of the ways in which inbound marketing differs from old school marketing methods is that from start to finish, the process should be a partnership with an agency that understands you and your business. Back in the 20th century, yellow page advertising was considered the best way to get visibility for your company, since that was the first stop for most people when looking for a local product or service. But in the digital age, the old approach of “hanging out a shingle” in a print publication with an agency that understands the best way to get visibility for your company, since that was the first stop for most people when looking for a local product or service is no longer relevant.

3. Inbound Marketing Rewards Persistence

While inbound marketing is an extremely effective methodology, don’t expect overnight success, and don’t give up if you don’t immediately see the results you’re hoping for. As you come to understand more about the inbound process, you’ll see that its effectiveness increases over time. To learn more contact Rhino Digital Media, Inc. at 925-750-7304 or www.rhinopros.com

For the principals in a lawsuit, legal fees are an investment in themselves. Our lawyers treat that investment with care and respect. Our skilled, efficient litigators work with the client to assure we minimize costs while maximizing results.

Patton & Sullivan LLP
OTHERS JOIN THE BAR. WE SET IT.

6600 koll Center Parkway, Suite 250 Pleasanton, CA 94566
Contact Us Today: 925-600-1800 www.pattonssullivan.com
Golden Tasty is a new Chinese food restaurant in Pleasanton’s Bernal Plaza that offers a variety of authentic Chinese foods. Customer satisfaction is always at Golden Tasty and to ensure the best taste and quality, they only select premium ingredients for their food.

What specialties do you have?
The homemade Kaiping Lai Fun (Rice Noodle) is one of our specialties which is exclusively offered in our restaurant. It is freshly made in house every day to keep the best quality. It is an authentic and popular rice noodle in soup and originated in Kaiping, which is a small city in China. Other must-haves in the restaurant include the pork pot stickers, hot and sour soup, char siu pork and braised pork.

Do you take reservations?
Yes. We take reservations for parties and groups.

Do we deliver?
We don’t do delivery, but you can call-in or order online and pick up at your convenience. To ensure the best taste, we suggest the dine-in option.

Golden Tasty celebrated its grand opening this past spring and is open Monday through Saturday for both lunch and dinner. They are located at 6654 Koll Center Parkway, suite 115 in Pleasanton. Call them at (925)-931-9888, visit them online at www.goldentastyrestaurant.com or please feel free to email them at Customers@goldentastyrestaurant.com.

Coffee Tea Superstore is located in the heart of downtown Pleasanton at 610 Main Street.

Along with an outstanding selection of products that you will not find in other local stores, Coffee Tea Superstore can help make gift baskets as well as service any office and business coffee needs. Customers can select their own variety pack. “It is like an adult candy shop,” said Ken Rhodes.

“So many of our customers stop in and are amazed at the selection of products we have in the store, especially the whole leaf tea and the k-cup compatible products,” said Ken Rhodes.

In October, the store will celebrate its one-year anniversary of being open in Downtown Pleasanton. Coffee Tea Superstore is located at 610 Main Street in Pleasanton. Visit them online at www.CoffeeTeaSuperstore.com or call 855-587-3433.
The Service You Deserve, From a Realtor You Can Trust

The recipient of the prestigious Award of Excellence, the Masters Club Achievement Award, and numerous “Top Producer of the Month” Awards, Kelly Patterson of Keller Williams Realty provides seasoned experience to homeowners in both Alameda and Contra Costa communities. She knows the real estate market and your neighborhood.

“I really enjoy helping a client receive ‘top dollar’ for their home with the least possible inconvenience and accomplishing a smooth successful close of escrow,” said Kelly Patterson.

Kelly is extremely well versed in successfully resolving disputes over construction issues, from street drainage, concrete driveway re-pours and new construction property renovation. “Health is number one for me and successful problem solving a close second,” said Kelly. “I enjoy a balanced life.”

Kelly’s Service Commitment to You

“I will commit to providing you with quality and customized service that meets your individual needs. I promise to deliver the level of service you expect. I pledge to give you access to a wide range of premier real estate resources such as mortgage, title, relocation details, professional staging, home warranty and financial services that will deliver value and relieve the stress of buying or selling a home. I invite you to contact me at any time for additional information or questions. I will deliver the caring service you deserve.”

