

# Business Connection



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

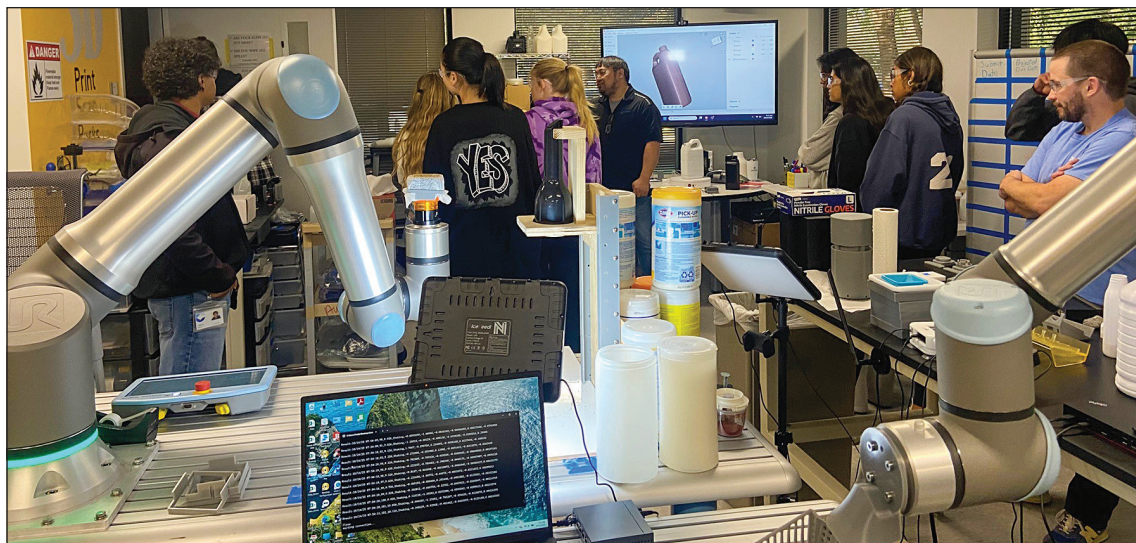
January 2026

## Future Innovators Meet Today's Engineers: PUSD Visits The Clorox Company



In mid-October, the Clorox 3D and Robotics team welcomed two groups, a mix of students from the Foothill High School and Amador Valley High School engineering programs. These students are part of a career technical education pathway designed to prepare future engineers for real-world careers. Their curriculum, Project Lead the Way, offers direct learning in areas such as Introduction to Engineering and Design, Principles of Engineering, and Civil Engineering and Architecture.

After a warm welcome from our team, Tim Soto- R&D Innovation Services Manager, Jaamal Spencer-Innovation Services Robotics Specialist, and Minh Le- 3D Printing and Design Specialist, we kicked off the day with an overview of what our team does. The general steps of designing advanced robotics systems, solving complex automation challenges, as well as examples of quick and simple solutions that punched above their weight class. Our goal was to show how engineering shapes the future of work and the little seen areas where it affects our lives.



The Clorox 3D and Robotics team hosted students from Foothill and Amador Valley high schools, offering a hands-on look at real-world engineering through the Project Lead the Way program.

The highlight of the visit was a series of interactive demonstrations. Students rotated through different labs featuring innovative projects, including robotic arms, automated packaging systems, and systems built around product efficacy testing. Each area featured an engineer who explained the science behind the technology and answered questions ranging from "How do you program a robot?" to "What inspired this design?"

Beyond the technical demonstrations, the 3D and Robotics team emphasized teamwork and problem-solving to the students. Our

engineers shared stories about real-world challenges and how collaboration drives innovation. Students learned that engineering is not just about math and machines, it is about creativity, persistence, and working together to make ideas a reality.

The tour concluded with a Q&A session. The Clorox team gave a brief background on how we came to our current roles, offering the students a view of the alternate pathways available outside of the traditional paths. The students asked thoughtful questions about career paths, schooling, and where we think the technologies are leading.

The students used examples from their class to draw parallels to how we solve problems in the workplace. The Q&A was also an opportunity for the class's teachers to connect concepts explained in class to professional projects, showing the students that they are already developing a solid future skill set.

Hosting these classes was more than an opportunity to highlight our work. It was a chance to invest in the next generation of innovators. By opening Clorox's doors, we hope to spark curiosity and encourage students to explore STEM fields with confidence and excitement.

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**Dr. David Wong, David Wong DC**

**Manny Peregrina, VIP Audio Visual**

**Dr. Amos Nugent, Pleasanton Unified School District**

**Anila Page, Kaiser Permanente**

**Leah Bauer, Workday, Inc.**

**Shareef Mahdavi, Merchant Advocate**

**Sarah Pease, Alameda County Fairgrounds**

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**David Wong D.C., David Wong Chiropractic**

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**Aaron Lacey,**

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

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Stay connected with the Chamber



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# 80 Years Strong: A New Chapter for the Pleasanton Chamber

*Celebrating Our Legacy and Welcoming New Leadership!*

This year marks the 80th Anniversary of the Pleasanton Chamber of Commerce! Officially incorporated on September 30, 1946, the Chamber has been closely intertwined with the community of Pleasanton at every step along the way. The shared values of the City of Pleasanton, our Tri-Valley sister cities, Pleasanton Unified School District, and the local business community have created



**Brock Roby**  
Chair of the Board  
Pleasanton Chamber

a collaborative environment rarely found elsewhere. As Dave Kilby, President and CEO of the Western Association of Chamber Executives (W.A.C.E.) said in 2021, “Great

communities have great chambers. I think a case could definitely be made that Pleasanton is what it is today – a great community – because of the work of the chamber.” The roughly 600 members of the Pleasanton Chamber, ranging from individuals and small mom-and-pop businesses to major corporations located in the Tri-Valley, take pride in helping Pleasanton remain among the very best cities in the country in which to live, work and raise a family!

