



Business News Update

November 2014

BUSINESS
ASSISTANCE

BUSINESS
INCENTIVES

BUSINESS
SEMINARS

SMALL BUSINESS
RESOURCES

BUSINESS
CALENDAR

Business News Around Dublin

**'Tis the Season to Shop Local:
Discover Dublin Holiday Campaign**



Local businesses are encouraged to become a part of Dublin's Shop Local campaign. Now in its fourth year, the campaign promotes local businesses with the community through the **Discover Dublin Facebook page**. In addition to offering businesses free publicity, the program encourages citizens to shop locally. Here are some great reasons to tell your customers why they should "Shop Local!"

- Sales tax revenues fund our community and provide vital services such as police and fire protection, street repairs, and park maintenance.
- Shops in our community create local employment and self-employment. These people, in turn, spend money in our community.
- By not traveling out of the area, shoppers save time and gas.
- Dublin businesses support good work in our community, donating to local charities, schools, and community events.

New this year for participating businesses is the opportunity to pick up, at Dublin City Hall, a limited quantity of custom "Discover Dublin" shopping bags (first come, first served).

To participate in the program, contact Shari Jackman at the City of Dublin **via email** or at (925) 833-6650.

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The Dublin **Business News Update** is a monthly publication from the City of Dublin, highlighting the latest news and events affecting the business community.

For more information or assistance, please contact Erin Steffen or Lori Taylor at (925) 833-6650. For other information, please use the contact list below:

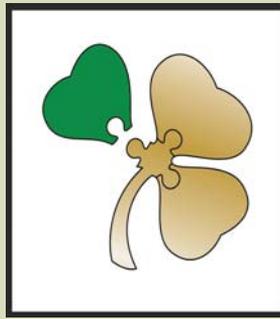
CONTACTS:

General Information
(925) 833-6600

City Council
(925) 833-6600

City Manager

The City of Dublin is committed to helping members of the Dublin business community thrive. Each year, the City partners with the Dublin Chamber of Commerce and the Alameda County Small Business Development Center to provide programs, events, and workshops that meet the needs of new and established Dublin businesses as well as local aspiring entrepreneurs.



Currently we are planning programs for the upcoming calendar year, and we want to hear from you! Please **take this brief, 3-5 minute survey** to let us know what programming is valuable to your business. The survey will be open until 5 PM on Friday, November 21. Thank you for your feedback and suggestions!

Business Tip of the Month

Learn More about the Green Shamrock Program in Dublin

Carbon & coffee Workshop

Wednesday, November 12, 2014 - 1:30 to 3:30 PM
Dublin Library Community Room—200 Civic Plaza, Dublin

Save Money • Conserve Natural Resources • Build Customer Loyalty

The City of Dublin would like to cordially invite you to the Green Shamrock Program's first "Carbon & Coffee" workshop. This FREE workshop is open to all Dublin businesses and will help you access valuable technical assistance on how to reduce operating costs, make your business more environmentally sustainable, and develop your network of key local contacts.

Come learn about:

- The City's newly launched sustainable business program, **the Green Shamrock Program**;
- Solar opportunities for businesses in a strictly informative environment - no sales pressure;
- Potential savings on energy, water, and waste; and
- Free energy audits from your local utility representatives.

Coffee and dessert will be served. Please **RSVP by contacting Environmental Services** with your business name and attendee names.

Dublin Business Spotlight

Welcoming New Businesses to Dublin

(925) 833-6650

Community Development
(925) 833-6620

Economic Development
(925) 833-6650

Environmental Services
(925) 833-6650

Finance & Administrative Services
(925) 833-6640

Fire Prevention
(925) 833-6606

Human Resources
(925) 833-6605

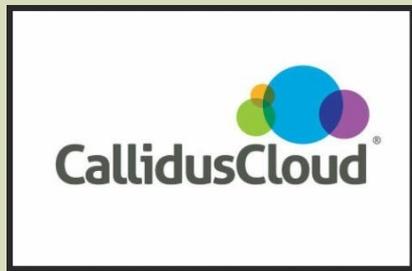
Parks and Community Services
(925) 556-4500

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

Public Works
(925) 833-6630

City of Dublin
100 Civic Plaza
Dublin, CA 94568

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The City of Dublin would like to welcome **Callidus Software Inc. (CallidusCloud)** to its growing number of technology-based businesses! In October 2014, CallidusCloud announced that they will be **locating their new global headquarters in Dublin.**

CallidusCloud, a worldwide leader in cloud-based sales, marketing and learning solutions, helps organizations to accelerate and maximize their "lead to money" turnaround with a variety of solutions addressing leads, quota, quotes, and sales compensation. Over 3400 organizations across all industries use CallidusCloud to optimize their sales efforts.

"As a cloud company, there has never been a better time to be based in the East Bay. This location is attracting top technology talent and it offers the world-class facilities and access that our customers expect," said Leslie Stretch, President and CEO of CallidusCloud. "Our new headquarters will include state-of-the-art demonstration centers and space for expanded development teams as we integrate new technologies into our award-winning platform."

Welcome to Dublin!

Business in Brief

Oppsites: Promoting Development in Dublin



In October, the City of Dublin partnered with **Oppsites**, a local start-up technology platform, to participate in an innovative program that promotes local areas of opportunities for development on a national scale.

Geared towards developers and brokers around the country who are looking for new projects, Oppsites helps Dublin reach a broader audience.

Oppsites currently features 12 commercial sites in Dublin that may benefit from revitalization or development. For more information, **visit the City's Oppsites webpage.**

Business Seminars & Events

- 11/13: PG&E Presents "Energy Management Systems - Wiring the Intelligent Kitchen" (12949 Alcosta Blvd, San Ramon)
- 11/17: Crowdfunding / Alternative Financing for Your Company (Fremont Public Library)
- 11/19: Meet the Lenders (Hayward City Hall)
- 12/3: Legal Issues for Entrepreneurs (Berkeley Community Library)
- 12/4: PG&E Presents "Energy Efficient Hot Water Systems" (12949 Alcosta Blvd, San Ramon)
- 12/9: PG&E Presents "Case Studies of Energy Efficient Restaurant Upgrades that Save Money" (Pacific Energy)

Center, San Francisco)

For more information on any of these events listed above, or for a full listing of events, please visit the [Business calendar](#) or subscribe to [Notify Me](#) alerts on the [City's website](#).