

Business Connection



We are the community that helps businesses start, grow, & thrive.

September 2026

CELEBRATING 80 YEARS!

Pleasanton Ready Mix: 58 Years of Concrete, Community and Family



For 58 years, Pleasanton Ready Mix has been proud to call Pleasanton home. Established in 1968, our company has grown alongside the community and remains a family-owned business built on hard work, quality, service, and strong relationships.

John Santos first became connected to Pleasanton Ready Mix as a truck hauler, delivering sand and gravel to the plant. In 1983, an opportunity was presented to John to become an owner of the business, and he jumped at the chance. John continued running Pleasanton Ready Mix over the years, building the foundation for the family business it is today.

In 2005, John's son, Rob Santos, joined him. Together, they continued to grow the company, with Rob eventually taking on a larger leadership role. Rob has helped modernize and upgrade the business, improve its equipment and opera-

tions, and bring new efficiencies to the company, while maintaining the personal service and relationships that have always been important to Pleasanton Ready Mix.

Today, three generations of the Santos family are part of the business. We are a smaller team and consider our employees family, striving to create a workplace built on respect, community, and genuine relationships.

One of our proudest milestones was celebrating 50 years in busi-

ness in Pleasanton. We have also had the incredible opportunity to be the first concrete mixers on the suspension span of the Bay Bridge to pour concrete—an unforgettable milestone in our company's history.

Pleasanton has always been more than just a place to do business; it is our community. The Pleasanton Chamber has helped us stay connected with longtime businesses, welcome new ones, and build relationships through networking and community events. We especially

enjoy participating in the annual Holiday Parade, where our mixers have become a familiar part of the celebration. It's always a highlight for our team to bring the trucks out, join the community, and sound the horns along the parade route.

We hope future generations will continue to recognize the familiar green trucks of Pleasanton Ready Mix around town and know that behind them is a local, family-owned business that truly cares about the community it serves.

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GOLD

amazon



KAISER PERMANENTE®

workday

SILVER

United CREDIT UNION

CB California Business Technology, Inc.

HACIENDA NUVISION CREDIT UNION

Pleasanton Garbage Service, Inc.

ROBSON HOMES



Stanford MEDICINE

Health Care Tri-Valley

TOSHIBA Leading Innovation >>>

UNCLE CREDIT UNION

US FOODS

BRONZE



BIO-RAD



The Clorox Company

E&S RING MANAGEMENT CORPORATION

FREMONT BANK Success through Partnership

HERITAGE BANK OF COMMERCE

KGIP

Pacific PEARL

P PONDEROSA HOMES

PROSOMNUS SLEEP TECHNOLOGIES

State Farm Jill Cash, Agent

STEELWAVE

PLEASANTON CHAMBER OF COMMERCE EXECUTIVE LEADERSHIP TEAM

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

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Pleasanton Chamber of Commerce

777 Peters Avenue

Pleasanton, CA 94566

Phone (925) 846-5858

Fax (925) 846-9697

www.pleasanton.org

Stay connected with the Chamber



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80 Years of AI

These days, it seems like everyone is talking about AI.

Artificial Intelligence is changing the way we work, communicate, and do business. But as the Pleasanton Chamber celebrates its 80th anniversary, it reminds me that we've been practicing a different kind of AI for eight decades — one that has nothing to do with algorithms and everything to do with people.

Ours is **Advocacy and Involvement**.

Since 1946, the Chamber has been the voice of Pleasanton's business community—advocating for policies that help businesses thrive while bringing together business leaders, entrepreneurs, educators, nonprofit organizations, and civic leaders to help shape the future of our city.

Advocacy has always been at the heart of what the Chamber does. Local businesses are the engine of Pleasanton's economy, but they need a voice at the table when important decisions are being made.

Whether working with the City, regional organizations, or elected officials, the Chamber helps ensure that the perspective of our business community is heard. Good public policy doesn't happen by accident — it grows from informed conversations and strong relationships.

When I first became active in the Chamber almost 20 years ago, my friend David Stark taught me an important lesson: the Chamber's involvement isn't about partisan politics — it's about quality-of-life issues that affect our residents, employers, and local businesses. The Chamber's BACPAC



Brock Roby
Chair of the Board
Pleasanton Chamber

(Business and Community Political Action Committee) serves to identify and endorse candidates who understand and support a healthy local business environment. The Chamber's vision in advocacy is formed by listening to the business community most impacted by public policy and then championing that cause on their behalf.

Just as important is **Involvement**. The Chamber creates opportunities for people to engage in the life of our community. We bring together business leaders, City officials, educators, nonprofit organizations, and community volunteers to build relationships, solve problems, and pursue a shared vision for Pleasanton. Whether through networking events, Leadership Pleasanton, community initiatives, or collaborative partnerships, the Chamber serves as a catalyst for collaboration that strengthens our city. Standing at the intersection of Pleasanton businesses, the City, Pleasanton Unified School District, and our County and State leaders, the Chamber invites every member of our community to help

shape Pleasanton's future.

Artificial intelligence may help us work faster. But it will never replace the relationships, trust, and shared commitment that have strengthened Pleasanton's business community for the past 80 years.

As we celebrate this milestone anniversary, I'm grateful for everyone who has invested in the Chamber's mission over the past eight decades. The technology around us will continue to evolve. Artificial Intelligence will undoubtedly shape our future. But the Chamber's AI — **Advocacy and Involvement** — will remain just as essential to Pleasanton's success as it has been for the past 80 years.

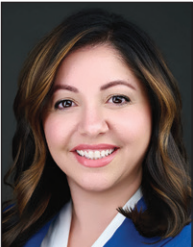
As your 2026 Board Chair, I have the privilege of seeing firsthand what happens when people choose to get involved. Businesses thrive, partnerships flourish, and our entire community benefits. That's the kind of AI that has served Pleasanton for 80 years—and will continue to do so for the next 80.

- Brock Roby,
2026 Board Chair

80 Years. Built Together.

When I think about the Pleasanton Chamber of Commerce turning 80, I don't just think about the number. I think about the stories.

