



TOP FIVE XMAS

gift guide
2012

AN ADVERTISING SUPPLEMENT

PRODUCED BY THE PLEASANTON WEEKLY



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For honest, personal, independent financial advice, contact:

Brian J. Damiani, CFP®

400 Main Street, Suite 200

Pleasanton, CA 94566

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wealth-mgt.net



**Find us at [facebook.com/WealthManagementAssociates](https://www.facebook.com/WealthManagementAssociates)
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Brian Damiani is an investment advisor with securities and investment advice offered through Transamerica Financial Advisors, Inc. (TFA) A Registered Broker/Dealer and Investment Advisor Member FINRA and SIPC. Non-security products and services or tax services are not offered through Transamerica Financial Advisors, Inc. TFA is not affiliated with Wealth Management Associates.

Parade — and Santa Claus — is coming to town

Pleasanton will kick off the holidays in its own inimitable fashion with its annual Hometown Holiday Celebration on Saturday, Dec. 1. Streets will be closed at 3:30 p.m. to prepare for the parade down Main, which begins at 5 p.m. with floats, marching bands, community groups and more. The tree-lighting ceremony in front of the Museum on Main near the Arch will take place from about 6:45-7:15 p.m., following the parade. The mayor will light the big tree, and festivities will include a community sing-along and a special appearance by Santa Claus. For more information, call the city of Pleasanton at 931-5352.

It's a special night in Pleasanton for children of all ages. See you there!



Note: Cut this ad out and tape where he will see it

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for myself, a place
to unwind, relax, and
rejuvenate mind, body,
and soul.



What (Financial) Move Should You Make?

Pleasanton's full service financial planning services company, Wealth Management Associates, weighs in on how best to react in a changing economic climate.

The economic uncertainty of the last few years, have left many people questioning whether they are on the correct path for retirement. Those that were hoping to retire soon (within the next five years) might be wondering, "Will I be able to retire safely and, if so, when and how much money will I need?" Those that are already retired are concerned that they will run out of money if they continue to take distributions.

The economy continues to change quickly and it is more important now than ever to be poised to react. In addition, with all the changes in tax laws and estate planning laws there is no wonder why most Americans are left scratching their heads wondering what to do next.

As we head toward the end of 2012, now is the time to focus on your future. Make it your New Year's resolution to take hold of your finances and get your "financial house" in order. Whether you have never focused on financial planning, or you are a seasoned investor looking for a second opinion, or someone in need of a new plan and direction, we can help.

We have been helping families and small business owners since 1987. We help design a blueprint of an individual's financial goals and needs and help them stay the course during good times and bad. Over the last several years, there are many new ideas and strategies that help diversify your portfolio and lower the risk and volatility of your accounts.

Here at Wealth Management Associates, we specialize in distribution and income planning for clients near retirement or already there. We strive to not only help our clients attain financial security but to retain it as well. Our motto is: "Live for Today. Plan For Tomorrow." And we can help you do just that.

For more information on how to create your own financial blueprint, please contact Pleasanton's full service financial planning services company, Wealth Management Associates.

Wealth Management Associates

400 Main St, Ste 200, Pleasanton. 925.462.6007

associates@wealth-mgt.net • www.wealth-mgt.net

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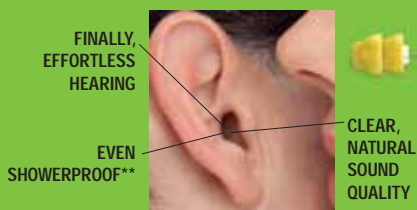
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www.lyrichearing.com

Communication Tips for Hearing Loss

The busy and social time of the year is here. During the holiday season, we often times find ourselves in group settings. Communicating in a group is most difficult listening for a person with hearing loss. In order to communicate effectively with someone with hearing loss, give them a little advantage by doing the following:

- Remain at eye level to foster visual cues
- Gain the person's attention before speaking
- Use facial expressions and gestures to give clues about the meaning of your message
- Raise your voice but do not shout because loud speech may sound distorted
- Speak slowly and distinctly
- Rephrase, rather than repeat. Some words are easier to hear than others.
- Avoid speaking directly into the person's ear because it can distort your message and hide all visual clues

Cutting Edge Hearing Technology

Heavenly Day Spa

Do some glorious relaxing at Heavenly Day Spa this holiday season — right in the heart of downtown Pleasanton. The spa, located in a charming Victorian house on Ray Street for eight years, is a long established business in town. Even its highly trained and certified employees are local residents.

