

Business Connection

Strengthening the local economy and serving members for 70 years



925.846.5858

www.pleasanton.org

May 2018

STEAM Learning for Preschoolers

It's no secret that science, technology, engineering, arts and math (STEAM) are all important subjects in education, but what about in early education? While some of these topics may seem too complex for preschoolers to grasp, child care providers and parents can start laying the foundation for certain STEAM-related skills and concepts earlier than you may think. The key is introducing the right activities at the right time.

At Primrose School of Pleasanton, children learn and practice STEAM concepts—as well as concepts in language and literacy, social studies, music, physical development, character development and life skills—continuously throughout the day as part of the Primrose-exclusive approach called Balanced Learning®. While STEAM often provokes thoughts of science experiments, building blueprints or video games, for young children, STEAM looks more like the following:

Science – Encouraging children to investigate and answer their own questions.

Technology – Refers to using simple tools like crayons, rulers and magnifying glasses, as well as more complex ones like microscopes and computers.

Engineering – Helping children recognize problems and test solutions to them.



High-Quality Preschool Experiences Lead to Future Success in School and Life



Balanced Learning®

Arts – Fostering creativity and allowing children to illustrate concepts they are learning.

Mathematics – Helping children explore numbers, but also patterns, shapes, organizational skills and much more.

There are many reasons to teach STEAM in preschool. STEAM skills

are transferable across other subjects. Process skills, which include making observations, hypothesizing and critical thinking, are key components of STEAM. These skills help young children grasp math and science concepts early in life, but can also be applied to other subjects and more complex concepts later on. It's

also essential to engage children in STEAM subjects early on since they are becoming increasingly important in today's world.

Learn about the Primrose Schools Balanced Learning approach and Primrose School of Pleasanton by visiting PrimrosePleasanton.com or calling 925.600.7746.

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The positions and views advocated here are solely the responsibility of the Chamber.

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Confronting the Need to Recruit and Retain Talent in a Tight Labor Market

In a long cycle of dynamic economic growth, Pleasanton has one of the lowest unemployment rates in California during a time in which most economists agree that the state is at or near full employment. As of April 6, the latest data reveals that our community's unadjusted unemployment rate of 2.8 percent stands well below the national unadjusted rate of 4.4 percent for the same period. While an exceptionally strong job market is an indicator of our vibrant local economy, it also means that businesses face new challenges in successfully attracting and retaining qualified professionals. In this human-resource strapped climate, employers must find innovative ways to remain competitive that extend well beyond offering a higher wage or salary. A strong investment in talent has become even more critical as jobs are created at a much faster rate than our current housing options can support and individuals find it necessary to relocate out of the area and/or endure extended commutes.

Although a robust benefits package with the usual offerings is often a vital component to recruiting top talent in the Tri-Valley, businesses

that distinguish themselves among today's employers also offer soft incentives instrumental in creating a positive and motivating workplace. As a full-service financial institution, UNCLE not only provides our staff with comprehensive medical insurance and employer-sponsored retirement plans including Defined Benefit and Defined Contribution plans, but we also excel at promoting a work/life balance, provide excellent training and support, and offer valuable opportunities for career advancement as well as enriching experiences in service to the larger community. In addition, we offer tuition reimbursement for ongoing education in core areas relevant to our industry and the career path of the individual employee.

Time and again, we've found that there is a vital link between engaged employees and outstanding service. Moreover, employees find satisfaction and fulfillment in work when they are striving toward a shared purpose. If an organization can effectively connect this principle to non-wage forms of compensation, it has created a powerful combination for a thriving workplace culture that will attract and retain qualified individuals at

all organizational levels. In our mission to support the financial well-being of our members, every employee at UNCLE is aware of the corporate goals of our organization – and benefits from an enterprise-wide bonus program when we achieve them. This strategy has enabled us to improve productivity as well as promote camaraderie and collaboration integral to our organizational health.