One of my favorite things about being part of this community is hearing the stories of how Pleasanton came to be. I love learning about how



Yianna Theodorou
President/CEO
Pleasanton Chamber

Hacienda Business Park was built, or how Pleasanton hops once made their way around the world. I often find myself thinking, *I wish I could have been here to see that.*

For 80 years, countless business owners, volunteers, community leaders and members have helped write the story of Pleasanton. They opened doors, created jobs, took chances, rolled up their built relationships and

invested in this community. They were in the room when important decisions were made. They were there when new ideas became reality. The Chamber has been fortunate to be part of so many of those moments along the way.

To everyone who has served on a committee, attended an event, renewed a membership, volunteered, opened a business, sponsored a program, or simply believed in the value of a strong business community—thank you.

You helped build this.

As we celebrate 80 years, I'm

incredibly grateful to those who came before us and built the foundation we stand on today and I'm excited that we have the opportunity to be a part of the next chapter.

Because someday, I hope we look back on the things happening in Pleasanton today—the businesses we helped launch, the relationships we helped build, the ideas we helped bring to life—and someone will say,

"I wish I could have been there to see that."

Here's to 80 years of being in the room where it happens—and to everything still to come.

Pleasanton Then & Now

80th Anniversary Crossword

Test your Pleasanton history knowledge — from Alisal and the railroad to Hacienda, BART and today.

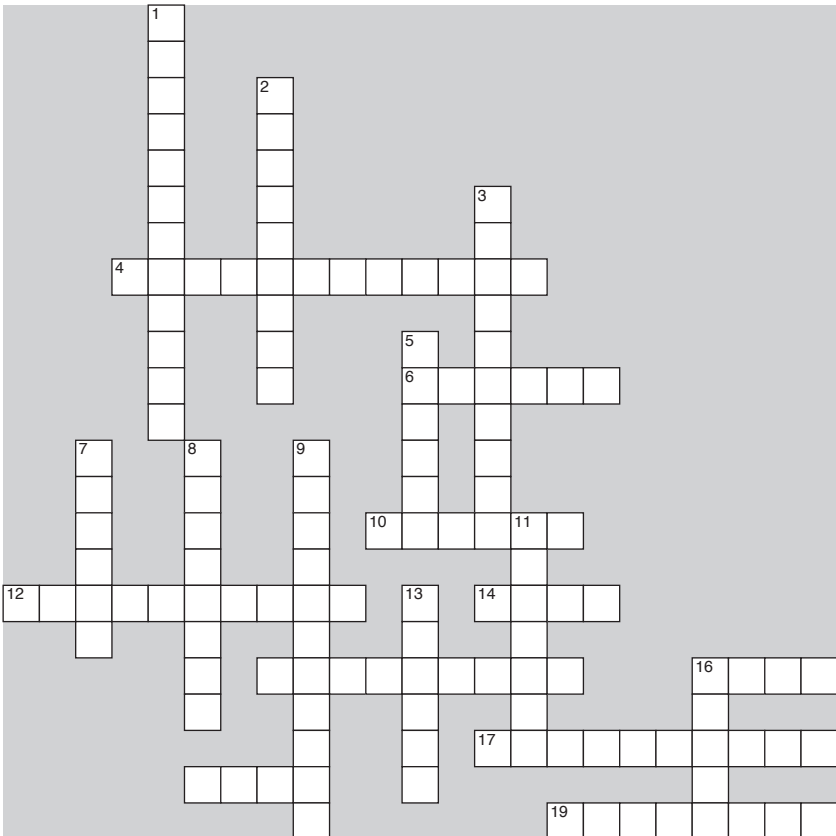
ACROSS

- Pleasanton was officially _____ as a city in 1894.
- George and Phoebe Apperson _____ purchased a 500-acre ranch in the area in the 1880s.
- Early Pleasanton family associated with ranching and the historic racetrack.
- Shopping center that became part of Pleasanton's 1980s growth story.
- Pleasanton's regional rapid-transit system, serving the city since 1996.
- John W. _____ helped lay out the town and is closely tied to Pleasanton's early history.
- Once a major agricultural crop in Pleasanton; the area was known for its large _____ crop.
- Downtown avenue that has long been a center of Pleasanton business and community life.
- The Gold Rush brought travelers through early Pleasanton on their way to the _____ fields.
- The 850-acre business park whose first building broke ground in 1982.

DOWN

- Downtown institution housed in the former Town Hall, Police Department and first library.
- The one-mile track built in 1858 and now part of the Alameda County Fairgrounds.
- The city's name today — spelled with an 'a' because of a historic spelling error.
- Indigenous people who lived in the area for thousands of years before Spanish settlement.
- The valley and ranching family name that appears throughout Pleasanton's early history.
- Transportation line that arrived in Pleasanton in 1869 and helped spur growth.
- Annual event venue that occupies the site of Pleasanton's historic racetrack.
- County in which Pleasanton is located.
- Earlier name for the Pleasanton area in the 1850s.
- A key part of Pleasanton's long-standing equestrian heritage.

Clues are based on Pleasanton historical information from the City of Pleasanton and Pleasanton Chamber of Commerce.



Answers are on page 10.

Business Spotlight

A Century of Community, Tradition & Celebration

ALAMEDA
COUNTY
FAIRGROUNDS
PLEASANTON



ALAMEDA COUNTY
FAIR

For more than a century, the Alameda County Fair & Event Center has celebrated the heritage, agriculture, creativity, entertainment and diversity of Alameda County, bringing generations of families together through food, carnival rides, concerts, livestock, exhibits, competitions and community traditions.

The Fair made its Pleasanton debut in 1912 and has grown into one of the Bay Area's largest and longest-running summer event traditions, welcoming nearly half a million guests each summer and hosts more than 300 year-round event days annually working with promoters from all over the world.

Beyond the annual Fair, the Association operates the Pleasanton Off-Track Betting Facility, Pleasanton

Golf Center and the Fairpark RV Campground and Storage while maintaining a 267-acre property used for events throughout the year.

The Alameda County Fair is recognized among the top 50 fairs in North America, earning numerous state, national and international awards. An independent study found that the Alameda County Fairgrounds & Event Center generates \$312 million in total annual economic impact through the Fair and year-round events, supporting local jobs, wages, businesses and tax revenue across the region. The Fairgrounds are also a dedicated public safety and emergency response shelter to the region when needed.