We are fortunate in Pleasanton to have a long history of caring, civic-minded leaders and active,

engaged community members. As we often remind ourselves at the Chamber, our strong local economy and extraordinary quality of life did not happen by accident! We plan to celebrate our community and Chamber history throughout the year at all of our Chamber events, starting with our **2026 State of the Chamber Breakfast** on Tuesday, February 3rd at the Firehouse Arts Center. This event will also serve as our annual Board installation event and a kick-off of what lies ahead in 2026. This brings us to the next exciting chapter in the legacy of the Pleasanton Chamber. The Chamber Board is very pleased to announce the appointment of **Yianna Theodorou** as President & Chief Executive Officer, effective

January 1, 2026. Yianna has been a dedicated member of the Pleasanton Chamber team since she first began more than 13 years ago. As a member of the Board in 2012, I remember Yianna’s first day at the Chamber, and I have seen the impact that she has had at every level along the way. As our new CEO and President, she brings meaningful institutional knowledge, proven leadership, and a genuine passion for serving the Pleasanton business community. Her experience, leadership, and commitment to the Chamber’s mission make her exceptionally well-suited to guide the organization into its next chapter. The Pleasanton Chamber, as well as the entire Pleasanton business community, is extremely fortunate to have Yianna leading and serving in this capacity. As we celebrate 80 years of service and look ahead to the future, we invite our members and community partners to join us in building on this proud legacy together.

Brock Roby, 2026 Board Chair

## A Word From the CEO



**Yianna Theodorou**  
President/CEO  
Pleasanton Chamber

As we step into 2026, I find myself reflecting on both where we’ve been and where we’re headed. This year is especially meaningful as the Pleasanton Chamber of Commerce celebrates its 80th anniversary—eight decades of advocacy, connection, and service to our local business community.

Having spent more than 13 years with this organization before step-

ping into the role of President and CEO, I’ve had the privilege of witnessing firsthand the dedication, resilience, and innovation that define our members. This Chamber has always been about people—business owners, leaders, and partners who care deeply about Pleasanton and believe in the power of community.

As we honor our past, we are also looking forward with purpose.

The year ahead brings opportunities to strengthen our programs, deepen relationships, and continue evolving to meet the needs of a changing business landscape. Our focus remains clear: supporting local businesses, fostering meaningful connections, and ensuring Pleasanton remains a thriving place to live, work, and do business.

Thank you for being part of this journey—past, present, and future. I’m excited for what we will accomplish together in this milestone year.

## Chamber Ambassador Committee

The Pleasanton Chamber of Commerce Ambassador Committee is a dedicated group of approximately 30 Chamber members who serve as goodwill representatives for the organization. Ambassadors play an essential role in strengthening the Chamber’s reputation as one of the most dynamic and successful chambers in the Bay Area. Meeting regularly throughout the year, they connect with existing members to ensure they are maximizing the value of their Chamber membership. Ambassadors also take part in ribbon-cutting ceremonies to celebrate new businesses, relocations, and important milestones. In addition, they volunteer at monthly networking mixers, where they warmly welcome and introduce new and prospective members to the Chamber community. In 2026, the committee will be chaired by Paul Kepler, Realtor, with Lydia A. Santin of FFB Bank serving as co-chair. Paul and Lydia look forward to working with this energetic and engaged group.

### Ambassador Committee

Lisa Books-Williams, ChefLisaVeg  
Randall Brown, PMZ Real Estate  
Jay Cadatal, UNCLE Credit Union



Pleasanton Chamber Ambassadors gathered at the annual Christmas Breakfast, celebrating the season and their continued commitment to welcoming and supporting Chamber members throughout the community.

Michelle Capilla, Designed For Seniors, LLC  
Courtney Coats, LegalShield  
Lina Edwards  
Kim Falahati, Family Matters LLC  
Curtis Fleming, Farmers Insurance  
Paul A. Kepler, MBA - Keller Williams (Chair)  
Jeff Leuchi, Proforma/J.C.L. Print Associates  
Carol Marshall, The Write Business  
Vesta Moody, Bay Home & Window / Inspired Closets

Ken Norvell, CMIT Solutions of Pleasanton  
Kathleen O’Leary, JBI Insurance Services  
Jen Oxe, Sunflower Hill  
Nina Pomeroy, Nina Pomeroy Agency Inc.  
Anna Ruotolo, Synergy One Lending  
Carol Rosenblatt, Crown Trophy  
Janeen Rubino-Brumm, Pleasanton Unified School District  
Lydia Santin, FFB Bank (Co-Chair)  
Nels Toriano, Summit Business Partners LLC  
Ricky Walters, Landmark Lending



# Reserve your seats now for the State of the City address – Thursday, March 19

Join us at Casa Real in Pleasanton for the annual State of the City luncheon and hear first-hand from Mayor Jack Balch, now serving his second term as Mayor of the City of Pleasanton. Mayor Balch previously served one term on the Pleasanton City Council from November 2020–2024 and has an extensive history of community service, including leadership roles on the Planning Commission, Parks & Recreation Commission, and multiple task forces shaping Pleasanton’s growth and development.



