

# Business Connection

Strengthening the local  
economy and serving  
members for more  
than 60 years



925.846.5858

www.pleasanton.org

November 2014

## Pleasanton Companies Receive Economic Driver Awards

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



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



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## BOARD MEMBERS &amp; STAFF

## 2014 Board of Directors

Chairman of the Board  
**David Stark, Bay East Association of REALTORS**

Chairman-Elect  
**James Paxson, Hacienda**  
Treasurer

**Matt De Pretis, De Pretis Certified Public Accountants**

Past Chairman of the Board  
**Brock Roby, BKF Engineers**

## Directors

**Curt Anderson, Compass Product Design; Joseph Barone, Barone's Restaurant; Jon Burchett, Sheraton Pleasanton Hotel; Danielle Fratellone, Fratellone Family Chiropractic; Brian Gentry, Fremont Bank; Scott Gregerson, ValleyCare Health System; Pam Hardy, Ponderosa Homes; Arne Olson, CAFO Partners; Mike Peel, Keller Williams, Tri-Valley Realty; Janice Sangster Phalen, Diablo Meridian Realty; Heather Stanek, ClubSport of Pleasanton; Keith Turner, Safeway, Inc.; Ed Westmoreland, Eddie Papa's American Hangout**

## Committee Chairs

Ambassadors  
**Carol Marshall, The Write Business & Todd Moberg, Insignia Designs**

Foundation  
**Roy Cook, Robert Half International, Inc.**

Golf Tournament  
**Tom Powers, Maloon, Powers, Pitre & Higgins, LLC**

Community Service Awards  
**Patty Powers, Volunteer**

## Chamber Staff

President and CEO  
**Scott Raty**

Manager, Business & Projects  
**Kate D'Or**

Manager, Communications & Special Events  
**Susie Weiss**

Manager, Membership Relations  
**Dawn Wilson**

Administrative Assistant  
**Yianna Theodorou**

## 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; Jim DeMersman, Museum on Main Street; Brian Gentry, Fremont Bank; Brian Laurence, City of Pleasanton Police Dept.; Laura Olson, Pleasanton Downtown Association; Scott Raty, Pleasanton Chamber of Commerce; Brock Roby, BKF Engineers; Eija Sommerfield, Heritage Bank of Commerce; Dick Stafford, Stafford Consulting, LLC; Sandra Wing, Sandra J. Wing Healing Therapies**

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

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# Board Chairman Achieves Fusion

There's a laboratory in Livermore that's getting closer to creating nuclear fusion and a revolutionary new source of energy. Meanwhile, I achieved a different 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 leader or volunteer I've met during my career has one thing in common: they all benefited either professionally, 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 community 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 thriving business environment work. This leadership opportunity with the Chamber introduced me to dozens 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" analogy, I've also seen the energy created 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 making every Chamber event a valuable 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 significant. Whether you're starting your career in Pleasanton or have years of experience in the business 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**  
2014 Chairman of the Board

## 2015 Travel Destinations

Food for thought while sitting around your Thanksgiving table... take a trip with the Pleasanton Chamber in 2015! Is kissing the Blarney Stone on your bucket list? We have a few spots still available on our Shades of Ireland trip (March 15-24,

2015). For full details and itinerary, visit [www.pleasanton.org/chamber-travel](http://www.pleasanton.org/chamber-travel) or call Kate at 925-846-5858 ext. 203.

What destinations are on your bucket list? We are looking into Tuscany and/or China. Let us know where you would like to visit!

*The Pleasanton Chamber is pleased to offer*  
***The Best of England and London***  
***Featuring 6 nights in Windsor***  
**November 9, 2015**

8 days | **\$2995** per person double occupancy

**Tour Highlights:** 6 nights at One Hotel in Windsor, London City Tour, Changing of the Guard, Stratford-Upon-Avon, Anne Hathaway's Cottage, Shakespeare's Birthplace, Oxford, Salisbury, Salisbury Cathedral, Stonehenge

**Inclusions:** Roundtrip Airfare from SFO, International air departure taxes/fuel surcharges, 8 meals (6 breakfasts, 2 dinners), Professional Tour Director, Motorcoach Transportation, Hotel Transfers, Admissions per Itinerary, Comprehensive Sightseeing, Baggage Handling

## 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 caterers. It represents a great opportunity to network with local businesses 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 participating 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
- Samplings 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:



**Accommodations:** Mercure Windsor Hotel, Windsor, UK, a 108 room 4-star hotel located opposite the Royal Guildhall and walking distance to the main entrance to Windsor Castle.