As a Pleasanton Chamber member for 55 years, the Fair has grown and partnered with various Pleasanton businesses. Being a longtime member of this business community means standing as a steady, trusted neighbor dedicated to the same values of connection, tradition and service that helped launch the Fair over 100 years ago and continue to define Pleasanton today.



A bird's-eye view of the Alameda County Fairgrounds in Pleasanton, where generations have gathered for more than a century of community, entertainment and tradition.

The future of the Alameda County Fair remains with its community. During the 2026 annual summer Fair, a time capsule was installed

on site commemorating the history of the Fairgrounds and includes a snapshot of the Fair's place in the community today. It is scheduled to

be reopened 50 years in the future, at America's 300th anniversary, cementing the Fairgrounds for the next generation.

Business Spotlight

Stoneridge Shopping Center: Growing Alongside Pleasanton


**STONERIDGE
SHOPPING CENTER®**
A SIMON MALL

Since opening its doors in 1980, Stoneridge Shopping Center has been an important part of Pleasanton's business community and the Tri-Valley's evolving retail landscape. Established to serve the region's rapidly growing population, Stoneridge provided residents with a premier shopping destination close to home while helping establish Pleasanton as a regional center for commerce and community.

Over the decades, Stoneridge has continued to evolve alongside the customers, businesses, and community it serves. From adapting to changes in the retail industry to continually enhancing the customer experience, the shopping center has remained focused on creating a strong and diverse mix of retailers and serving as a destination for shopping, dining, entertainment, and connection.

One of Stoneridge's defin-

ing milestones was being part of Pleasanton's emergence as a regional hub during the 1980s. As the city and Tri-Valley grew and changed, Stoneridge grew with them—becoming more than a shopping center, but a familiar gathering place for generations of residents and visitors.

Its connection to Pleasanton extends beyond its doors. Through partnerships, community events, and ongoing engagement, Stoneridge has built lasting relationships throughout the local business community and with the Pleasanton Chamber of Commerce. Being part of that community has provided the opportunity to support and witness the growth of countless local businesses. For Stoneridge, seeing entrepreneurs and growing businesses establish themselves and flourish over the years is a source of great pride and a reflection of the resilience, talent, and collaborative spirit that



Stoneridge Shopping Center has been a cornerstone of Pleasanton's retail community since opening its doors in 1980, continuing to evolve alongside the city and the Tri-Valley.

make Pleasanton special.

Looking ahead, Stoneridge is committed to building on that legacy and creating an even more

dynamic community hub. By continuing to strengthen its retail mix, foster meaningful partnerships, and provide engaging experienc-

es, Stoneridge looks forward to remaining a destination of choice for the Tri-Valley for generations to come.

Business Spotlight

Strong Schools, Strong Community: PUSD and Pleasanton Growing Together



Pleasanton Unified School District has been part of the Pleasanton Chamber of Commerce for more than four decades, reflecting a longstanding connection between our schools, local businesses and the community we collectively serve.

Known for its high-performing schools, exceptional educators and staff, and strong tradition of academic excellence, PUSD serves more than 12,500 students across 16 schools, with specialized programs and learning pathways spanning TK through 12th grade and beyond. As the community has grown and changed, PUSD has evolved alongside it, expanding career and tech-

nical education and other learning opportunities while benefiting from significant community investment in modernizing school facilities for future generations.

That work extends well beyond the classroom. Partnerships with Pleasanton businesses and community organizations give students opportunities to connect their learning with the world around them. From career exploration and internships to hands-on STEM experiences with local employers, these relationships help students see the possibilities ahead while building connections with the community they may one day serve as professionals, entrepreneurs and civic leaders.



PUSD students who participated in internships and apprenticeships during the 2025–26 school year gained hands-on experience with local employers and community partners.

That spirit of collaboration has long been a hallmark of Pleasanton. PUSD is fortunate to work alongside the Chamber, City of Pleasanton, PPIE, PTAs, Boosters, and nonprofit organizations to strengthen our schools and

create opportunities for students that no single organization could provide alone.

As we look to the future, PUSD will continue evolving to meet the changing needs of our students and community while preserving

the excellence Pleasanton families have come to value.

Our longstanding Chamber membership reflects a simple idea that remains true today: strong schools, a strong local economy and a thriving community go hand in hand.

Business Spotlight

40 Years of Welcoming Guests to Pleasanton

Four Points by Sheraton Pleasanton has proudly served the Pleasanton community since 1985, when the original Sheraton hotel and Velvet Turtle restaurant opened in Hacienda Business Park. Arriving during an important period of growth in North Pleasanton, the hotel became a welcoming home base for business travelers, families, and visitors discovering the Tri-Valley. The property later became Four Points by Sheraton and is now part of the Marriott Bonvoy family.

Over the past four decades, the hotel has continued to evolve while preserving the relaxing, garden-style setting that makes it unique. Today, our resort-style property features 214 renovated guest rooms, many with patios or balconies overlooking landscaped grounds, lagoons, fountains, and the outdoor pool. With more than 7,000 square feet of flexible meeting space, we proudly host corporate meetings, weddings,

reunions, celebrations, and community gatherings. From weekday conferences to weekend celebrations, the hotel has remained a familiar Pleasanton gathering place.

One milestone we are especially proud to celebrate is 40 years of membership with the Pleasanton Chamber of Commerce. The Chamber has helped us build lasting relationships, stay engaged with local businesses, and remain connected to the community we call home. For us, long-time membership represents more than longevity—it reflects partnership, trust, and a shared commitment to Pleasanton's continued success.

As we look toward the future, we are excited to continue enhancing the guest experience, strengthening local partnerships, and creating memorable stays and events. After four decades, we remain grateful to grow alongside Pleasanton and look forward to serving this remarkable community for many years to come.

**FOUR
POINTS**
BY SHERATON



For 40 years, Four Points by Sheraton Pleasanton has welcomed guests, hosted celebrations and grown alongside the Pleasanton community.

Business Spotlight

Can-Am Plumbing Inc.

