

2021 BOARD OF DIRECTORS



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Amador Valley Industries

SUE STEPHENSON – Chair-Elect
Dublin San Ramon Services District

DANITA ROMERO – Past Chair of the Board
*Chabot-Las Positas
Community College District*

LES JACOB – Treasurer
Select Imaging

BRENT HERRERA – Vice Chairman
Mutual of Omaha Investor Services

NADIA CHIRAYUNON-CORY
Fremont Bank

JULIA DOZIER
*Chabot-Las Positas
Community College District*

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Hoge Fenton

LEONARD NIETO
Envision Construction & Design, Inc

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Dublin Toyota

GAUTAM TANDON
Ellipsis Marketing

INGE HOUSTON
Secretary – Non-Voting
*Dublin Chamber of Commerce,
President / CEO*

INFLATION HITS LOCAL BUSINESSES HARD



After going thru the pandemic, job loss, disappearing employees, and lock down, businesses have a new issue to navigate. Inflation.

The Consumer Price Index rose 5.4% in September. A key factor for the sharp increase in inflation is food prices. Beef and chicken especially have created distress for consumers but also local restaurants.

Namrata Berry of Mountain Mike's Pizza – Dublin has seen a huge increase in the cost of ingredients for her restaurant. "I've never seen it like this" she said. "Our suppliers run out of certain ingredients, and they blame the supply chain. Prices have jumped dramatically for vegetables and meats. One of our biggest sellers is chicken wings and our vendors simply cannot supply us, not available at any price."

Chicken used to be a good budget stretcher, but not anymore. Mohammed Zaid of Yafa Hummus of Dublin says that the price of chicken has gone up 40% in the last quarter. "Another area is the disposables like paper, plastics and cleaning supplies," said Zaid. "Our cost of plastic gloves has gone up 150% this year! Yafa Hummus is committed to keeping our same high-quality food, so menu prices have gone up."

The term "supply chain" is an everyday addition to our vocabulary. The problems are real, most of the news has been about the West Coast ports backed up but even domestic supplies have been stressed. Lack of drivers and the price of fuel has caused a huge cost in transport which affects prices.

Compounding the high inflation is the employee shortage and rising labor costs. While many applaud workers getting paid more, the fact is that rising inflation will eat away at any gains. Net result will likely be negative for most workers. And those jobs may also be going away.

"We at Yafa Hummus are seriously considering automation at the register", said Zaid. "It may be more reliable and efficient to use technology for ordering. This will free up our employee dollars for those who prepare the food."

Thank you for the
Generous Support of our
2021 Leader's Circle!

Learn More about
Sponsorship Opportunities

Chairman

**CHABOT
LAS POSITAS**
COMMUNITY COLLEGE DISTRICT

Platinum

Stanford
HEALTH CARE
STANFORD MEDICINE

ValleyCare

Gold

Chevron

Silver

AVI
Amador Valley Industries

**Dublin San Ramon
Services District**
Water, wastewater, recycled water

MEMBERSHIP RENEWALS • JULY, AUGUST, SEPTEMBER 2021

Thank you to our members who renewed during these difficult times. More than ever your Chamber membership is paying dividends. We are helping members with navigating funding relief options, outlining labor laws, and keeping you up to date on the latest COVID-19 news.

CHARTER MEMBERS

45 YEARS OR MORE

Lange Enterprises – 53 years
Alpha Media – KKIQ – 47 years

41-44 YEARS

Georgian Vonheeder Leopold – 44 years

36-40 YEARS

Dublin Unified School District – 40 years
Save-on Supplies – 39 years
Chabot Federal Credit Union – 38 years
The Independent Newspaper – 37 years

31-35 YEARS

Niki Ghofranian Insurance Agency – 31 years

26-30 YEARS

Select Imaging – 30 years
So Unique Painting – 30 years
Tucknott Electric – 27 years
MCE Corporation – 26 years