**Optional 2-night post tour extension to Paris, France \$895 pp/dbl**

**Highlights:** Eurostar train under the English Channel from London to Paris, Paris City Tour, featuring Notre Dame Cathedral, the Opera, Bastille Square, Arc de Triomphe and the Champs Elysees. Optional tour to Versailles available.

# Innovate Pleasanton & Tri-Valley Capital Boost Entrepreneurs

**T**he Tri-Valley is poised to be the next hotbed of technological innovation.

The brand-new Innovate Pleasanton workspace will serve as an incubator for startup companies that need space and whose employees are eager to work with like-minded entrepreneurs.

"In (Silicon) Valley, it would be called an incubator or an accelerator," founder Greg Hitchan said. "I don't think I even fully appreciated the need and desire for co-working space like this (in the Tri-Valley)."

Hitchan brainstormed the idea for Innovate Pleasanton as he worked to launch Tri-Valley Capital earlier this year.

"Tri-Valley Capital is an investment firm that helps fund and assist startup companies to grow in any way they can," he explained. "We provide

capital, strategic advice, business advice, relationships. We're very value-add to a startup company in the sense 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 company 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."

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.

"We have the relationship 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 inventors.

"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. And then you throw the (Lawrence Livermore) lab into the mix. All that mixed together is all the ingredients for an incredibly vibrant startup community. I hope it grows bigger than all of us and becomes our version of Silicon Valley."

Learn more about Tri-Valley Capital and Innovate Pleasanton at [trivalleycapital.com](http://trivalleycapital.com) and [innovatepleasanton.com](http://innovatepleasanton.com).



Greg Hitchan (left) and Kurt Pfluger (right) of Tri-Valley Capital work to add value to start-up companies through "mentor capital."



## 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](http://www.sugariebakeshop.com).

# A Taste of Paris Without Leaving Town

For about a year, Pleasanton has been home to an incredibly tasty bakery full of mouth-watering goods that may as well have come straight from Paris. Sugarie Bake Shop, located in the Vintage Hills Shopping Center on Bernal Avenue, consists of only the highest quality sweets and pastries that keep customers coming back for more.

Have you ever tried a rose flavored French Macaron? How about a salted caramel mini cheesecake? Care to start your morning off with a blueberry cream scone and steaming hot cup of coffee or a shot of espresso? Sugarie baker and owner, Natalie Wong, has been preparing each of these goods to perfection and is able to do so after years of experience baking with her grandmother and catering corporate events and weddings.

After building a substantial client base from its beginnings at a commercial kitchen in Menlo Park,

*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, custards, 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](http://www.sugariebakeshop.com). For any questions about the shop or catering services, call 510-789-9067 or send an email to [natalie@sugariebakeshop.com](mailto:natalie@sugariebakeshop.com).

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## Ribbon Cutting

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**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.

## 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.

## ValleyCare Health Systems

Can any industry in the country lay 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 De Saulnier and United States Congressman Eric Swalwell.

The luncheon event will take place at Casa Real at Ruby Hill Winery on Vineyard Avenue in Pleasanton and feature a keynote by retired United States Navy Blue Angels Flight Leader and Topgun Instructor George Dom. Nationally renowned consultant/speaker, Dom will share critical lessons on leadership, team-building and high performance, based on his 26-year Navy career that transform managers into leaders and groups into cohesive teams.

For tickets, please register online at [www.pleasanton.org](http://www.pleasanton.org) or call 925-846-5858.



## 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 profes-



Kim Tucker, Founder of All Reasons Moving

## ALL REASONS MOVING & STORAGE

sionals.

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 electron-

ics 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](http://AllReasonsMoving.com).



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.



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DEP-0471-0314



## 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.

### 53 Years

Pacific Gas & Electric  
AT&T

### 30 - 35 Years

Inderbitzen, Martin W.,  
Attorney At Law  
Tri-Valley YMCA  
J. L. Lemm & Associates  
Commercial Real Estate  
Diablo Auto Body, Inc.  
25 - 29 Years  
Avalon Pleasanton  
Gift Source  
Hacienda Commons Apartments  
Wells Fargo Bank - Hacienda  
Bank of the West  
Black Tie Transportation

### 20 - 24 Years

Gene's Fine Foods  
B & S Hacienda Autobody Repair  
Schwaegerle, Gary-Schwagerle,  
Realtors  
Better Homes & Gardens Tri-  
Valley Realty, Janet Cristiano  
Alberto's Cantina  
Costco Wholesale  
Wilson Property Management  
Karen T - Your Home Contact  
Ameriprise Financial Advisors