A Pleasanton Family Business Since 1972

Can-Am
PLUMBING
Perfecting Plumbing Since 1972

The story of Can-Am Plumbing begins with its founder, Frank Capilla, an Alameda County native whose career in the plumbing industry began shortly after serving his country.

Frank was born and raised in Oakland, California. After graduating from high school, he joined the United States Army and was stationed in Heidelberg, Germany. Following his honorable discharge and return home, a conversation with a friend introduced him to an opportunity in the construction trades in Alameda County.

Frank was accepted into the plumber's apprenticeship program, where he spent five years learning the trade before becoming a journeyman plumber. His ability and work ethic soon led him to the position of project foreman, overseeing many of the larger multi-unit residential and office projects being built throughout the Oakland and Berkeley area at that time.

In 1969, Frank relocated his family to Pleasanton, purchasing their first home in the newly developing Del Prado neighborhood. Pleasanton was still a relatively small community, but Frank and another ambitious young plumber, **Merle Ohlhauser**, recognized the tremendous opportunity that existed in the growing Tri-Valley.

In 1972, the two men founded **Can-Am Plumbing**. The company name reflected their backgrounds: Merle was originally from Canada and Frank was American - making "Can-Am" a natural choice.

After three years as partners, Frank and Merle decided to pursue separate paths. In January of 1976, Frank purchased the entire business and became the sole owner of Can-Am Plumbing.

During its early years, Can-Am

concentrated primarily on custom homes and smaller commercial projects throughout Pleasanton, the Tri-Valley and Alameda County. As the region grew during the late 1970s and into the 1980s, Can-Am grew along with it.

Pleasanton's dramatic expansion during the 1980s created opportunities for Can-Am to become involved in many of the projects that helped shape the community. Over the years, the company installed plumbing in a significant number of buildings in **Hacienda Business Park**, as well as projects including **Valley Memorial Hospital**, the **Tri-Valley Courthouse**, the **Pleasanton Police facility**, **Pleasanton City Hall**, the original **Amador Theater renovation at Amador Valley High School**, the **Medical Office Buildings** near Stoneridge, the local **Mercedes-Benz** and **BMW dealerships**, Signature Center, numerous hotels along Hopyard Road, and multiple residential subdivisions and apartment communities throughout Pleasanton.

The next chapter of Can-Am began in 1985, when Frank's oldest son, **Ron Capilla**, graduated from Chico State University with a degree in business and returned home to join the company full-time.

The late 1980s brought one of the most difficult periods in Can-Am's history. After several tumultuous years dealing with the plumber's union in Alameda County, Can-Am and four other plumbing contractors elected to end their union affiliation.

Frank and Ron were always eager to explain the reasoning behind that difficult decision:

"Can-Am was never anti-union. Frank came up through the union. We loved our union employees, and



Mike, Frank and Ron Capilla of Can-Am Plumbing carry on a family tradition of serving the Pleasanton community.

our union employees loved working for us. But unfortunately, the labor bosses in the county made it very difficult to operate, so in 1990 we made the difficult decision to no longer be affiliated with the plumber's union in Alameda County and to take care of our employees on our own."

The decision meant essentially rebuilding the company. Can-Am went from a well-established local contractor employing approximately 50 to 60 people annually to starting over and building a new workforce and organization.

In 1991, Frank's younger son, **Mike Capilla**, left the technology industry and joined the family business. By the mid-1990s, another important transition had taken place: Ron was named **President** and Mike **Vice President** of Can-Am Plumbing.

Under the second generation of leadership, the company continued rebuilding while expanding beyond its traditional Pleasanton marketplace. Can-Am successfully completed projects as far north

as Yuba City and as far south as Bakersfield, while maintaining a strong presence throughout the Bay Area, Monterey region, Tri-Valley and, most importantly, its hometown of Pleasanton. At its peak, Can-Am has employed upwards of 400 employees on their team.

Throughout more than five decades in business, one relationship has remained particularly important to the Capilla family: the **Pleasanton Chamber of Commerce**.

Frank joined the Chamber in 1976, the same year he became sole owner of Can-Am Plumbing and went on to serve as **Chamber President in 1984**. Through the decades, Can-Am and its employees have remained involved with the Chamber in numerous capacities. That involvement continues today through participation in the Chamber's BACPAC committee, mixers, events and other community activities.

What began in 1972 as an idea between two young plumbers grew alongside the community it served.

Can-Am Plumbing has experienced periods of tremendous growth, difficult transitions, changing markets and two generations of family leadership, while maintaining its roots in Pleasanton.

Today, during its 54th year of business, **Can-Am Plumbing is proud to be celebrating its 50th year of being a member of the Pleasanton Chamber of Commerce**, and is also humbled to be recognized as the third-oldest business in the city.

For the Capilla family, that longevity represents far more than the number of years the doors have been open. It represents the employees who helped build the company, the contractors and customers who placed their trust in Can-Am, the projects that helped shape Pleasanton and the Tri-Valley, and a community that the Capilla family has been proud to call home for more than half a century.

Can-Am Plumbing - Proudly serving Pleasanton and Northern California since 1972.

Celebrating 46 Years As a Member!

Precision Auto Repair is a 4th generation Edgren family owned auto repair. The Edgren family had a Plymouth and Chrysler dealership in downtown Pleasanton. In 1979, Bob Edgren, the uncle of the current owner, Tyler Edgren opened Precision Auto Repair originally working on Hondas. Tyler joined the company in 1994 and took over operations in 2000. Since then Precision has expanded

**PRECISION
AUTO REPAIR INC.**

**Honesty and
Reliability You
Can Count On!™**

the vehicles we work on, now including Acura, Honda, Hyundai, Infiniti, Lexus, Nissan, Subaru and Toyota, but still maintain the values that we were founded on. Honesty and reliability you can count on! It is still a family run

business, Tyler is in the shop everyday working on cars along side his son, Travis. His father, John, works as the shuttle driver and Uncle Bob can still be found helping out as well. Come by and check us out!

Proud Member
for 38 Years!

PIE loves being part of the Chamber because it gives us a chance to connect with the businesses and people who care about Pleasanton and want to see our schools and students thrive. Congratulations to the Chamber on 80 years of bringing our community together!