Finally, it is imperative that employers are diligent about putting mechanisms in place to obtain regular feedback from employees

on their level of job satisfaction in order to reduce attrition and hire strong candidates regardless of current workforce shortages. Tools such as employee surveys conducted in partnership with outside firms have proven especially useful in providing our credit union with insight on how we are measuring up as an employer and areas in which we can improve. Ultimately, the solutions that work best for any given organization will provide clarity on how to address their employees' unique concerns in a meaningful way.



Harold Roundtree
2018 Chairman
of the Board



UNCLE Credit Union employees and management enjoyed the Golden State Warriors playoff run in 2017.

Proposed Interpretive Pavilion at Shadow Cliffs

East Bay Regional Park District

Gary and Nancy Harrington of the Harrington Art Partnership have been working with the East Bay Regional Park District to construct an interpretive pavilion at Shadow Cliffs Regional Park. As life-long educators and members of the Tri-Valley community, they have championed this project and advocated for its construction. Gary and Nancy have already donated \$50,000 toward the design, and have pledged an additional \$150,000 in matching support to see this anticipated structure crafted.

The pavilion will transform, what is now barren landscape, into a welcoming and inviting gateway encouraging visitors to explore the wild side of Shadow Cliffs. Once complete, the pavilion will be the finishing touch on a project that has been community-supported from the ground up. Shadow Cliffs is the site of a former quarry which became a public park in 1971, thanks to a donation from Kaiser Industries.

Shadow Cliffs is a very popu-



lar destination for Tri-Valley residents. It is located on Stanley Blvd., easily accessible by car, by bicycle, on foot, or by taking public transit. Naturalist programs at Shadow Cliffs are free to schools within Alameda and Contra Costa Counties, which are expected to be even more popular when the pavilion is complete.

The East Bay Regional Parks Foundation is seeking support from the communities in the Tri-Valley. Donors who contribute over \$1,000 will have their names listed on a donor exhibit at the pavilion. Individuals or corporations can sponsor an exhibit or give to the overall construction of the project. Anyone interested in contributing



Architectural concept drawings of the proposed interpretive pavilion show a welcoming and inviting gateway, encouraging visitors to explore the wild side of Shadow Cliffs. Final design is subject to change.

to the Shadow Cliffs Interpretive Pavilion should contact Juliana Schirmer at 510-544-2212, or jschirmer@ebparks.org. Checks

may be sent to East Bay Regional Park Foundation, P.O. Box 21074, Crestmont Station, Oakland, CA 94620.

Business Spotlight

Set sail with the most recognized brand in travel

Expedia CruiseShipCenters is here in Pleasanton to help before, during and after your trip

At Expedia CruiseShipCenters, they've been navigating spectacular vacation experiences for over 30 years. Their travel franchise network is rapidly expanding across North America, with over 250 independently owned retail locations currently open or under development.

With a proven business model that is affordable to start and extremely scalable, their travel franchise owners are bringing the Expedia brand, expert advice and outstanding vacation value to travelers in their communities.

Meet Joe Lu, owner of Expedia CruiseShipCenters on Hopyard Road in Pleasanton. His company is part of the Expedia family and offers numerous vacations – over land, sea and air including customized trips, coach and rail tours as well as insurance – all at Expedia prices.

Advice you can trust.
The best choice in prices.
Expedia Extras.
More than cruises.
Always there.

“Our team of knowledgeable Vacation Consultants is passionately committed to helping our local customers plan their next big adventure, and it's this level of exceptional service that sets us apart,” said Lu.

Lu recalls an Alaska cruise he took with his family where he made some of the best memories of his lifetime as the inspiration to invest in opening his own travel agency to help others create lifelong memories. “I chose Expedia

CruiseShipCenters because we share the same philosophy of serving others in the community,” said Lu. “Expedia is a national brand while Expedia CruiseShipCenters is community oriented with physical location to ensure we always there to serve and help.”

Every one of Joe's Vacation Consultants is a passionate traveler themselves. He is actively recruiting Vacation Consultants to work full-time or part-time, as a home-based agent or from the retail center. The agents have the freedom and flexibility to build their travel business on their own terms with the power of Expedia behind them.