Mayor Jack Balch

Mayor Balch currently serves on a variety of regional and city committees, boards, and commissions, including the Alameda County Mayors’ Conference, Alameda County Liaison Committee, Ava Community Energy, Alameda County Transportation Commission, Zone 7 Liaison Committee, Livermore-Pleasanton Fire Department Joint Powers Authority, Dublin Liaison Committee, Pleasanton Unified School District Liaison Committee, and the City Audit Committee.

With more than 25 years of experience in business finance, Mayor Balch is the Chief Financial Officer of his family’s East Bay commercial real estate company. He holds a Bachelor of Science in Business Administration, graduating cum laude from California Polytechnic State University, San Luis Obispo, and is a licensed CPA, Chartered Global Management Accountant (CGMA), and Real Estate Broker.

A lifelong resident of the region, Mayor Balch attended Sunol Glen Elementary, participated in Sunol 4-H, and showed animals at the Alameda County Fair. He enjoys hiking, mountain biking, fishing, and camping with his family and has coached Pleasanton Little League while volunteering on numerous local boards and organizations.

The annual State of the City luncheon is open to the public and will take place on Thursday, March 19, at Casa Real. Networking begins at 11:00 a.m., with lunch and program at 11:45 a.m. Reserve your seats at [www.pleasanton.org](http://www.pleasanton.org) or scan the QR code.



Chamber members gathered at Oyo Restaurant for the final mixer of 2025, celebrating the year with great conversation, connections, and community.

## December Mixer Brings Community Together at Oyo Restaurant

Thank you to Maurice Dissels, Owner and Executive Chef of Oyo Restaurant in downtown Pleasanton, for hosting our December Mixer! More than 80 attendees gathered to enjoy an inviting evening of networking, great conversation, and Oyo’s bold, South American-

inspired cuisine. Known for its vibrant atmosphere and globally inspired menu, Oyo has quickly become a favorite destination in Pleasanton for both intimate dining and special gatherings. To experience Oyo for yourself, visit them in downtown Pleasanton and enjoy a truly memorable meal.

## Chamber Ambassador of the Year: Lina Edwards

Lina Edwards exemplifies the heart of the Chamber’s Ambassador program through her commitment to connection, advocacy, and service. As an Ambassador, Lina focused on building meaningful relationships with members, offering guidance, sharing resources, and helping businesses understand how to maximize the benefits of their Chamber membership to support growth and success.

A dedicated advocate for the Chamber’s mission, Lina represented the organization with professionalism and enthusiasm during outreach and relationship-building efforts, serving as a welcoming and trusted resource within the business community.

Outside of her Ambassador role, Lina is also an Independent Consultant with Arbonne International, where she supports clients in their personal care, health, and wellness journeys. Her passion for wellness and helping others aligns closely with her approach as an Ambassador—focused on education, support, and positive impact.

Lina’s dedication, approachability, and commitment to uplifting others make her a well-deserving recipient of the Chamber Ambassador of the Year award.



Chamber Ambassador of the Year Lina Edwards is recognized alongside 2025 Chamber Chair Nina Pomeroy—celebrating leadership, dedication, and outstanding service to our business community.

## 2026 STATE OF THE PLEASANTON CHAMBER BREAKFAST TUESDAY, FEBRUARY 3, 2026



BROCK ROBY  
2026 BOARD CHAIR



ARNE OLSON  
PAST BOARD CHAIR



EXCITING NEW LOCATION!  
FIREHOUSE ARTS CENTER

- Chamber’s priorities for 2026
- Hear from incoming Board Chair, Brock Roby
- Remarks from Arne Olson, Past Board Chair
- Installation of 2026 Board of Directors & Board Chair
- Recognition of outstanding volunteers for 2025
- Meet & network with the 2026 Board of Directors

REGISTER AT [WWW.PLEASANTON.ORG](http://WWW.PLEASANTON.ORG) OR SCAN BELOW!

- \$40pp (before Jan 23rd)  
\$50pp (after Jan 23rd)
- Tuesday, February 3, 2026
- 8:30 AM - Networking & Breakfast  
9:00 AM - Program
- Firehouse Arts Center  
4444 Railroad Ave., Pleasanton

REGISTER NOW



We are the community that helps businesses start, grow and thrive



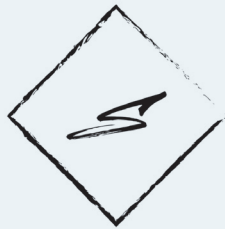
## Business Spotlight

## Redefining Success at Home: How Siah Fried Helps Families Move Forward

In a world where families feel increasingly stretched by pressure, expectations, and constant comparison, Siah Fried offers parents something both rare and essential: practical, compassionate support grounded in real-world experience and evidence-based research.