80 YEARS OF MEMORIES, M

Take a look back at the people, places and moments that have sha

ANNUAL GOLF OUTING

Teeing Up Connections

Years of swings, smiles and connections on the course.



AMBASSADORS

A Tradition of Volunteer Leadership

Dedicated volunteers who welcome, connect and champion our members.



BOARD OF DIRECTORS

A Legacy of Leadership

Generations of business leaders guiding the Chamber forward.



ILESTONES & COMMUNITY

ped the Pleasanton Chamber of Commerce over the past 80 years.

TRADESHOWS & MIXERS

Connecting Our Business Community

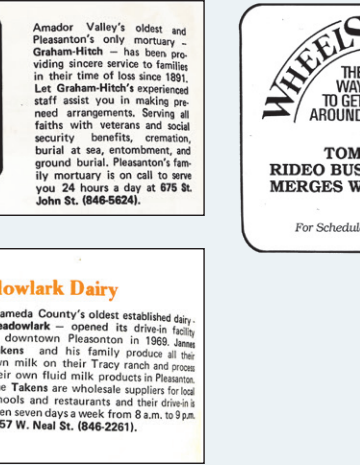
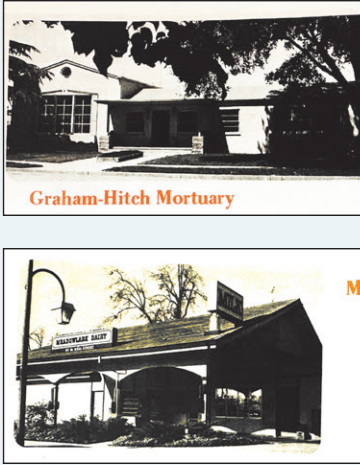
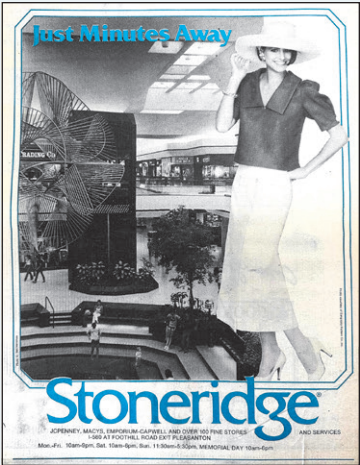
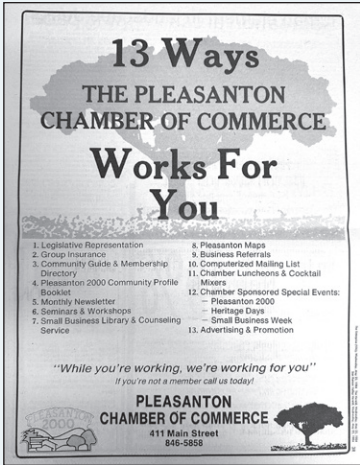
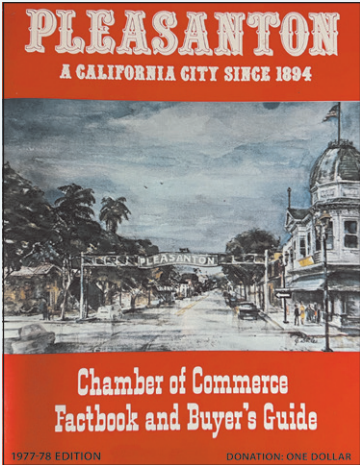
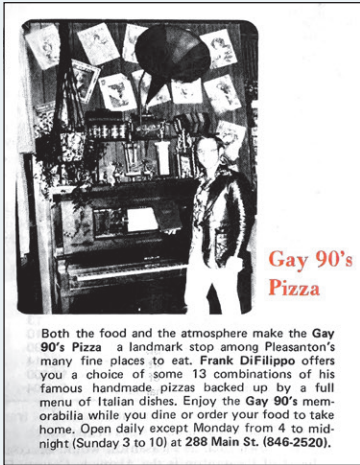
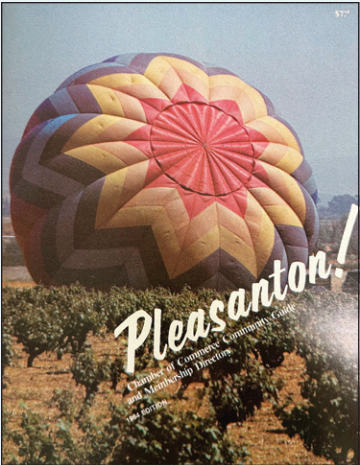
From networking mixers to bustling tradeshow, bringing members together for 80 years.



PUBLICATIONS

Keeping Our Community Connected

From print to digital, sharing Chamber news, member stories and opportunities through the years.



Membership Anniversaries



During the past two months, over 60 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.

65 Years

The Club at Castlewood

53 Years

Pleasanton Art League

40 to 45 Years

Kaiser Permanente-Diablo Service Area

Pleasanton Unified School District

Sallmann, Yang & Alameda

35 to 39 Years

Mercedes Benz of Pleasanton

Pleasanton Tulancingo Sister City Association

30 to 34 Years

Rotary Club

of Pleasanton North

Pleasanton VIP Senior Club & Peddler Shoppe

Pleasanton Lions Club
Tri-Valley Tax & Financial Services, Inc.

25 to 29 Years

Larkspur Landing

Rosewood Commons

Robert Half

Pleasanton Police

Officers Association

Zone 7 Water Agency

NuVision Credit Union

Blue Agave Club

20 to 24 Years

UNCLE Credit Union

Quarry Lane School, The CJM Association Services, Inc.

Adams Pool Solutions

- Swimming pool contractor - Northern California & Las Vegas

Heritage Estates

JL Consulting,

A Professional Accounting Corp.

LPL Financial

Summit Financial Group, LLC

15 to 19 Years

Shaklee Corporation

Callippe Preserve

Golf Course

Workday, Inc.

E & S Ring Management Corporation

10 to 14 Years

Tri-Valley Evening Rotary

Spinal Health Chiropractic

White Oak Law, P.C.

Patriot Pest Management

CalEnergy Corporation

Community Resources for Independent Living (CRIL)

Inklings Coffee & Tea

5 to 9 Years

Triangle Construction

Tri-Valley Inc.