“Expedia is a national brand while Expedia CruiseShipCenters is community oriented with physical location to ensure we always there to serve and help,” said owner Joe Lu.



You can learn more at www.cruiseshipcenters.com/en-US/900207 or visit them at 4811 Hopyard Road, G-6 in Pleasanton.

neighborhood

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Come on down to the hood and catch all the playoff games!

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\$5 Draft Beers • \$18 Pitchers of Beer
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Business Spotlight

Graham-Hitch Mortuary

“Serving Our Community with Quality, Dignity and Value”

Graham-Hitch Mortuary in Pleasanton has provided “a dignified and considerate service to Amador Valley since 1891.” Compassionate, thoughtful, and helpful, Graham-Hitch Mortuary has been providing funeral services to trusting families in the Tri-Valley and the East Bay for over 127 years.

First owned and operated by A.F. Schweer and Mr. Geo W. Detjens, the mortuary that we know and respect today was housed in several locations within Pleasanton – the first on the corner of Railroad Avenue and Division Street. The mortuary was also, at one time, located on Main Street.

Mr. Charles Graham, who had married the daughter of Mr. Detjens, assumed the business just before 1905. The “business” was then named Graham Mortuary, and Mr. Graham became one of the first licensed morticians in California. He learned the trade by taking classes in Oakland to obtain the California Embalmers License #15 in 1906.

Mr. Ralph Hitch, originally hailing from Nebraska, came to California in 1938. He convinced his lady love, Bonita Butler, to move to Stockton, where he had settled, and they married in 1939. With a mortician’s license from Nebraska only, Ralph attended San Francisco College of Mortuary Science

to be licensed in California.

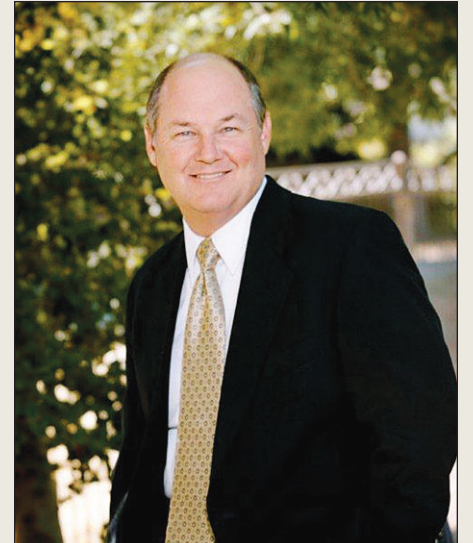
Ralph, upon hearing that the Graham Mortuary was for sale in Pleasanton, vied with others for the coveted ownership. Ralph Hitch was chosen as the new owner of the mortuary. Wanting Pleasanton residents to think that Charles Graham had merely assumed a partner, Mr. Hitch named his new business, Graham & Hitch Mortuary. Mr. Graham was involved on a limited basis.

Ralph and his wife became very involved in the community. Ralph joined the Pleasanton Chamber of Commerce and was active in the Lion’s Club and at St. Augustine’s Church.

In 1954, Mr. Hitch constructed a more contemporary mortuary on St. John Street. He sold the business to the owners of the Jess C. Spencer Mortuary, in Castro Valley, in 1972. Randy Friesen joined the firm as President in 1990, and retired in 2005. The building on St. John Street cared



Deanna Moser, a licensed funeral director since 2005, has extensive experience in advanced funeral planning. A former flight attendant with American Airlines, she serves as the Director of Advanced Planning for Graham-Hitch Mortuary.



Wesley “Wes” Fisher, President of Graham-Hitch Mortuaries located in Pleasanton and Danville, is a licensed funeral director with over 35 years’ experience. He is a licensed crematory manager with extensive experience in crematory operations.

for Pleasanton’s funeral needs until 1992, when the current location for Graham-Hitch Mortuary, at 4167 First Street, was

constructed and remains today. Along the way, the name changed to Graham-Hitch, exchanging the ampersand for a hyphen.