Siah Fried is a Certified Parent and Health & Wellness Coach with a Master's in Public Health and more than 30 years of experience in health education, wellness, and behavior change. Over the past six years, she has focused her work on helping families reduce stress, strengthen communication, and build healthier coping tools around challenges such as body image, food, emotional regulation, and mental health.

At the heart of her business is the MOVE FORWARD Coaching Program, a seven-step, evidence-based framework designed to help parents—and often their teens or young adults—break generational patterns and redefine success on their own terms. Rather than focusing solely on behavior, Fried's approach addresses the



SIAHFRIEDCOACH

deeper values, beliefs, and pressures that shape family dynamics. "You can't break a cycle you don't recognize," she says. "Awareness is the first step. Compassion is the second."

Siah Fried offers private one-on-one parent coaching, workshops and community classes for schools and organizations, speaking engagements, and accessible resources that extend learning beyond sessions. Fried is also the author of two highly regarded parenting guidebooks, *Redefining Success for Every Child* and *This Stops Now*, which provide clear, research-based strategies that busy families can put into practice right away.

What truly sets Fried apart is her authenticity. She openly shares her lived experience as both a parent and a mental health educator, having navigated challenges such as disordered eating, body image struggles, and postpartum depression within her own family. This blend of professional expertise and personal insight allows her to meet parents where they are—without judgment—and partner with them in creating meaningful, lasting change.

Her favorite part of the work? Watching families reconnect. "When parents start seeing their child as a whole person, not a problem to fix, everything changes," Fried explains. From safer relationships to calmer homes and renewed confidence, the results speak for themselves.

Through Siah Fried, families are learning that success isn't about perfection—it's about resilience, connection, and moving forward together.

To book a complementary appointment visit: <https://calendly.com/siahsfried/30min> or email [siah\\_fried@yahoo.com](mailto:siah_fried@yahoo.com).



Siah Fried, Certified Parent and Health & Wellness Coach, supports families in reducing stress, strengthening communication, and redefining success through compassionate, evidence-based coaching.

## Business Spotlight

## Building Strong Schools Through Collaboration: Association of Pleasanton Teachers

Pleasanton students deserve the best! The Association of Pleasanton Teachers (APT) is the collective bargaining unit for educators in the Pleasanton Unified School District, serving as both a professional organization and a strong advocate for public education. Founded 30 years ago, APT exists to ensure that teachers, counselors, nurses, and other certificated staff have a voice in their working conditions so they can focus on what matters most: supporting our students.

APT provides comprehensive representation for its members, including collective bargaining, contract enforcement, legal support, and workplace advocacy. The organization works closely with district leadership to negotiate fair salaries, benefits, and class sizes, while also addressing issues such as workload, student support services, and campus safety. Beyond contract negotiations, APT offers professional development opportunities, leadership training, and member support throughout every stage of an educator's career.



What sets APT apart is its deep commitment to collaboration and community. Rather than approaching labor relations as adversarial, APT prioritizes problem-solving and partnership, recognizing that strong schools require mutual respect between educators, administrators, families, and the broader community. Equity and inclusion are central values, guiding the organization's work to ensure that both educators and students have the resources they need to thrive.

APT President Evan Branning brings a background in classroom teaching, labor leadership, and public service to the role. "Our work is ultimately about creating stable, supportive learning environments," Branning says. "When educators are respected and supported, students thrive."

Some of the most rewarding moments for APT leadership come when collective efforts result in tangible improvements for our students. APT has secured contract language to improve access to mental health counseling at all grade levels, attract and retain qualified teachers, fill difficult posi-



Members of the Association of Pleasanton Teachers rally together, advocating for strong schools and supportive learning environments for all students.

tions, and maintain quality classroom environments. These wins are the product of sustained advocacy and member engagement.

As a member-driven organization, APT remains focused on strengthening public education in Pleasanton for the long term. By advocating for educators, APT helps ensure

that local schools remain places where both students and staff can succeed, because Pleasanton students deserve the best.

For more information about the Association of Pleasanton Teachers, visit [association-pleasantonteachers.org](http://association-pleasantonteachers.org), call 925-549-5989, or email [president@pleasantonteachers.org](mailto:president@pleasantonteachers.org)



## Business Spotlight

## iSmash Pleasanton to Bring High-Energy Entertainment to the Community

Pleasanton is gearing up for a dynamic new addition to its entertainment scene as iSmash, the nation's largest franchised Rage Room and Splatter Paint concept, prepares to open its doors in mid-January. The Pleasanton location marks the brand's first West Coast site and introduces residents to an elevated take on interactive, high-energy fun.

Located at 4275 Rosewood Dr., Space 25, just off Highway 580 in one of the city's busiest retail corridors, the new iSmash will offer a safe and exciting venue where guests can let loose, get creative, and tap into a unique form of stress relief. Visitors can expect private Rage Rooms, vibrant Splatter Paint experiences and group-friendly packages ideal for birthdays, corporate team-building, celebrations or casual weekend outings.