Lloyd Steere - eXp

Realty of California

Dublin San Ramon

Services District

Alameda County General

Services Agency

Brookwater Irrigation Consultants

Cindy Gee - Keller

Williams Tri-Valley

PYT Construction Corp.

La Roza Construction Inc

Sri Sai Temple, Inc

Alameda County

Assessor's Office:

Phong La

Mom Relaunch

Foundation

1 to 4 Years

Much Ado About Pizza

ProSomnus Sleep

Technologies

Park46 Real Estate

Pleasanton Valley Dental

Gar-Cal Corporation

Lisa Books-Williams (ChefLisaVeg)

Ground Rules

Academy Jiu Jitsu

Tri-Valley

Accounting Systems

Mr. Handyman, serving

Livermore-Pleasanton

Comerica Bank

Business Spotlight



Hively's Hive on Wheels brings resources, clothing and community support directly to local families, helping make a difference throughout the Pleasanton community.

Fifty Years of Hively: Growing Alongside Our Community



Over the past 50 years, Hively has built deep relationships with families, child care providers and local communities to ensure every child across Alameda County has the resources they need to thrive.

Founded in 1976 out of a Livermore garage, Hively quickly expanded to Pleasanton and Livermore. It maintains deep roots in the Tri-Valley area while expanding its services and partnerships throughout Alameda County. The organization began by offering child care subsidies for working parents, training and workshops for child care providers and essential everyday items including diapers, books, and children's clothing at family resource centers. Today, Hively provides comprehensive care, adding professional mental health counseling and the Hive on Wheels mobile resource van to its portfolio of services. Hively is dedicated to meeting families where they are, ensuring support is easily accessible.

Hively has been a proud member of the Pleasanton Chamber of Commerce for 42 years.



Hively brings fun and connection to the community while raising awareness and helping local families connect with vital resources and support.

Participation in the Chamber has helped Hively build collaborative bonds with local nonprofits, businesses and neighbors, as well as offered insights into the changing needs of local families.

In celebration of its 50th anniversary, Hively is holding Raising Every Voice on October 9th at the Shannon Community

Center in Dublin. This special evening will honor five decades of impact and community. Tickets are on sale at behively.org/celebrating-50-years/ through September 29, 2026. Hively invites all Chamber members to join in this celebration and follow their work on Instagram (@HivelyAlamedaCounty) and LinkedIn (@behively).

Business Spotlight

PAL: A Half-Century of Art, Community & Connection

Although PAL is a nonprofit organization, we have always recognized that we are part of Pleasanton's larger business community. We believe that strong communities are built when local organizations and local businesses support one another. When our community and its businesses thrive, PAL thrives as well. Whenever possible, we support the businesses that support our community—purchasing awards and supplies locally, partnering with local organizations such as the Museum on Main, National Charity League, and the Pleasanton Downtown Association, and looking first to Pleasanton businesses for the goods and services we need. When we need trophies, we go to Crown Trophy, not Amazon.

PAL's relationship with Pleasanton



stretches back more than half a century. In the 1970s, members exhibited at Old St. Raymond's Church and the Emporium and held summer art sales on Main Street before the Farmers' Market became a downtown tradition. PAL later purchased a kiln for the Cultural Arts Building and offered popular children's summer art classes in newly constructed commercial space, often with waiting lists. As Pleasanton's cultural arts programs grew, PAL helped shape that future, serving on the committee that helped design the Firehouse Arts Center and contrib-



Pleasanton Art League members showcase their creativity through festive holiday artwork displayed in the windows of their downtown Pleasanton location.



PAL brings the community together through hands-on art workshops, creating opportunities for artists, students and residents to learn, create and connect.

uting financially toward its development. PAL opened the Firehouse Gallery with its first members' exhibition and continues supporting exhibitions and programs there today.

Looking to the future, PAL hopes to expand the workshops and programs we offer the community. One goal is to find an affordable, accessible downtown storefront where passersby can see artists, students and residents participating in fun

classes and workshops—and perhaps be inspired to join in. A short-term pilot in a vacant storefront could demonstrate the possibilities. Imagine walking downtown, discovering a Christmas ornament painting workshop through the window, deciding to participate, then staying for lunch or shopping afterward. By bringing more art downtown, PAL can also bring more people downtown and support the businesses around us.

Business Spotlight

40 Years of Connecting the Tri-Valley

For 40 years, Wheels has been powered by the community it serves. In 1985, the cities of Dublin, Pleasanton, and Livermore came together to form the Livermore Amador Valley Transit Authority (LAVTA), creating a locally governed public transit agency. Wheels began service in Pleasanton and Dublin in July 1986 with just four routes and nine leased buses, subsequently integrating Livermore's existing Rideo services in 1987. Today, LAVTA operates a network of 16 local fixed routes with approximately 60 vehicles, along with paratransit and supplemental school services.



tions to BART, the introduction of Rapid bus service, new real time passenger information systems, and new fare payment programs like Clipper tap-and-ride. Wheels service connects at Dublin/Pleasanton BART and the Livermore Transit Center, providing riders an opportunity to transfer to regional transit providers BART and ACE Rail. Today, LAVTA continues its tradition of innovation with plans for a new agency headquarters in Livermore. The project, expected to break ground in 2028, will provide modern operations, administration, and maintenance facilities and provide the space needed to provide transit service for the next 40 years.

Over the decades, Wheels has grown alongside the Tri-Valley. Major milestones include the delivery of new buses from Livermore-based GILLIG, expanded connec-

As LAVTA celebrates 40 years of service, we are proud to be a longtime member of the Pleasanton Chamber of Commerce. Being part of the Chamber reflects our com-



Wheels buses travel through downtown Pleasanton, connecting residents, businesses and communities throughout the Tri-Valley.

mitment to the business community, and the important role transit plays in connecting residents, customers, employees, and businesses throughout the Tri-Valley. Our membership

gives us an opportunity to listen, collaborate, and support local economic vitality. For LAVTA, being a member of the Pleasanton Chamber is about more than membership—it

is about partnership. We are proud to have grown alongside the Tri-Valley and look forward to connecting our communities for generations to come.