Wes Fisher, current on-site Owner and President, along with his considerate care providers offer burial, cremation, and varied amenities, including grief support to families upon the death of a loved one. Today, Graham-Hitch is a lovely building located near the heart of downtown Pleasanton.



Urgent Care in Pleasanton and San Ramon

Open days, evenings, weekends and holidays.

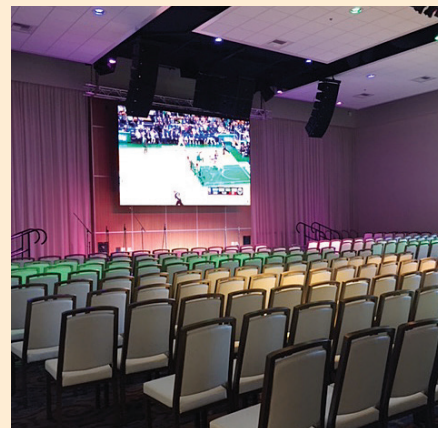
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925-543-0290



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Pleasanton Military Families has recently lost two sources of income for their care package program for deployed troops. They spend at least \$12,000 per year on postage alone for the care package program.

8th Annual Hometown Pancake Breakfast and Troop Packout on June 2

Coffee, bagels, pancakes, sausage and more will be served at Pancakes in the Park, a fundraising breakfast hosted by several veterans service organizations as well as community service organizations on Saturday, June 2 at Delucchi Park in downtown Pleasanton. The event is scheduled from 7:30 a.m. to 11:00 a.m.

Pleasanton Military Families, American Legion Post 237 and VFW Post 6298 are teaming up with a handful of local service organizations to serve breakfast for a donation that will directly support the Pleasanton Military Families Care Package Program.

Following the breakfast, the group will move down to the Veterans Hall to pack boxes for the troops at 12 noon. All are welcome to participate in packing.

With the end of First Wednesdays and the expected end of Cycling for Veterans bike ride, Pleasanton Military Families has lost two sources of income for their care package

program for deployed troops. They spend at least \$12,000 per year on postage alone for the care package program.

Pleasanton Military Families is a support group for family and friends of our local military men and women. Founded in 2003, at the beginning of the Global War on Terror, there was a need for an outlet to talk about our children, husbands, wives, and friends fighting this war. They survived on compassionate support from each other and their friendships grew and have continued to deepen. New members are welcome to join at any time.

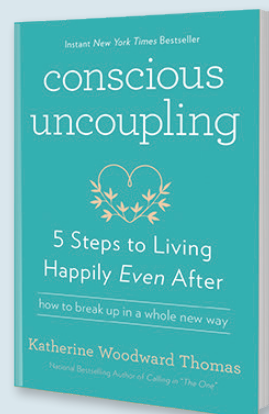
Many of the troops have been sent back for the second or third deployment and it doesn't get any easier – although communication from the front has definitely improved. Pleasanton Military Families meets once a month, the second Tuesday at 7:00 p.m. For further information, please email pmfsg.ca@gmail.com.



Business Spotlight

Conscious Uncoupling: Turn your pain into power

“Contrary to popular belief, time does not heal all wounds. We do.” This is a quote from Katherine Woodward Thomas, author of the NY Times bestseller *Conscious Uncoupling: 5 Steps to Living Happily Even After*. *Conscious Uncoupling™* has evolved into today's most celebrated, breakthrough approach to healthy break-ups. The simple 5-Step program has helped thousands of couples (including celebrities such as Gwyneth Paltrow and Chris Martin) part on positive terms and transform their pain into personal power and growth.



to the two-part question, “Why do people do what they do and how can we change patterns from childhood?” So, she got her M.A. in Clinical Psychology with the goal of becoming a therapist, but realized that the track to becoming a therapist had not answered the second part of her question or trained her to help people achieve it.

When much later Kimberly discovered the field of coaching, she knew she had found the missing ingredient: graduation from the patterns that keep us stuck. In coaching, we move beyond analysis of what happened or how we became this way, and make conscious the unconscious blocks, freeing ourselves to be our best selves.