21-25 YEARS

Advanced Nutritional Technology Inc. – 25 years
Hively – 24 years
Hana Japan – 23 years
JGPC Business & Corporate Law – 23 years
La Quinta Inn & Suites – 23 years
Alameda County Fair Association – 22 years
Residence Inn by Marriott Pleasanton – 22 years

16-20 YEARS

Dublin Ranch Golf Course – 18 years
Quarry Lane – 18 years
Logoboss – 17 years
Lou & Shirley Noval – 16 years
Personal Edge PT – 16 years

11-15 YEARS

EZ Blinds and Shade – 14 years
KeyPoint Credit Union – 11 years
Pacific Gas & Electric – 11 Years
ServPro of Pleasanton/Dublin – 11 years

6-10 YEARS

Four Points by Sheraton
Pleasanton – Dublin – 9 years
Ray's Auto Service – 6 years
Waterford Place Apartments – 9 years

1-5 YEARS

JSW Insurance – 5 years
McGann Insurance Agency – 5 years
Lucky California, Dublin – 3 years
New Amador Spa – 3 years
ACE Academy – 2 years
Dublin Arts Collective – 2 years
Elegance at Dublin – 2 years
Porygon Studios – 2 years
Beyond Academy – 1 year
EAsT Bay Tax Matters – 1 year
LeanFeast Dublin – 1 year

NEW MEMBERS • JULY, AUGUST, SEPTEMBER 2021

Tino's Landscaping - July
P.O. Box 868, Alamo, CA 94507
(925) 864-7758
tinodelatorre30@gmail.com

Tino De La Torre
Tino's Landscaping can take care of your largest and smallest landscaping needs. Maintenance, new construction, remodel are all within scope of services for your home or business. Habla Espanol, too!



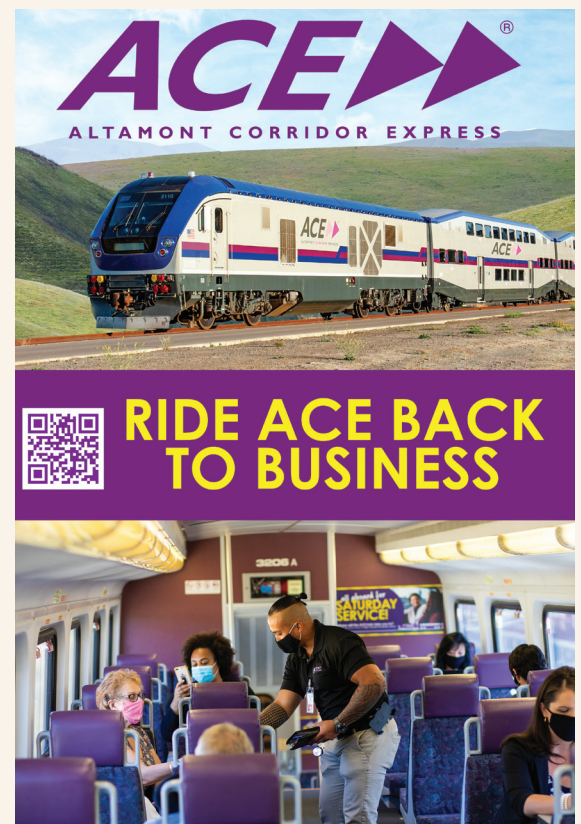
Prima Vini – Wine & Spirits Merchants – August
6890 Village Parkway, Dublin, CA 94568
925-945-1800
bjamieson@primawine.com
The East Bay's premier locally owned and operated destination for fine wines and artisanal spirits.



BayLight Baptist Church - August
P.O. Box # 2966, Dublin, CA 94568
925-931-3060
Kaleb Finley
connect@baylight.church
http://baylight.church
A new church in Dublin.