Business Spotlight

Hacienda: A Vision That Helped Shape Pleasanton



Nearly 45 years after development began, Hacienda remains one of the most recognizable and influential developments in Pleasanton. What started in 1982 as an ambitious vision for North Pleasanton has evolved into a vibrant mixed-use community where businesses, residents and visitors come together.

The visionaries behind Hacienda recognized early on the importance of location, transportation, workforce and quality of life. The intersection of I-580 and I-680 offered businesses access to a large and talented workforce, while Pleasanton provided the quality of life that continues to make the community a desirable place to live and work.

Hacienda's early years brought major milestones, including the arrival of AT&T and Hewlett-Packard, significant transportation and infrastructure improvements, and eventually the addition of housing, retail and other community amenities. Over the decades, the development continued to adapt to changing economic conditions and community needs. Today, Hacienda is home to a diverse collection of businesses, healthcare providers, retailers, residences and community services.

"Hacienda has gone through a number of changes over the years in response to changing market conditions, economic cycles and community need," says Hacienda General Manager, James Paxson. "What has not changed are the fundamentals that make Hacienda a premier development: great access to markets; a highly talented workforce; premier infrastructure and services; situated in a region with an outstanding quality of life."

That evolution has always been accompanied by a strong commitment to Pleasanton. From its earliest days, Hacienda contributed to infrastructure improvements throughout North Pleasanton, including roads, interchanges and flood-control improvements that benefited the broader community.

The Pleasanton Chamber of Commerce has also been an important part of Hacienda's story. "From its inception, the Pleasanton Chamber of Commerce has been an instrumental community partner for Hacienda," says Paxson. "The Chamber's focus and expertise on the local business environment, its advocacy on behalf of the local business community and its representation of business interests in the community at large have been invaluable."



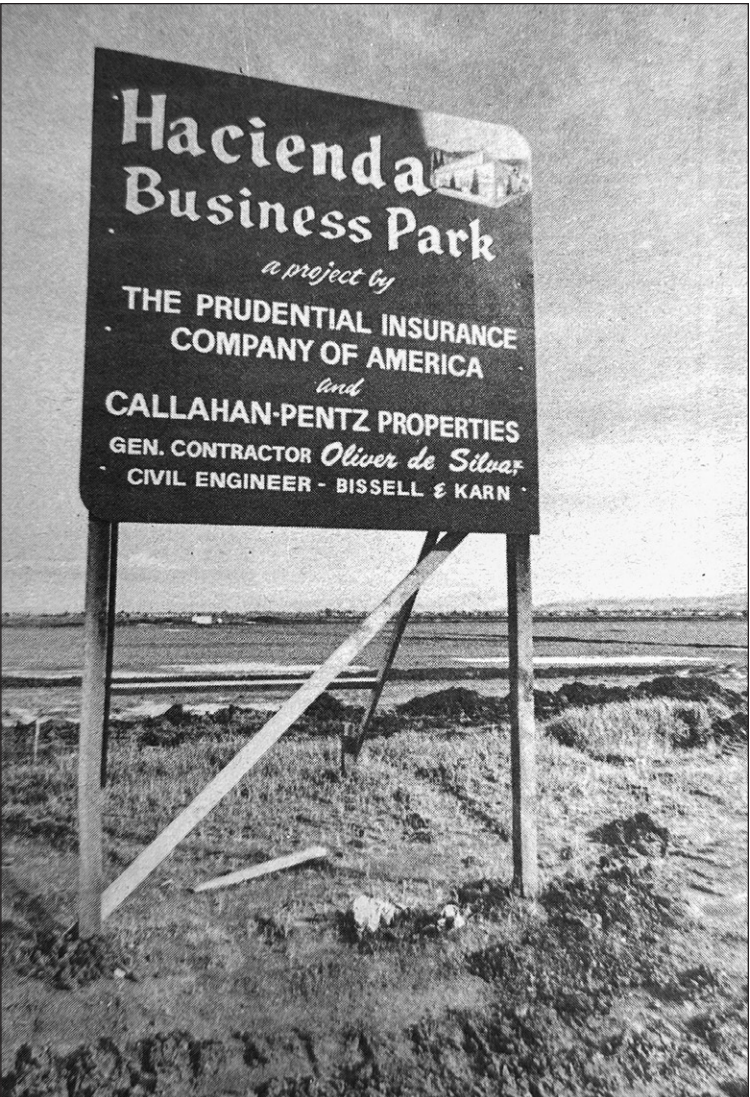
Hacienda Business Park today, a landmark development that has helped shape Pleasanton's business community since its beginnings in 1982.

Beyond business, that partnership has created lasting relationships throughout the community.

As Hacienda looks toward its next chapter, the goal remains much the same as it was in 1982: to be a productive, valued and respected part of Pleasanton for generations to come.

"We are now almost 45 years young!" Paxson says. "We are always working to make sure that Hacienda retains its presence as a productive, valued and respected component of the community now and for decades to come."

Photo Caption: This historic photo captures Hacienda Business Park in its earliest days, when the site was still largely open land. What began as a bold vision in 1982 would grow into one of Pleasanton's most recognizable business and mixed-use communities.