Kimberly Koste Coaching helps couples break up peacefully using the *Conscious Uncoupling™* process. There is absolutely hope on the other side of divorce and Kimberly helps people create something beautiful out of something that can be so painful. The family form can change, but not end up broken.

Her larger mission is to keep families out of court rooms altogether, which can not only save them tens of thousands of dollars on lawyers and other court costs, but also the emotional damage that too often happens to all family members of divorce.

“My clients and I come together as a team and go deep very quickly into what happened so that we know how to move forward,” says Kimberly. “People in breakup pain need relief so they can get back to living productive lives. We start with a 10-session package and often no more is needed.”

Kimberly always knew she wanted to help people feel better. And she inherently knew she needed to find the answer



Kimberly Koste

Learn more at www.KimberlyKosteRelationshipCoaching.com or by calling 949-394-6034



LOVE, IT'S IN THE BAG

Gretchen Kyle's non-profit organization Big Bay Ray, Inc. supports local horse rescues. She has taken it upon herself with the support of the community to turn used feed bags (horse's grain bags) into shopping totes. She has had a huge response of those willing to help sew the bags. Now, she is in need of space to store the feed bags as well as all of the supplies required to sew them. If you have storage space or know of someone that does, please reach out to Gretchen Kyle at (925) 523-3133.



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.

45 Years

Pleasanton Art League

40-44 Years

Richert Lumber Company, Inc.
Reynolds & Brown

35-39 Years

Pleasanton Rentals
Stanford Health Care - ValleyCare
Livermore-Amador Symphony
Equity Enterprises
Studio Blue Reprographics

30-34 Years

Pleasanton Downtown Association
Keller Williams Tri-Valley Realty
Livermore Amador Valley Transit Authority (WHEELS)
Hacienda Child Development Center and School
Mavridis Investments

25-29 Years

Silmar Flooring
Black Tie Transportation
Law Offices of Phillips & Phillips, A Professional Corporation
MGR Assets Inc.
Vargas, Tom
Boyd Bookkeeping, Inc.
Sea Cliff Properties
Costco Wholesale

20-24 Years

Vic's All Star Kitchen
Proforma/J.C.L. Print Associates
Fremont Bank
United Business Bank
Hyatt House Pleasanton

15-19 Years

Museum on Main Street
Alameda County
Community Food Bank
Pleasanton-Livermore Junior Women's Club
Burke, Betty-Realtor - Realty Station Inc.
Business Builders
SafeAmerica Credit Union
Sheraton Pleasanton Hotel
Tri-Valley Inn & Suites
Mark Sweeney
Visit Tri-Valley
UNCLE Credit Union
Crown Trophy
Biletnikoff Foundation, The
Agape Villages
Foster Family Agency
Bratrude, Paul CPA
Y.A. Tittle Insurance
Jan-Pro Cleaning Systems

10-14 Years

Sweet & Savory Cafe and Bakery
Richard's Heating & Air Repair
Haskett Law Firm, P.C.
Dote, Tom - Farmers Insurance Group
Window-ology
Safeway, Inc.
Service Champions Heating & Air

Best Western Pleasanton Inn
Process Metrix, LLC
Diablo Prosthetics & Orthotics, Inc.
From The Heart Homecare
Dutra Enterprises, Inc.
Casa Real at Ruby Hill Winery
Comerica Bank

5-9 Years

Ruggeri-Jensen-Azar Collette
Coldwell Banker Real Estate and Mortgage
California Documents Preparers
Valley Pregnancy Center
Leslie Wolf - State Farm Insurance
California Collision
The Hitmen Termite & Pest Control, Inc.
Integrated General Counsel
Massage Envy Spa Pleasanton
Your Digital Handyman
Karlsson & Lane,
An Accountancy Corporation
Legacy Real Estate & Associates
Baird Orthodontics
Workbench Main Street
Pleasanton Girls Softball League
Cellar Door
Hodnfield Properties, LLC
Joan Laursen

