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Hacienda sees new businesses, more expansion in Pleasanton

Business park benefitting from renewed strength in local economy

by Jeb Bing

At the start of the third quarter of 2014, Hacienda business park is reporting strong tenant activity.

James Paxson, Hacienda's general manager, said the park has seen both new and existing commitments made from over a dozen tenants since April.

"Strength seen in the economy that has been reported in the greater Bay Area has also been seen in Hacienda," he said. "Leasing activity has advanced steadily and new tenant announcements are expected soon."

Summarizing activity at Hacienda, Paxson reported:

Gap is tapping into technology to achieve long-term, profitable growth across its portfolio of brands. It already provides customers with the online ability to reserve and find products in stores and ship from stores. Later this year, the company will test a new order-in-store feature that allows customers instant access to expanded product offerings online.

"We have the world's best collection of American brands coupled with a strong economic model and runway for global growth," said Glenn Murphy, chairman and CEO of Gap Inc. "As the retail landscape evolves, we continue to deliver on our omni-channel roadmap and focus on owning the shopping experience of the future."

In addition to the new tech innovations, Gap intends to fuel growth and gain share in the \$1.4 trillion global apparel market. There are plans to expand in Asia, and the company is excited about the long-term potential of its fast-growing Athleta brand, Murphy said.

Gap, which includes Old Navy and Banana Republic, among others, is based in San Francisco with an information technology office in Hacienda.

A company called iTradeNetwork, also located in Hacienda, is making it easier to request, verify and manage rebate claims with its new enhanced billback solution.

This new enhanced billback solution helps streamline and simplify the rebate system that can be an important factor for companies to create incentives that drive sales of key products. The new solution reduces bandwidth required for managing billback claims, improves the accuracy of rebate payments and improves customer satisfaction with rebate programs.

iTradeNetwork is a cloud-based trading network that reliably and securely connects buyers and sellers across the food industry. The company, owned by Roper Industries.

Another company, actually a local nonprofit designed to get girls interested in science and math careers got a fantastic new website design, thanks to the creative minds at JVF Consulting.

Another Hacienda-based company, JVF, a website design business, created a brand-new website with a clean layout, clear content and easy navigation for a local nonprofit working to get more girls interested in science and math careers. The new website streamlines the process for girls to sign up for the annual Tri-Valley Expanding Your Horizons conference.

"The fresh look and simple registration process allows for an excellent customer experience while creating more time for conference organizers to concentrate on creating the very best conference experience possible," JVF president Jason Franco explained.

"Whether they are new to the organization and exploring workshop features or returning to complete their registration or obtain directions, each experience is a smooth and positive one," he said.

The website makes it easy for supporters of the event to make online donations, volunteer their time and talents or easily share the program with other people. The user-friendly website can be easily maintained by the nonprofit's employees without the need for any technical expertise.

Hacienda also has welcomed a number of new tenants to the park. They include:

AAI 4301 Hacienda Drive, Suite 460, (925) 463-3070, www.aaidesign.com, Architecture and interior design firm (relocated within Hacienda).

Accountemps 4309 Hacienda Drive, Suite 360, (925) 460-0888, www.accountemps.com, A temporary staffing company for accounting, finance and bookkeeping professionals.

Allergy & Asthma Medical Group 5924 Stoneridge Drive, Suite 207, (925) 463-9400, www.bayareaallergy.com, Specialists treating asthma and allergies.

Belden Consulting Engineers 5860 W. Las Positas Boulevard, Suite 15, (925) 829-0772, www.beldeninc.com, A full service electrical, mechanical and plumbing engineering firm.

Corporate Visions 3875 Hopyard Road, Suite 370, (800) 360-7355, www.corporatevisions.com, A marketing and sales messaging, tools and skills company.

Hacienda Owners Association 4305 Hacienda Drive, Suite 330, (925) 734-6500, www.hacienda.org, Manages Hacienda on behalf of Hacienda property owners and investors (relocated within Hacienda).

Medea Spirits 5673 W. Las Positas Boulevard, Suite 209, (925) 425-9282, www.medeaspirits.com, Specializing in premium, neutral grain Vodka.

Morgan Stanley 4309 Hacienda Drive, Suite 200, (925) 730-3800, www.morganstanleybranch.com/pleasanton, Financial services company providing investment banking, securities, investment management and wealth management services.

Swift Real Estate Partners 4432 Rosewood Drive, Suite 100, (925) 737-1900, www.swiftreal.com, A real estate investment and management firm.

Tescan USA 5635 W. Las Positas Boulevard, Suite 410, tescan-usa.com, Supplier of scanning electron microscopes and focused ion beam workstations.

Transition Learning Center 5980 Stoneridge Drive, Suite 102, (925) 399-5101, www.transitionlearning.net, Providers of academic and vocational learning tutoring services for adolescents.

VentureSoft Global 3825 Hopyard Road, Suite 180, (925) 523-3350, www.venturesoftglobal.com, An IT service company.

Zumi Sushi 4515 Rosewood Drive, Suite 700, (925) 225-9988, www.zumisushipleasanton.com, Restaurant featuring sushi and more.

Photos

