

# IT'S RIGHT IN OUR BACKYARD



DUBLIN  
CALIFORNIA

## Business Resources

### Participate in Small Business Saturday

The national Small Business Saturday campaign was founded by American Express in 2010 to encourage people to support small, local businesses. The event takes place on the Saturday following Thanksgiving and "Black Friday," known as the first day of the busy holiday shopping season.



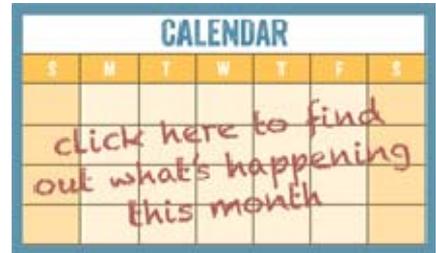
According to an American Express survey, 88 million people spent an estimated \$14.3 billion at small independent businesses during Small Business Saturday in 2014.

This year, Small Business Saturday will take place on Saturday, November 28. The Dublin City Council has declared the day "Small Business Saturday" in Dublin and encourages local businesses to participate in the promotional event.

American Express is helping merchants who [register their business for Small Business Saturday](#) with a variety of free resources:

- guides and marketing materials
- merchandise, such as in-store signage, tote bags, and more
- free online ads
- promotion through the Small Business Saturday website and location map

Be sure to [apply by November 16](#) to receive your materials before Small Business Saturday.



## In This Issue

- Small Business Saturday
- Discover Dublin! Shop Local
- Honor a Hero, Hire a Vet Job Fair
- FasTrak Express Lanes on I-580
- Local Businesses Recognized for Anniversaries
- Epicor Named Company of the Year at ABA Awards
- Get Your Business Online Workshop

## City Contacts

General Information  
(925) 833-6650

City Manager  
(925) 833-6650

Community Development  
(925) 833-6620

Economic Development

## "Discover Dublin for the Holidays" Shop Local Campaign Kicks Off



The City of Dublin, in partnership with the Dublin Chamber of Commerce, will soon kick off its fifth annual "Discover Dublin for the Holidays" shop local campaign. This free program promotes that every taxable dollar spent in Dublin benefits the community through services such as public safety, enhanced programs for our seniors and children, and street and park maintenance. It also benefits local businesses by driving consumer spending to their doorsteps.

Go to the [DiscoverDublin Facebook page](#) and post your business profile, sales, promotions, and events to increase traffic to your business, or submit information [via email](#) to be sent to our followers on your behalf.

Additionally, the City of Dublin has created window clings (pictured above) free to all Dublin storefronts as a way to promote the shop local campaign year-round. Please send us an [e-mail](#) if you would like to receive one of the new Shop Local window clings for your business.

(925) 833-6650

Environmental Services  
(925) 833-6630

Administrative Services  
(925) 833-6640

Fire Prevention  
(925) 833-6606

Human Resources  
(925) 833-6605

Parks and Community  
Services  
(925) 556-4500

Police (non-emergency)  
(925) 833-6670

Public Works  
(925) 833-6630

City of Dublin  
100 Civic Plaza  
Dublin, CA 94568  
[www.dublin.ca.gov](http://www.dublin.ca.gov)



### Other Events

## Honor a Hero, Hire a Vet Job Fair

The State of California, in partnership with the Employment Development Department, Alameda and Contra Costa counties, is hosting a job and resource fair for Veterans, National Guard, and Reservists returning from active duty.



Thursday, November 12, 2015  
Robert Livermore Community Center | 4444 East Ave,  
Livermore  
10 AM - 2 PM  
[Register here to attend!](#)

## Let's Put Dublin on the Map! Google Workshop

Thursday, November 5  
6:00 PM - 8:00 PM  
Dublin City Hall  
100 Civic Plaza, Dublin

[Ticket Reservation](#)

## Get Ready to Use the I-580 Express Lanes - Opening in Early 2016

[Everyone Needs to Have a FasTrak® or FasTrak Flex Toll Tag to Use the Lanes](#)

[Carpoolers ride toll-free with FasTrak Flex](#)

The I-580 Express Lanes, opening on east- and westbound I-580 through the Tri-Valley in early 2016, will benefit all motorists by taking advantage of technology to make the most efficient use



of all lanes.

The I-580 Express Lanes will be toll-free for carpools, vanpools, motorcycles, buses and eligible clean-air vehicles (with a green or white sticker) as long as you carry a FasTrak® Flex toll tag set to 2 or 3+. Solo drivers can choose to pay a toll using a FasTrak or FasTrak Flex toll tag to access the lanes for a more reliable trip. Getting your FasTrak toll tag and opening an account is easy on the [FasTrak website](#). Tags are also available at Costco, Safeway or Walgreens stores throughout the Tri-Valley.

Learn more and sign up to receive express lane updates at the [ACTC website](#) and on [Facebook](#). Need help finding a carpool so you can use the lanes for free? [www.rideshare.511.org](http://www.rideshare.511.org).

## Business Spotlight

### Local Businesses Recognized for Milestone Anniversaries

On Tuesday, November 3, the Dublin City Council formally recognized local businesses that achieved significant milestone anniversaries in the Dublin community. As part of the City's Anniversary Program, 50 businesses that have been in Dublin 20, 25, 30, 35, 40, and 45 years were presented with plaques honoring their achievement.

This is the second set of businesses to be recognized by the City; on April 7, an additional 133 businesses were recognized.

The City of Dublin offers its congratulations to all the businesses that reached milestone anniversaries in 2015.

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### Epicor Named "Company of the Year" at American Business Awards

In September 2015, Epicor Software Corporation, a global leader in business software solutions for manufacturing, distribution, retail and services organizations, received a Gold Stevie Award in the category Company of the Year at the 13th Annual American Business Awards. The award recognizes the growth and momentum Epicor demonstrated throughout 2014 with innovative new product offerings.

Nicknamed the Stevies for the Greek word for "crowned," more than 3,300 nominations from organizations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories, including Company of the Year, Tech Startup of the Year, Software Executive of the Year, among others.

Details about The American Business Awards and the lists of Stevie winners who were announced on September 11 are available at [www.stevieawards.com/ABA/](http://www.stevieawards.com/ABA/).

## Business Workshops



### Get Your Business Online

The City of Dublin is teaming up with Google to [host a free workshop](#) to help Dublin businesses get online and on the map.

Thursday, November 5  
Dublin City Hall | 100 Civic Plaza  
6 PM - 8 PM

Registration is required - [Sign up today!](#)

This free, interactive workshop will help you:

- Gauge your business' online presence

- Help customers easily find your business on the web
- Develop website content, logos, and graphics
- Discover online library resources to help your business grow

Participants should bring a laptop and possess an active Google account.

The Dublin Business News Update is a monthly publication highlighting the latest news and events affecting the business community. For more information or assistance, please contact Economic Development via email, [economic.development@dublin.ca.gov](mailto:economic.development@dublin.ca.gov), or phone: (925) 833-6650.

## City of Dublin

100 Civic Plaza, Dublin, CA 94568 | (925) 833-6650 | [www.dublin.ca.gov](http://www.dublin.ca.gov)