1-4 Years

CreekView Health Center
Window Genie of the East Bay LLC
E J & J Investments, LLC
Creative Energy
Bhatia & Co, Inc, CPAs
Scoop Technologies, Inc.
Landmark Lending
Max Treadmill Does It All!
Encore Medspa
McKay's Tap House & Beer Garden
Hopkins & Carley A Law Corporation
Unchained Labs
Lifelight Fit
Diagnostic Biosystems
Mindshare Group Benefits & Insurance Services
J. Boles, West Coast Backflow
Sole Desire
Sole Desire
Network Exchange
Home Care Assistance
Turner Construction Company
Donna Bratton-Keams, MPH, JD
Bowman Law Offices
Eclipse Office Technology
Global Village Montessori
Morgan Stanley - Shawn Henley-Senior Vice President, Wealth Advisor
Squash and Stretch Productions
Phoenix Technology Group, Inc.
ARCpoint Labs of Pleasanton CA
Ballistic United Soccer Club

Business Spotlight



The Squaw Creek property is a 2-bedroom, 2-bath deluxe fireplace suite with forest view that sleeps 8.



The Tahoe City property is a 4-bedroom, 2-bath house with a loft that sleeps 14.

Book your vacation getaway through Ritter Investments, LLC

Ritter Investments, LLC is a family-based real estate investment and property management firm. Formed in 2005 by Herb and Cathy Ritter with the purchase of their first vacation property in Tahoe City, they have since added a second property at Squaw Creek and a third property in Tempe, AZ. In addition to managing vacation rentals, Herb manages a family portfolio of single and multi-tenant commercial properties located in the Northwest.

Ritter Investments is managed exclusively and very successfully by the family. Relying on web-based promotion sites, Airbnb, Vacation Rentals by Owner (VRBO) and HomeAway to advertise, and utilizing local cleaning/maintenance vendors, Herb is able to remotely manage the properties with ease. Learn more at www.facebook.com/RitterVacationProperties.

Herb successfully grew the family commercial real estate holdings over the last 30 years and manages a number of Limited Liability Companies with assets located in Idaho, California, Oregon and Washington. Herb's strategy of growing the LLC holdings by utilizing 1031 exchanges in the acquisition of properties with national and multi tenants has increased the value of the family's investment portfolio significantly over the last 30 years. Ritter Investments, LLC will be expanding its Commercial Property Management Services in the next few years under a new company called ONE COMMERCIAL Property Management Services.

Herb and Cathy have created a successful small business model that allows

them great freedom and flexibility, which provides time for one of their passions – community service. Community service has always been very important to both Herb and Cathy and their business is an integral part of how they help with fundraising for local charities. Herb's late father, an Eagle Scout and Rotarian, instilled in his son at an early age that success in business should always involve giving back to your community.

Herb, also an Eagle Scout and active Pleasanton North Rotarian, took his Dad's advice to heart and he and Cathy engage in many community activities and organizations. Herb has served on the Parks and Recreation Commission, Trails Committee, and is now a Planning Commissioner. Herb was instrumental in helping the Foothill High School Athletic Boosters obtain approval for and coordinated the installation of a video scoreboard in 2012.

Cathy grew up in Pleasanton and has been very active in the community, volunteering countless hours for Special Olympics, Tri-Valley Animal Rescue, Relay for Life, Lydiksen Elementary PTO, and the Taylor Family Foundation.

Herb and Cathy love supporting the community and have donated both time and vacation rental donations to countless local charities.

Following in Mom and Dad's footsteps – daughter Tricia is pursuing a degree in Special Education and volunteers for many of the same organizations as Herb and Cathy, and son Jimmy is the Ritter family's third generation Eagle Scout.



www.facebook.com/RitterVacationProperties



The Tempe property features resort living, walking distance to ASU and Mill Avenue with a pool and hot tub that sleeps 6.

Business Spotlight

Crush Comics – Your Friendly Neighborhood Comic Shop



Crush Comics, a landmark Bay Area comic shop, was established in 1990. For the last 27 years, it has served the comics and culture needs of geeks from all over the Bay.