Kelly looks forward to helping you with your Tri-Valley and Diablo Valley real estate needs. Her direct is 925-200-2525, email is Kelly@KellyPatterson.com or online at www.KellyPatterson.com.
Ribbon Cuttings  Creating new jobs, stronger economy

Venture Sotheby’s International Realty – Venture Sotheby’s International Realty is excited to call downtown Pleasanton home. With over 800 offices in 70 countries we are local experts with a global reach and continue to artfully unite extraordinary homes with extraordinary lives. For more information, visit VentureSIR.com or our office at 509 Main Street in Pleasanton.

Sabio on Main – Sabio on Main affords Pleasanton area diners the chance to enjoy globally inspired small plates menu with Spanish influences paired with an extensive California-centric wine list with international options, plus artisan cocktails and craft beers. Not to be missed is the restaurant’s homemade charcuterie and intriguing desserts. Two outdoor dining areas and a private party room complement the engaging dining room with ample booth seating. Private events are a specialty of the house. Sabio on Main is located at 501 Main Street, at the corner of Rose Avenue, in the newly constructed Pastime Plaza. The restaurant serves dinner nightly with weekday lunch and weekend brunch coming soon. The web address is www.sabiopleasanton.com.

SmartZip Analytics, Inc. – SmartZip, a technology company focused on the real estate industry, uses big data to predict the homeowners most likely to sell their properties. SmartZip then helps real estate agents and brokers target these homeowners, and in turn land more seller clients. After doubling their employee count in just over a year and a half, SmartZip has expanded to a 36,000 square foot space at 4450 Rosewood Commons Drive in Pleasanton. Pictured above is SmartZip CEO and President Avi Gupta and the executive team at the ribbon cutting ceremony. To learn more about SmartZip, visit smartzip.com or call (855) 661-1064.

C2 Education – C2 Education was founded in 1997 by David Kim and Jim Narangajavana, two Harvard students offering private tutoring programs from their dorm room. As of 2014, the company had grown to over 150 centers nationwide. C2 serves over 12,000 students and their families each week. C2 is one of the premier SAT/ACT test prep and subject tutoring companies in the U.S., providing expertise with trained and often multilingual tutoring staff as well as customized curriculum. C2 was the first test prep provider to write and publish student workbooks for the new SAT. Arlandis McClain will be leading the Pleasanton Hopyard Village C2 center. He is established with a Master of Science Degree in Higher Education plus 12 years of college admissions and career counseling experience. To schedule a free practice test for the New SAT, or for more information call; (925)755-8000 or visit www.c2educate.com.

Gourmet Grill – Vanilla Hospitality Management, Inc. proudly introduces a family owned and operated, unique and healthy restaurant: Gourmet Grill Pleasanton. Previously known as 360 Gourmet Burrito, Gourmet Grill is the first and only HALAL Mexican Food in town. We, at Gourmet Grill, are committed to offering the best possible ingredients, wrapped up in a burrito. We take flavors from all parts of the world, and infuse our exclusive in-house-made sauces by sautéing with some of the tastiest veggies and meats such as steak, chicken, salmon, tilapia and shrimp. We offer an array of gluten free flour tortillas to corn tortillas. Our commitment to your health is not only represented in our quality products, but also in providing you with balanced dishes using organic local produce, grass-fed beef, all natural, free range chicken, sustainable seafood (wild when available), fresh baked goods, and house made desserts and sauces. All our ingredients are considered Halal and/or Kosher and are made on site. We use NO processed foods, NO trans fats and NO preservatives! From your house to ours, we serve food at the quality of a home cooked meal. Bringing 35 years of unique flavors to the Pleasanton Community.

CMIT Solutions – CMIT Solutions helps small to medium sized businesses manage their technology, with the latest tools to keep their servers and computer workstations running optimally. Of particular importance is keeping anti-virus and malware always up to date and managing clients’ backup systems so they are never left without their data. Since CMIT is part of a nationwide network of offices, they offer an extensive array of IT services for businesses, including systems from Dell, Lenovo, and Aruba and software by Microsoft and Intuit. CMIT Solutions of Pleasanton celebrated their 10th anniversary with an open house and ribbon cutting. On hand to help commemorate the event were Pleasanton mayor Jerry Thorne and Assemblywoman Catharine Baker, along with friends and members of the Pleasanton Chamber Ambassador Committee. You may contact CMIT Solutions at 925-462-8862.