Assistance League of Amador Valley – September
P. O. Box 11843, Pleasanton, CA 94588
925-461-6401
assistanceleagueamadorvalley@yahoo.com
Sue Ford - Public Relations
Assistance League of Amador Valley, a chapter of National Assistance League, transforms lives of children & adults through community programs. We believe in "Transforming Lives... Strengthening Community."



DSRSD RAISES WATER RATES, MANDATES CONSERVATION

DSRSD has made a number of changes to encourage conservation of water and also raised the costs for water as the State continues to face severe drought conditions. Cost of water will increase 25% starting November 5th and is intended to encourage customers to do all they can to conserve, especially those that use the most water.

Since September, DSRSD has been operating under a Stage 2 water shortage plan mandating 15% water conservation and limiting the timing and frequency of outdoor irrigation. The Zone 7 Water District and all Tri Valley Cities have also followed suit to mandate the reductions.

In November, outdoor irrigation will be limited to one day a week with this policy lasting through the end of February. To reduce evaporation, watering is suggested to be done in the evenings. The new regulations also include a variety of other measures affecting residents and business. No use of potable water for washing hard surfaces such as buildings, fences and vehicles. Also, no potable water to clean windows.



Restaurants, cafes, and other food sales establishments may only serve water on request, must use special wash equipment meant to minimize water use, and hotels must offer customers the option to opt out of daily linen service (Most hotels have been doing this a long time now).

“The District is ramping up water conservation because we are concerned about water supply for next year,” General Manager Dan McIntyre said. “The drought is serious, and anything we can do to save water now is essential.”

“We’ve known this for a while now, this is getting serious, and we all must do our best to conserve our water resources for citizens and businesses alike,” states Inge Houston, CEO of the Dublin Chamber of Commerce.

See enclosed flyer for water use Regulations and tips on how businesses can conserve water.



*DSRSD Water Rate
Calculator*

DUBLIN CHAMBER OF COMMERCE PRESENTS 30TH TURKEY BOWL

**NOVEMBER 14, 2021
12 NOON REGISTRATION
1:00 PM TOURNAMENT**

**EARL ANTHONY'S DUBLIN BOWL
6750 REGIONAL STREET**

**\$185 TEAM OF 5 PLAYERS
SPONSORSHIPS AVAILABLE**

Registration Required
bit.ly/TurkeyBowlClassic2021

All Current Health Orders will be followed.



Register

More information, call 925-828-6200



Lunch Bunch • July 28
Amici's East Coast Pizzeria



TVCCA Job Fair • Sept 9



Business Expo • Sept 10



Lunch Bunch • August 25
Mountain Mike's Pizza



Ribbon Cutting • Edward Jones • Sept 1



Ribbon Cutting • East Bay SPCA • Sept 17



State of the City • Sept 22



Sept Mixer • Sept 27
Hosted by Edward Jones



REDISTRICTING SPELLS BIG CHANGES

More and more local elected offices will be subject to redistricting in the coming months. The process — called redistricting — occurs every 10 years alongside the completion of the U.S. Census data. Most jurisdictions will complete the process by the end of the year.

While the intent is to provide a fair, transparent process for redistricting, many times politics plays a role, complete with winners and losers. For example, California will be losing a Congressional District in the coming cycle. Where that seat is taken from affects current elected officials and their constituents. It is anticipated that Los Angeles will lose that seat, due to a smaller growth of their population compared to the rest of the state.

“I look forward to hearing all the public input and from my colleagues before drawing any conclusions,” said Alameda County District 1 Supervisor David Haubert. “The county has laid out a plan for numerous public meetings; we have a plan to make all data available and even provide a tool so that anyone can draft their own solutions and maps.”

There has been talk in the past of placing all the Tri-Valley into one Supervisorial seat. Currently the Tri-Valley is split between Haubert’s District 1 and Supervisor Nate Miley in District 4, who represents Pleasanton. Whatever happens will

be decided by the Supervisors after looking at the data.