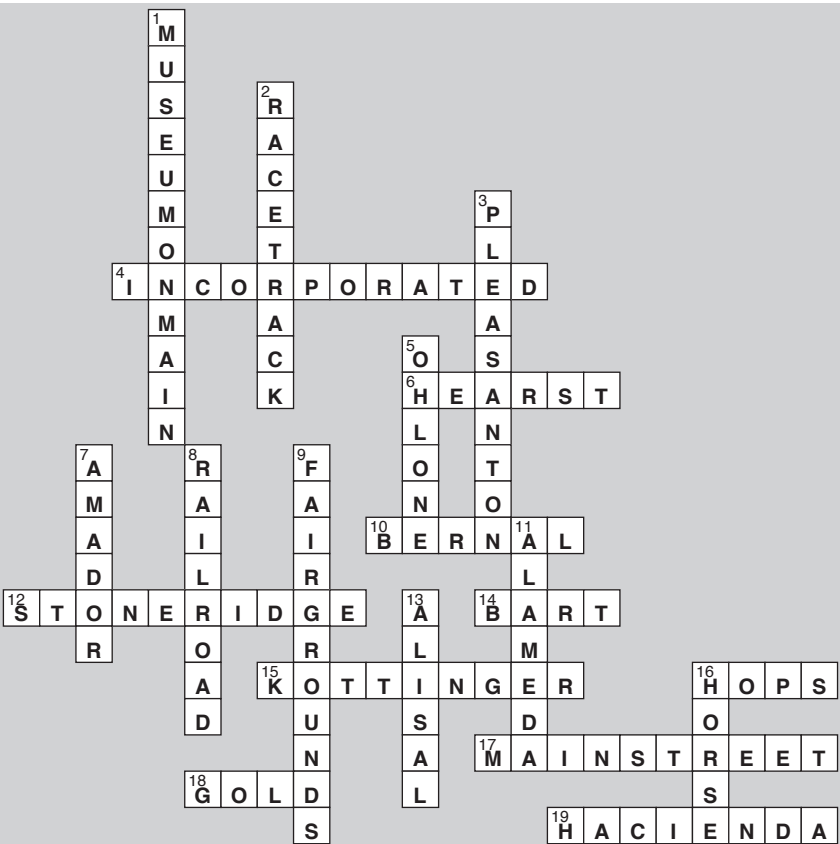
An early sign marking the future site of Hacienda Business Park, capturing the beginnings of a development that would become an important part of Pleasanton's business community.

Pleasanton Then & Now

80th Anniversary Crossword — Answer Key

Completed grid for production/reference use.

- Answers
- ACROSS**
- 4. INCORPORATED
 - 6. HEARST
 - 10. BERNAL
 - 12. STONERIDGE
 - 14. BART
 - 15. KOTTINGER
 - 16. HOPS
 - 17. MAINSTREET
 - 18. GOLD
 - 19. HACIENDA
- Down**
- 1. MUSEUMONMAIN
 - 2. RACETRACK
 - 3. PLEASANTON
 - 5. OHLONE
 - 7. AMADOR
 - 8. RAILROAD
 - 9. FAIRGROUNDS
 - 11. ALAMEDA
 - 13. ALISAL
 - 16. HORSE



Business Spotlight

A Lasting Legacy in Pleasanton: Sallmann, Yang & Alameda, CPAs

What began in 1963 as the vision of Louise Sallmann, one of the first female CPAs in the United States, has grown into a respected Pleasanton-based firm with deep roots in the Tri-Valley community. Through integrity and dedication, Sallmann, Yang & Alameda, CPAs (SYA) has become a trusted name amongst its clients and community for more than 60 years.

After Louise's retirement, the firm relocated from Oakland to Pleasanton in 1984, establishing a presence in the newly developed Hacienda Business Park and beginning a long-standing relationship with the Pleasanton community.

Under the leadership of Percy Yang and Kathy Alameda, later joined by Debra Doble, the firm continued to grow through relationships with Chamber members, professional organizations, and local community groups. Partners

**Sallmann,
Yang &
Alameda**

An Accountancy Corporation

**CERTIFIED PUBLIC
ACCOUNTANTS**

Since 1963

and staff became active in networking groups, Rotary, speaking engagements, board service, leadership programs, and other community-focused efforts.

Guided by its mission, "Dedicated to Your Success," the firm has expanded beyond its original core services of bookkeeping, financial statement audits, and complex tax return preparation to



The Sallmann, Yang & Alameda, CPAs team celebrates more than 60 years of serving clients and the Tri-Valley community from its Pleasanton headquarters.

include business valuations, estate planning, marital dissolution, and litigation support.

As today's business environment evolves through remote work, artificial intelligence, global collaboration, and rapid technology change, SYA continues to adapt alongside the businesses it serves. Staying

connected with the Chamber and Pleasanton community remains essential to supporting local business growth and long-term success.

Today, SYA is led by Jennifer Castelluccio and Richard Gordon, recently joined by Jose Ponce. SYA's team members serve clients from multiple states and the

firm's headquarters in Pleasanton. With the continued support of the Pleasanton Chamber of Commerce and the broader community, SYA looks forward to working hand in hand with the Chamber, serving the community, and remaining a proud Chamber member for many years to come.

Business Spotlight

Four Decades of Downtown Tradition, Community & Connection

The Pleasanton Downtown Association was created by the Pleasanton City Council in 1984 to develop and promote a vibrant downtown business district. From the beginning, our purpose has been rooted in collaboration: bringing together downtown businesses, property owners, the City, and community members to strengthen the economic vitality and hometown character of Downtown Pleasanton.

Over more than four decades, the PDA has evolved from a traditional business association into a multifaceted nonprofit serving approximately 600 downtown businesses. Today, we provide marketing, advocacy, business resources, beautification efforts, and a robust calendar of community events designed to bring people downtown and support our local businesses.

Some of our most memorable milestones have come through creating traditions that generations of Pleasanton residents now consider their own from Concerts in the Park and holiday celebrations to wine strolls, brew crawls, culinary experiences, and new events such as Weekends on Main. We have also helped downtown businesses navigate major periods of change, including economic shifts, evolving consumer habits, and the pandemic.

What keeps us connected to Pleasanton and the Chamber is a



shared belief that strong local businesses create a strong community. The Chamber has been a valued partner in fostering relationships, championing economic vitality, and connecting businesses across Pleasanton. Together, we help bridge our historic downtown with the broader business community.

Being a longtime member of Pleasanton's business community means being a steward of something truly special. Downtown is not simply a commercial district; it is Pleasanton's gathering place and the heart of the community.

Looking ahead, we hope to shape a downtown where people can gather, feel connected, and truly call Pleasanton home. Our goal is to preserve the small-town charm that makes our community special while supporting thoughtful growth and strengthening downtown as a hub where small business owners can succeed and thrive.



Celebrating Downtown Pleasanton: From beloved holiday celebrations and Concerts in the Park to community gatherings on Main Street, the Pleasanton Downtown Association has helped create traditions that bring generations together and keep downtown at the heart of the community.

Ribbon Cuttings



Creating new jobs, stronger economy

CUTTING THE RIBBON, BUILDING COMMUNITY

For 80 years, we've celebrated new beginnings, business milestones and the people who make Pleasanton thrive.