Now, it's under the ownership of some new faces but one of them is familiar to many long-time customers. Josh Hunter began his love for comics as a child, going to Crush to buy his books. In his 20s, he started working at the shop and loved being surrounded by his passion for all things comics. After marrying his wife, Andrea, he left Crush to work in Silicon Valley. Two kids later, they returned as the new owners of Crush Comics, ready to revitalize this beloved shop and build on its legacy.

Josh and Andrea are excited to be a part of the community and its



Josh and Andrea Hunter are excited to be a part of the community and its surrounding areas by hosting comic events and get-togethers, including the Annual Free Comic Book Day. This year, FCBD falls on Saturday May 5, 2018.

surrounding areas by hosting comic events and get-togethers, including the Annual Free Comic Book Day. This year, FCBD falls on Saturday May 5, 2018. At this event, each person can choose from a wide assortment of free comics (limits apply) and get the chance to spin

the prize wheel with a purchase of \$25 or more. There will be many great items available to attendees that you'll only be able to find at Crush. This fun family event is one of many that the shop hosts. Check out Crush Comics on Instagram and Facebook, @crushcomics.



Two kids later, Josh and his wife Andrea returned as the new owners of Crush Comics, ready to revitalize this beloved shop and build on its legacy.

More info is also available at their website www.crushcomics.com.

For those who love comics but worry about missing an issue, Crush Comics also offers a subscription service, so you never miss out on the twists and turns of your favorite characters. You can

find Crush Comics at 2869 Castro Valley Blvd in Castro Valley, right next door to the Chabot Cinema. With an extensive back issue selection and collectibles abound, there's something for everyone at Crush Comics, your Friendly Neighborhood comic shop!

Business Spotlight

California Business Technology, Inc.: Information Technology Managed Service Provider

We Do What We Do Best So You Can Do Your Best

California Business Technology® (CBT), Inc. is an information technology managed service provider in the San Francisco East Bay and Tri-Valley area. CBT provides on-site and remote support for organizations, leveraging industry-leading remote monitoring and management tools. The CBT team is committed to supporting your information technology needs, allowing your organization to focus on the core business that you do best.

CBT serves the needs of a large but specific market – small and mid-sized businesses. The CBT team has a solid understanding of



project management and systems engineering principles, coupled with extensive experience with Microsoft based applications and networks, the team is ready to execute a realistic solution for your business, based on your vision and requirements.

Mark Tanis, Founder and CEO, a long-time resident of Pleasanton, is an active member of many community based organizations, including the Rotary Club

of Pleasanton and Pleasanton Chamber of Commerce. He has also been a longtime supporter and coach of local baseball and softball teams, both youth and adult. "Giving back to the community, helping independent businesses grow to their full potential, and doing what our team does best, are the core values of California Business Technology," said Mark.

CBT recently moved to a new location to accommodate its growing business, and is now located at 6601 Owens Dr. Ste 245 in Pleasanton. For more information, visit the website www.calbusinesstech.com or call 925-426-2322.



The CBT team has a solid understanding of project management and systems engineering principles, coupled with extensive experience with Microsoft based applications and networks.

The Ellie Mae Classic is returning for its ninth year at TPC Stonebrae

Come out and see the next generation of PGA TOUR professional golfers on the

Web.com Tour. Past participants of this event include Tony Finau, Justin Thomas, Xander

Schauffele, Russell Henley, and local stars Max Homa and Maverick McNealy. This is a

can't-miss experience for local businesses to entertain, families to enjoy and golf fans to witness exceptional performances.

The tournament will be held August 6-12, 2018 at TPC Stonebrae in Hayward, CA. Proceeds benefit the Warriors Foundation, Youth on Course and other local charities. The

Celebrity Shootout will showcase local professional sports teams battling each other over five holes for a \$20,000 prize for charity.

For more information, visit www.elliemaeclassic.com or to learn more on how to get involved, contact Justin Krebs at justinkrebs@pgatourhq.com.