Pleasanton will be considering District elections for the first time instead of the At-Large elections of the past. Pleasanton Councilmember Valerie Arkin — a member of the Alameda County Coalition for Fair Redistricting — said it’s important that the county process is fair and transparent.

“Drawing maps that prioritize communities and their people is what we are advocating for,” Arkin explained. “The bottom line is that all voices should be well-represented as we proceed with the drawing of the maps.”

At this time, the Dublin City Council has not yet made the switch to District elections. It may happen sooner than later. Councilmember Sherry Hu said she is very interested in the Alameda County process. “The current districting process has been planned well, and it includes many efforts to engage public comments, intending to complete the draft at the end of the year. I am looking forward to seeing the updated and improved district map.”

ALAMEDA COUNTY

REDISTRICTING2021



*Redistrict2021 –
Redrawing
Alameda County*

BILLIONAIRES NOW, THE REST LATER

Since raising income tax rates or capital gains can’t get the votes, Washington is looking to tax billionaires on the value of their estate on an annual basis, not on the income they earn.

So its only those billionaires, why should I care?

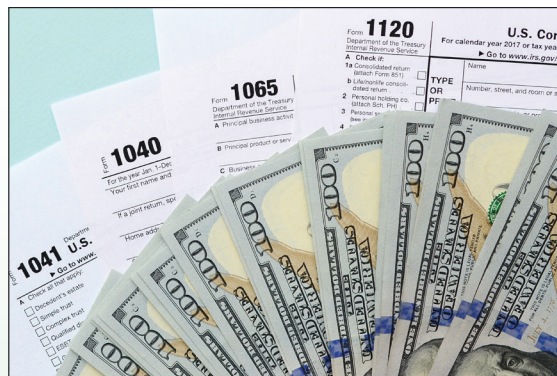
The answer may lie in what other countries have done in their experiment with wealth taxes. The money is where the majority of the people are, so once the “wealth tax” is in law, it is really easy to lower the thresholds to get at the rest of the country.

In Columbia, wealthy is calculated at anyone worth over \$1.4 million American dollars. In France, they tax those that own real estate above \$968,000. In Norway, they take assets minus debt; anything above \$360,000 is taxed. It appears you don’t have to be too wealthy to pay a wealth tax. In 1990, there were twelve European countries that levied individual net wealth taxes. However, most of them repealed their wealth taxes including Austria, Denmark, Germany, the Netherlands, Finland, Iceland, and Luxembourg, and Sweden.

If a wealth tax were to become law, it probably would be challenged in court.

The likely case comes from Article 1, Section 2 of the Constitution. It states that “direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers.” What does that mean? It means that revenues from “direct” taxes must reflect the population of the states; which is a problem because billionaires tend to cluster in places such as California and New York.

If that’s the case, how does the federal government charge income and payroll taxes? That’s because of the 16th Amendment. It allows Congress to “lay and collect taxes on incomes, from whatever source derived, without apportionment among the several States.” So what really matters is whether the Supreme Court would interpret a wealth tax as a direct tax on property that is unconstitutional or whether it’s essentially a tax on income that is permissible.



CHAIRMAN OF THE BOARD FARWELL

For many, 2020 was the year the world turned upside down; 2021 was the year we fought back and made our mark in the community. It was incredible to see the Dublin Chamber pivot on a dime to maintain our operational capacity to serve those in the business community. Your Dublin Chamber stood out helping business manage the difficult road associated with COVID.

The number of live events were smaller. We hosted Mayor Melissa Hernandez who delivered the State of the City. We provided informational programs regarding legal, medical, financial, and legislative changes that affect our businesses. The Dublin Chamber launched a monthly Economic Development Committee which exposed our members to the important issues that drive the Chamber's policy and advocacy efforts.

It's a reboot moment and many things will not look anything like they did before. The Dublin Chamber has taken the opportunity to upgrade: a new location to better serve our members and the community, new partnerships, and new MEMBERS! Even in a Post-Covid world, we grew our membership; as we change to reflect the needs of the community which now places a higher premium on agility, flexibility and innovation. And we are having fun too!