### 15 - 19 Years

Assistance League  
of Amador Valley  
LogoBoss  
Tri-Valley Tax & Financial  
Services, Inc.  
PostNet  
California Center Pleasanton  
Wells Fargo Bank - Gateway  
Granite Professional Insurance  
Brokerage, Inc.  
AppleOne Employment Services  
Terrence J. Rose, Inc.  
Compass Product Design  
Courtyard by Marriott -  
Pleasanton  
Farmers Insurance Group  
Diversified Mortgage Group  
Stone Group, The

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  
Hoge 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.  
Goodguys 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  
Bregante + Company LLP  
Time 4 Order - Professional  
Organizing  
Oasis Grille  
Rubiconn  
Northern California Chapter,  
NECA  
Amador Properties  
Dr. Lynne R. Mielke,  
Medical Corporation  
Body Balance Fitness  
& Massage, Inc.  
Jeff Bowser

Stacey's Cafe  
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  
Technology Credit Union  
The Quad  
Trainer Communications  
Innovative Designs  
Atlas Document  
Preparation Services  
Hired Hands Homecare  
Rancho Grande Taqueria #2  
Cellar Door  
Tri-Valley Business Professionals  
Nick Valenziano,  
Farmers Insurance  
Martin APC  
Pleasanton Gateway  
Shopping Center  
Blaha, Hartford, Perry  
& Anastopoulos, APC  
Laser Eye Center of the East Bay  
Gateway Landscape  
Construction, Inc.  
Sunol Creek Memory Care

## Business Spotlight

# Is Your Childcare Working For You?

The type of childcare you choose for your family is one of the most important decisions you'll ever make. AuPairCare Area Director Sharon Morris shares the three top components to consider when deciding what's right for your household.

**Experience:** To provide peace of mind, your childcare provider should have CPR and first aid training, a clean driving and criminal record and references from previous roles.

**Cost:** Research if the candidate charges per child vs. one flat rate per family and if there are extra, hidden fees. Au pairs give you more time with your children, which is priceless. They do your children's laundry, lunches, beds, homework help, and transportation to after school events, and more.

**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



Sharon Morris, AuPair Care

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.

## 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.

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Contact Sharon Morris  
at 925-989 6082  
or [smorris@aupaircare.com](mailto:smorris@aupaircare.com)

**AuPairCare**

[www.aupaircare.com](http://www.aupaircare.com)

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Tired of the gym scene? Want better results in less time?

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### FEATURED ARTICLES IN:





## Business Spotlight

# Get a Jump Start on your New Year's Resolution

*The only thing you have to lose are inches*



**Y**ou'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



The Slim Co. of Pleasanton owner Jami Areia is excited to bring an effective and affordable product to you and helps people to lose 2-4 inches in 21 days.

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.

## Business Spotlight



## INTERO CHIROPRACTIC

# 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.

**D**r. 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.

11th. There will be FREE food, beverages, and raffle prizes - come take a tour of our new office! Be sure to RSVP at info@interochiropractic.com.



Intero Chiropractic will be having a ribbon cutting at their new location off Hopyard Road and Stoneridge Avenue on December

Dr. Hsieh's passion is to educate and support the families of Pleasanton and the greater Tri Valley communities through principled Chiropractic care so that babies, children, and adults may live a life of greater health. (Dr. Hsieh pictured above on the right)

## Ribbon Cutting

Creating new jobs, stronger economy



**Ohana Hawaiian BBQ** - For the culture-rich state of Hawaii, locals have been enjoying the best mix of ethnic and Polynesian food for years. This unique blend of taste, the different usage of spices and ingredients has developed into a fantastic collection of flavorful local Hawaiian food. We, at Ohana Hawaiian BBQ (part of the Ahu's Hawaiian BBQ group of companies), have dedicated ourselves to bring these unique flavors of food and plate lunches to the mainland. Many Hawaiians reside in the U.S. continent, and many visitors who have visited Hawaii have been craving the local food. So, here we are, determined not to disappoint these folks. This is the biggest location of Ohana Hawaiian BBQ, offering tapioca drinks, shave snow and ice creams in addition to catering services. Come visit us in the Rayley's Shopping Plaza at 5410 Sunol Blvd. #3 in Pleasanton.



## Ribbon Cuttings



Creating new jobs, stronger economy



**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.nobullchallenge.org](http://www.nobullchallenge.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](http://www.granitehealthpro.com).



**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](http://www.buildingkidzschool.com).



**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](http://www.CoffeeTeaSuperstore.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!



**Silhouette Med Spa & Weight Management** – Relax, rejuvenate, and restore your body and mind with Silhouette's aesthetic, weight loss, and spa treatments. Located in southwest Livermore just east of the Ruby Hill Golf Club, Silhouette'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.



**Bon Dia Café & Bar** – Coffee Shops may be a dime a dozen in Pleasanton, but 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.