The Pleasanton location is owned and operated by two long-time



East Bay entrepreneurs, Michael Hardman and Herman Yang, who bring deep local roots and decades of combined business experience. Hardman, who will oversee daily operations, has spent years leading teams in the insurance and auto industries. Yang, a seasoned financial advisor and Castro Valley business owner, will guide the venture's strategy and back-of-house operations. Together, they aim to create a polished, modern entertainment space that reflects the quality and character of the Pleasanton community.

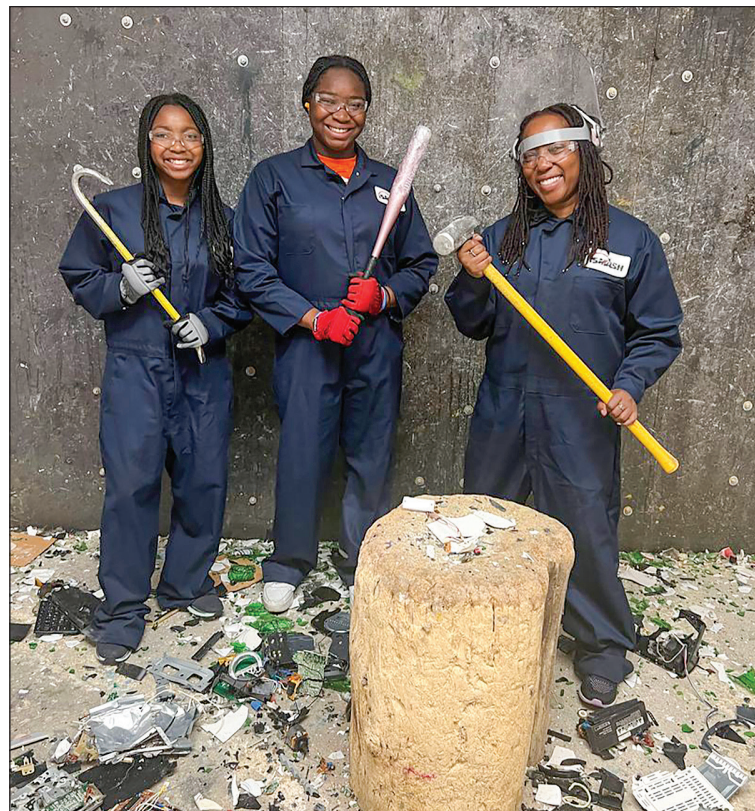
Hardman and Yang have taken a community-first approach to their launch, already engaging with local

organizations and small businesses. Their goal is not only to introduce a new entertainment option but to contribute meaningfully to Pleasanton's economic growth—creating local jobs, partnering with nearby vendors, and bringing a fresh attraction that families, professionals, and students can enjoy.

"We want iSmash Pleasanton to feel like a place you can return to again and again," Hardman shared. "Whether you're celebrating, destressing after a long week, or gathering with friends, our goal is to create an experience that's energizing and memorable."

With opening day quickly approaching, iSmash Pleasanton is poised to become a standout destination in the East Bay, offering residents a new, high-impact way to connect and unwind.

For updates and booking information, visit <https://ismashusa.com/locations/ca-pleasanton>.



Ready to release some energy, guests at iSmash Pleasanton gear up for a high-energy rage room experience ahead of the venue's mid-January opening.

## Business Spotlight

## Making an Impact: How EdTheory Is Strengthening Schools and Communities

EdTheory is a trusted provider of special education, behavioral health, and related services, partnering with schools and communities to ensure students receive the support they need to succeed. Headquartered in Pleasanton, California, EdTheory works with public, private, and charter schools to deliver therapy, assessment, and staffing services grounded in quality, consistency, and care.

Founded seven years ago, EdTheory has grown steadily through strong partnerships and a commitment to doing the work the right way. Today, the organization serves school districts across California, Nevada, Arizona, Washington, New Mexico, Oregon, and beyond. Over the years, EdTheory clinicians have deliv-

ered more than 1.5 million service hours, positively impacting over 60,000 students across 350+ school districts. This growth reflects the trust schools, therapists, and families place in EdTheory's teams.

What truly sets EdTheory apart is its therapist-first, community-centered approach. The organization invests deeply in mentorship, clinical supervision, continuing education, and wellness resources, recognizing that supported therapists lead to better outcomes for students. As an accredited CEU provider, EdTheory has built a growing professional community that encourages collaboration, learning, and long-term career development.

EdTheory's commitment to people and culture has earned national recognition. The organization has

been named to the Inc. 5000 list for multiple years, recognized by Staffing Industry Analysts (SIA), and honored as a Top Workplace, reflecting a strong internal culture, ethical growth, and consistent service excellence.

Beyond school-based services, EdTheory extends its impact through six Autism Learning Centers across Northern California and India, with more in development, and global offices supporting clinicians and families in the U.S., India, and Latin America. Through initiatives such as Project HOPE, and partnerships with nonprofits and public schools, EdTheory works to expand access to education, therapy, and mental health resources in underserved communities.

Diversity and inclusion are core to



The EdTheory team collaborates to support students, schools, and communities through innovative special education and behavioral health services.