As my year as chairing the Dublin Chamber comes to an end, I want to thank everyone for supporting our local community. I also want to thank my board of directors who have stepped up to support local business. As we progress to 2022 and the "New-Different", our individual successes will continue to make Dublin and the Tri-Valley a great place to work and live.



CEO MESSAGE

You know the old joke about a swimming duck, looks so smooth on the top..... but paddling like crazy under the water. Well, that describes the year for me and my family! That said, at the end of 2021, there is a renewed focus and activity level planned for 2022 that is very exciting.

We will continue our partnerships and information from our elected officials to better serve our members. We value our state representatives Senator Steve Glazer and Assemblywoman Rebecca Bauer-Kahan. Dublin's own, Supervisor David Haubert, has been a real champion for business and the interests of the Tri-Valley. The Dublin City Council led by Mayor Melissa Hernandez has always been there for the Chamber and its members. Let's see what redistricting brings Dublin but these leaders have been a real force for our community.

Events to celebrate what makes us human and events to make our businesses thrive will start to return to normal. St Patrick's Day, 4th of July, Golf, and parties will return, as well as, the State of the County, State of the City and Business Roundtables. The Dublin Chamber will host the Tri-Valley Mayors Summit in 2022 and continue to participate in all regional events to support our members.

Incoming Chair, Sue Stephenson of Dublin San Ramon Services District, will provide energy and direction to the Board of Directors. We continue to need your support to help us accomplish our goals. Increase your investment by joining our Leaders Circle and fully participate in our activities and events. Can't wait to see you all.... in person! Have a great holidays from your Dublin Chamber of Commerce.



CALENDAR OF EVENTS

- **Tues: Nov 9 • 2:00 pm**
Board of Directors Meeting
Call Office for more information.
- **Wed: Nov 10 • 5:00-7:00 pm**
SPECIAL Joint Mixer with Pleasanton Chamber
hosted by All Natural Stone, 6591 Sierra Lane
Dublin Registration required.
- **Wed: Nov 10 • 9:00 am**
Ambassadors Committee
Check Chamber Online Calendar for details.
- **Sun: Nov 14 • Noon-5:00pm**
30th Turkey Bowl Tournament
Earl Anthony Dublin Bowl, 6750 Regional Street
- **Nov: 25-26 • Closed/ Thanksgiving**
- **Wed: Dec 1 • 5:00-7:00 pm**
Holiday Mixer • Chamber Office
6300 Village Parkway, Suite 100 Dublin 
- **Thurs: Dec 2 • 7:30 am**
Economic Development Committee
Virtual, Call Office for more information.
- **Dec: 24-27 • Closed/ Christmas**
- **Jan: 3 • Closed/ New Year's Observance**
- **Tues: Jan 11 • 8:00 am**
Executive Committee • Chamber Office
- **Tues: Jan 11 • 8:45 am**
Board of Directors Meeting
Chamber Office
- **Wed: Jan 12 • 12 Noon**
Lunch Bunch • Location TBD
- **Mon: Jan 17 • Closed/ Martin Luther King**
- **Wed: Jan 19 • 9:00 am**
Ambassadors Committee
Chamber Office
- **Wed: Jan 26 • 3:30 pm**
Member Orientation • Chamber Office
- **Wed: Jan 26 • 5:00 - 7:00 pm**
Mixer • Location TBD
- **Thurs: Jan 27 • 7:30 am**
Economic Development Committee
Virtual, Call Office for more information.

Dublin
CHAMBER OF COMMERCE

Mission Statement

The Dublin Chamber of Commerce convenes leaders and influencers to foster innovation, champions a strong and vibrant business community, and is a catalyst for economic growth.

**DUBLIN CHAMBER
OF COMMERCE**

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info@dublinchamberofcommerce.org • www.dublinchamberofcommerce.org