Ribbon Cuttings



Creating new jobs, stronger economy



Learn more at www.thelinforthgroup.com

Karin Linforth, Legacy Real Estate & Associates — The Karin Linforth Group, with Legacy Real Estate, in Pleasanton, would like to thank all of those who helped us to celebrate at our ribbon cutting on March 1. Excited about joining the Pleasanton Chamber of Commerce, we are anxious to meet fellow members and get acquainted with many of the nuances that are associated with Chamber membership. As Realtors, our desire is to become a resource for others in the community. We look to enlighten first-time homebuyers about the benefits of home ownership, as well as help ascertain the needs of those neighbors who are considering a new address. The Karin Linforth Group is a team you can trust and grow with. We would appreciate the opportunity to speak with you or ones you know who would like to call home to Pleasanton, the Tri-Valley, or elsewhere in the San Francisco Bay Area your home. Learn more at www.thelinforthgroup.com.



The best one hour workout in the country

Orangetheory Fitness — Orangetheory® Fitness (www.orangetheoryfitness.com) is a scientifically designed, one-of-a-kind, group personal training workout broken into intervals of cardiovascular and strength training. Backed by the science of excess post-exercise oxygen consumption (EPOC), Orangetheory's heart-rate-monitored workouts are designed to get participants within the target-training zone of 84 percent to 91 percent of their heart rate, which stimulates metabolism and increases energy. Led by highly-skilled coaches, each Orangetheory Fitness workout incorporates endurance, strength and power elements through a variety of equipment including treadmills, rowing machines, TRX® suspension training and free weights. The Orangetheory Fitness team is excited to bring you a results-driven and high-energy workout in their brand-new studio in Pleasanton. Call (925) 401-7399 to book your first FREE workout today!



Now open in Pleasanton, Koll Center Parkway

Omni Fight Club — With a focus on fun, tough, fitness, Omni Fight Club officially opened in Pleasanton on January 20th. The club provides an unlimited, all-inclusive studio experience, featuring strength training, kickboxing, nutrition information and experienced coaches. OFC offers cutting-edge equipment, engaging music and knowledgeable programming that's effective for all fitness and wellness goals. There are no contracts or joining fees. For more information, visit Omni Fight Club Pleasanton on Facebook or email pleasanton@omnifightclub.com. Come try a free class today!



All things immigration case management

INSZoom — INSZoom.com, Inc. is the world's largest immigration case management and compliance software company. At INSZoom, we eat, sleep and breathe the design and development of "all things immigration case management" to give you a competitive edge in your market. We've been at the forefront of immigration technology since 1999 and continue to deliver innovative solutions and award-winning 24/7 customer service to all types of users – from Fortune 500 corporations, immigration attorneys, major universities and healthcare organizations to immigration practices of all sizes in the US, Canada and other countries. For further information, visit our website at www.inszoom.com or call us at (925) 244-0600.



Now open in Pacific Pearl Shopping Center near outlets

Pure Organic Nail Salon — Our spa is a place we hope you will consider a sanctuary from your busy daily life. It is designed with your pampering and relaxation in mind. You can come for "me time" or to relax with family and friends. We have top-of-the-line salon chairs to ensure your comfort while using bowls to guarantee cleanliness, safeguard your health, and protect the environment by using less water. Visit us at 2709 Stoneridge Drive, Suite 110 in Pleasanton in the Pacific Pearl Shopping Center near the San Francisco Premium Outlets. As we celebrate our grand opening, you can save 10% off on all services by mentioning this photo.



4292 Stanley Blvd., variety of adult dance and fitness

Breckenridge Dance & Fitness — Breckenridge Dance & Fitness is now open! We offer a variety of adult dance and fitness group classes as well as private sessions accommodating all skill levels across many mediums. Whether it's ballroom dancing or calisthenics, if you're looking to gain more control of your body, we cover it all. It is our mission to provide every individual with the skills and body awareness needed to build strong, pliable bodies that can withstand the effects of aging as well as combat the toll our daily lives have on our posture. Call us anytime at 925-425-7484, and learn more about what we offer at our website www.breckenridgedance.com or through social media (@breckenridgedance). We can't wait to meet you!