EdTheory's mission. The organization has supported more than 1,000 families through employment, immigration guidance, and wellness initiatives, while building a workforce representing over 12 nationalities.

"At the heart of EdTheory is impact," says Marvel Philip. "When therapists are supported and students are seen, communities grow stronger."

Looking ahead, EdTheory

remains focused on expanding access, advancing equity in education, and strengthening the communities it serves.

### Contact Information

EdTheory  
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Website: [www.edtheory.com](http://www.edtheory.com)

## Business Spotlight

## Local Innovation Spotlight: elas Helps Businesses Operate with Clarity

elas is an all-in-one business operations software designed to help growing organizations simplify how they run their day-to-day operations. Founded by business owners and operators who needed their own processes automated, the elas team built the software themselves after struggling with disconnected tools that didn't reflect how real teams work.

As organizations scale, they often rely on separate software systems

for finance, operations, sales, and administration. Over time, this fragmentation creates inefficiencies, blind spots, and unnecessary overhead. elas brings these core functions together in a single platform, giving teams clearer visibility, better collaboration, and more control without forcing major changes to how they already operate.

From customer and project management to sales tracking, employee oversight, and financial reporting,

# elas.

elas supports the full operational life-cycle of a modern business. Its modular design allows organizations to start with what they need today and expand over time. Unlike rigid enterprise software, elas adapts to existing workflows rather than requiring teams to conform to fixed processes.

elas is built with modern, agentic AI

capabilities that go beyond basic automation. The software can proactively surface insights, assist with decision-making, and automate routine operational tasks across departments, helping teams operate more efficiently and focus on higher-value work.

With a growing presence in Pleasanton, elas is actively engaged with the local business community and supports organizations across service, professional, and operations-driven industries. Through

continuous product development and hands-on collaboration, elas helps businesses reduce complexity, improve efficiency, and support sustainable growth.

To learn more about elas or connect with the team, visit the company website or reach out directly. elas is proud to support Pleasanton businesses with practical, adaptable technology that helps them operate with greater clarity, confidence, and consistency.



## 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.

### 47 Years

Precision Auto Repair, Inc.

### 40-45 Years

Pleasanton Unified School District

Costello Accountancy Corporation

### 35-39 Years

Pleasanton Tulancingo Sister City Association

Pleasanton Partnerships in Education Foundation

Yorkshire Roofing of Northern California Inc.

Fox, Tom - Golden Gate Sothebys International Realty

Strizzi's Restaurants

### 30-34 Years

Van Sloten & Laranang CPAs, PC

LogoBoss

JGPC Business Law

California Financial Advisors

### 25-29 Years

Larkspur Landing

Valley Plaza II

Harsch Investment Properties, LLC

Tri-Valley Electrical Service Inc

Sensiba

Hap's Original

Valley Humane Society, Inc.

Fine Pueblo Pottery

ClearPath Business Advisors

### 20-24 Years

De Pretis CPAs

Heritage Bank of Commerce

Kier & Wright Civil Engineers & Surveyors, Inc.

Palm Event Center in the Vineyard

Maverick Networks, Inc.

Bregante + Company LLP

Ng, John & Daisy, Coldwell Banker Real Estate

### 15-19 Years

KCommons, Executive Homes

Chevron Corporation  
Martin, Wardin & Eissner  
Financial Group

Swenson

LegalShield

A.J. Amstrup, State Farm Insurance

### 10-14 Years

Pleasanton Gateway Shopping Center  
Sunflower Hill  
All Natural Stone

### 5-9 Years

Reliable Concepts Corporation

TeamLogic IT of Pleasanton

SideTrack Bar + Grill

Porky's Pizza Palace

Girls Soccer Worldwide

Carefield Pleasanton

Memory Care

Sri Sai Temple, Inc

Huebner CPA, Inc.

Stanford Blood Center

### 1-4 Years

Vagaro Inc.

Simple Elegance Catering

Valley Veterans Foundation

SF Bay Fellowship

Assemblymember Rebecca Bauer-Kahan

FFB Bank

Fountain Church

Cold Stone Creamery

Tri-Valley Accounting

Systems

Designed For Seniors, LLC

- Personalized Placement and Resources for Seniors

Spencer Fane, LLP

Chicago Title Company

Gawfco Enterprises, Inc

Pans on Fire

Central Petroleum

Maintenance

Waxing The City

CharmHealth

## Business Spotlight

# Practical AI & Automation for Tri-Valley Small Businesses

**H**i, I'm Eugene Vorontsov, an AI and Automation Consultant based in the Tri-Valley. I help local small and mid-sized businesses save time, reduce errors, and make faster decisions by turning repetitive work into reliable, simple automations—often powered by modern AI (including LLMs).

Many business owners I meet are juggling a thousand moving parts: leads, follow-ups, scheduling, invoices, quotes, customer questions, and reporting. They already have tools, but the tools don't "talk" to each other, and important information ends up scattered across email, spreadsheets, texts, and apps. My job is to connect the dots and build workflows that run smoothly in the background—so you can focus on customers and growth.

### What does that look like in practice?

#### Examples include:

- AI-assisted customer support chatbots that answer common questions and capture leads 24/7



Eugene Vorontsov

- Automated follow-ups and reminders that keep prospects warm (without extra manual effort)
- Smart reporting dashboards that pull data from your CRM, forms, and spreadsheets into one clear view
- Integrations between systems like Google Workspace, Calendars, CRMs, payment tools, and internal databases
- "Ops autopilot" workflows that reduce back-and-forth and prevent tasks from slipping through the cracks

I'm a long-time IT professional (20+ years) with experience in software development, cloud sys-

tems, and leading engineering teams. Today, I bring that background to the local business community—translating AI from hype into practical, measurable results. My approach is simple: start small, deliver value fast, and build step-by-step. If an automation can't be explained in plain English and maintained responsibly, it doesn't ship.

If you're a Tri-Valley business owner and you're curious where AI could save you hours each week, I offer a short "AI & Automation Opportunity Audit." In 20 minutes, we'll identify 2–3 high-impact processes to automate and outline a clear next step.



Contact: Eugene Vorontsov — AI automation for local businesses

Email: [aiforbizconsult@gmail.com](mailto:aiforbizconsult@gmail.com) | Phone: 9257011964 | Website: <https://voronea.notion.site/ai-automation-for-local-businesses-from-300>

## Business Spotlight

# Seeds of Music Academy: Cultivating Musicians and Community in Pleasanton

**S**eeds of Music Academy is a performance-focused music school dedicated to developing musicians through collaborative, real-world instruction. Founded by professional musician Chris Ansuini, the academy offers private one-on-one lessons, recitals, group classes, and rock band classes at their location on California Avenue in Pleasanton.

Private lessons focus on building skills on instruments such as guitar, bass, ukulele, piano, woodwinds, and voice. Students work with instructors on technique, music theory, and expression. Rock band classes give students the chance to play with other musicians in age- and skill-appropriate groups. In bands, students learn to rehearse together, listen to each other, and perform as a team. Both private lessons and band classes help students gain confidence, improve as musicians, and grow their community.

Live performance is a central component of the program. Students regularly play at established venues, including The Bankhead Theater in Livermore and the historic 924 Gilman in Berkeley. Performing in professional settings allows students to experience the full scope of



Students from Seeds of Music Academy perform on stage, showcasing their skills, confidence, and teamwork through live, real-world music experiences.

live music production and develop confidence on stage.

All instructors are highly trained musicians, who bring real-world experience to their lessons and rehearsals. Jimmy Z, guitarist and songwriter of Bill and Ted fame, specializes in teaching technical shred guitar and professional songwriting. Teacher Jason Countryman, brings an overwhelming breadth of musical knowledge and experience to his lessons, allowing him to excel while teaching everything from classical guitar to large acoustic

group classes to some of the heaviest hitting rock bands in the school.

Seeds of Music Academy is also family-friendly and professional. The school invests in its programs and facilities to provide a supportive learning environment for all students.

By offering private lessons and rock band classes, Seeds of Music Academy helps students build skills, confidence, and teamwork. It prepares them to perform well, work with others, and enjoy music throughout their lives.



## Business Spotlight

## CME Beyond Career Success, LLC

**C**ME Beyond Career Success, LLC is a Pleasanton-based boutique career coaching and career management firm supporting mid-career and late-career professionals navigating job loss, career advancement, or a career change. Founded by Cynthia Maria Estalilla, the business provides personalized career search strategies, career marketing support, and coaching designed to help clients gain clarity, confidence, and momentum at every stage of their career journey.

With more than 30 years of experience working across small, mid-sized, and enterprise-wide brand-name organizations, Cynthia brings deep expertise across human resources, client service, and career services. Born and raised in San Francisco, she brings a grounded, community-oriented perspective to her work. CME Beyond Career Success has grown primarily through referrals—a testament to the trust Cynthia builds with her clients through her human-centric, storytelling-based approach.

CME Beyond Career Success offers one-on-one and group coaching with signature programs including *Your Time, Your Space* career



clarity sessions, résumé review and LinkedIn profile optimization, strategic networking guidance, interview preparation, and comprehensive offerings such as *Your Career Marketing Campaign*, *Career Pivot Readiness*, and *Your First 90 Days: Performance Plan for Optimal Success*. Services continue to evolve, always inspired by the real-time needs of clients and the changing job market.

New offerings include **Cynthia Speaks**, a speaker series focused on career-related topics delivered with impact and passion, and **Community Collaboration Events**, which partner Cynthia with community groups, professional associations, and local businesses to support professional growth, workforce development, and small business success.

What sets CME Beyond Career

Success apart is Cynthia's guiding philosophy: **"Lead with empathy. Drive with impact."** Her real-life storytelling approach resonates deeply with clients, builds trust, and creates meaningful, lasting results. As she often shares, **"Giving up is not an option. Showing up is."**

Originally founded as Let's Résumé! LLC, the business evolved as Cynthia responded to increasing workforce disruptions and the need for holistic career management solutions—prompting the rebrand to CME Beyond Career Success.

In its 5th year in business, CME Beyond Career Success will celebrate its continued growth with a **Ribbon Cutting Ceremony in late January**, in partnership with the Pleasanton Chamber of Commerce. Event details will be shared soon.

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Cynthia Maria Estalilla, founder of CME Beyond Career Success, LLC, provides personalized, empathy-driven career coaching to help professionals gain clarity, confidence, and momentum at every stage of their career journey.

## Business Spotlight

## Best Western Plus Pleasanton Celebrates 20 Years of Service

**B**est Western Plus Pleasanton, located at 5375 Owens Court in Pleasanton, is proud to celebrate 20 years of providing quality hospitality to the Tri-Valley community. For two decades, the hotel has welcomed business travelers, families, and visitors with comfort, convenience, and exceptional service.

Conveniently situated near I-580 and I-680, Best Western Plus Pleasanton offers easy access to local businesses, downtown Pleasanton, wineries, and Bay Area destinations. Its prime location has made it a trusted lodging choice for both short-term and extended stays.

The hotel features well-appointed guest rooms designed for comfort and productivity, along with amenities that include complimentary hot breakfast, free Wi-Fi, a fitness center, business services, and an outdoor pool. Guests consistently appreciate the friendly, attentive staff who strive to make every stay welcoming and stress-free.

As a long-standing member of the Pleasanton business community, Best Western Plus Pleasanton is committed to supporting local events, welcoming corporate partners, and contributing to the city's continued growth. Reaching a 20-year milestone reflects the hotel's dedication to high standards, adaptability, and strong community relationships.

The Pleasanton Chamber of



Commerce congratulates Best Western Plus Pleasanton on this impressive anniversary and thanks them for their continued contributions to the local business community. As they look ahead, the hotel remains focused on delivering comfort, value, and outstanding hospitality for years to come.

Celebrating 20 years of hospitality, Best Western Plus Pleasanton features a welcoming entrance, relaxing outdoor pool, and comfortable guest rooms designed for both business and leisure travelers.





## Ribbon Cuttings



Creating new jobs, stronger economy



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

**OCD Anxiety Centers** — The Pleasanton Chamber of Commerce was proud to celebrate a ribbon-cutting with OCD Anxiety Centers as they open their new location in Pleasanton! Chamber Ambassadors, community leaders, and staff gathered to welcome this vital mental health resource to the Tri-Valley. OCD Anxiety Centers offers evidence-based, intensive outpatient treatment for obsessive-compulsive disorder, anxiety, and related conditions for individuals ages 8 and up, using proven approaches like exposure therapy to support lasting recovery. Their Pleasanton program provides structured therapy several hours a day while helping clients maintain work, school, and family life — and 95% of clients are able to use their insurance for care. We're excited to see the positive impact they'll bring to our community!



[www.poke.house/locations/poke-pleasanton](http://www.poke.house/locations/poke-pleasanton)

**Poké House** — The Pleasanton Chamber of Commerce was delighted to help celebrate a ribbon cutting for Poké House - Pleasanton, welcoming this fresh and flavorful eatery to our business community! Chamber ambassadors, local leaders, and staff joined together to support this vibrant addition to Pleasanton's culinary scene. Poké House offers made-to-order Hawaiian-style poké bowls, handrolls, and customizable creations featuring premium, sustainably sourced ingredients with bold sauces and island-inspired flavors, perfect for lunch, dinner, or catering your next event. We're excited for their success and the delicious options they bring to the heart of Pleasanton!



[olympuscollegeprep.com](http://olympuscollegeprep.com)

**Olympus College Prep** — The Pleasanton Chamber of Commerce was proud to celebrate a ribbon cutting with Olympus College Prep, welcoming this new educational resource to the Pleasanton community! Chamber Ambassadors, community leaders, and supporters gathered to recognize Olympus College Prep's commitment to helping students achieve their academic goals through personalized instruction, small group learning, and a strong college-preparatory focus. We're excited to see the positive impact they will have on local students and families as they open their Pleasanton location.



[locations.seniorshelpingseniors.com/ca/pleasanton/care-services-250.html](http://locations.seniorshelpingseniors.com/ca/pleasanton/care-services-250.html)

**Seniors Helping Seniors** — Chamber Ambassadors and community members recently celebrated a ribbon cutting with Seniors Helping Seniors! This compassionate organization connects caring caregivers with older adults who need help with daily activities, companionship, and personalized support, helping seniors live safely and comfortably at home. We're excited for the positive impact they'll bring to seniors and families throughout the community.

# PLEASANTON YOUNG PROFESSIONALS

*The premier networking group for emerging and established Young Professionals*

**LEARN • GROW • EMPOWER**

### The Goals of the PYP:

- Captivate a never-stop learning attitude
- Grow by fostering life-long relationships and opportunities
- Empower those to achieve greater personal and professional success

### PYP's Executive Committee

**Victoria Aiello (Board Chair)**  
Freedom Wealth Financial Services  
**Melina Hollar**  
DB Standard Home Inspection  
**Sarah Pease**  
Alameda County Fairgrounds

**Jeremy Rosenblatt**  
Crown Trophy  
**Sara Taeb**  
Human Interest  
**Alexis Venema**  
Venema Homes

**Victor Vallasenor**  
Comerica Bank  
**David Wong**  
David Wong Chiropractic



Pleasanton Young Professionals

FOR MORE INFO  
SCAN HERE!