You've probably noticed that Heavenly Day Spa supports community events as it prides itself on being part of Pleasanton. "We look forward to welcoming you in for a local escape this holiday season," said owner Nina Clark.

Heavenly Day Spa provides massages; facials; precision haircuts, coloring and styling; manicures and pedicures; microdermabrasion; and body wraps. Let it be your special place to relax and beautify this holiday season or to pamper your loved ones. Gift certificates are available.

Heavenly Day Spa & Salon
357 Ray Street, Pleasanton
925.462.4200

www.heavenlyremedies.net

Tips to make your home holiday ready

As you prepare to celebrate the holidays, welcoming loved ones into your home is a highlight of the festivities. You may eagerly look forward to gathering with family and friends, but is your house holiday and houseguest ready?

By focusing on areas that receive the most guest traffic, you can create a fresh, welcoming environment within budget. Home improvement experts recommend updating five key spaces:

1. Entryways - Start by making a great first impression and setting the mood by enhancing the entryway and improving curb appeal. Add a new doormat and paint the front door an inviting, rich jewel tone. Add some festive holiday decor to the foyer with pinecones on a table.

2. Kitchens - Painting is one of the simplest, most cost-effective ways to completely change the look of a space. Experiment with rich, food- and spice-inspired hues that will provide an appealing backdrop for holiday decor.

3. Guest bath/powder room - Quick updates like adding new cabinet hardware and coordinating accessories like soap dishes, lotion dispensers, toothbrush holders, shower curtains and

towels are easy ways to refresh these small but important areas.

4. Guest bedroom - After days filled with festivities, your guests will appreciate a comfortable

place to rest. Get guest bedrooms ready for visitors by clearing out closet space, adding freshly laundered blankets and providing plenty of pillows. Simple decor projects like new area rugs and window treatments can have a big impact on the room. Plants are welcoming and warm and make a great gift to send guests home with.

5. Living room - Some simple cosmetic changes go a long way toward making this room warm, comfortable and inviting. Changing accent pillows, throws and window treatments to seasonal patterns and colors are a great way to start. A decorated mantel is also a classic holiday decor touch.



—ARA Content

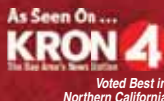
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Your local community bank

Valley Community Bank is the only locally owned independent community bank with its headquarters in the Tri-Valley and remains committed to its original objective of providing banking services to professionals and local businesses. Established in 1998, the bank provides local, flexible, responsive service to small and medium sized businesses as well as consumers. Their highly skilled, customer service oriented employees offer simple, quality products and services.

Valley Community Bank, located in the historic Johnston Building at 465 Main Street has two additional offices located in Livermore and San Jose. In addition to its signature face-to-face service, the bank offers walk-up ATM service, on-line banking for both consumers and businesses, online bill pay, remote capture, internet banking as well as courier service to customers throughout the East Bay.

We are FDIC insured, but being financially strong is the most important way we have of meeting our goal to be the community bank for the Tri-Valley area for years to come.

Valley Community Bank
465 Main St., Pleasanton. 925.484.5400
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A great Skin Care Therapist goes beyond a pampering facial. She uses the latest breakthrough ingredients in skin care to correct, nourish, and protect the skin against free-radical damage, a major cause of aging and skin cancer. She is also skilled in the 'therapeutic' facial and combines specialized touch with healing botanicals, herbs and essential oils to achieve targeted and dramatic results. Touch therapy is key and Manual Lymphatic Drainage (MLD) is used to remove toxins and restore health by stimulating lymph flow throughout the entire body. This facial is ideal for anyone who wants to regain or maintain skin health, has recovered from cancer or has undergone facial reconstructive surgery or injury. MLD, while very gentle, accelerates healing and reduces or eliminates swelling, bruising and scarring.

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our family to yours!*

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Create your holiday home with lights

When it comes to decorating with lights for the holidays, there are unlimited ways to add twinkle to the inside as well as the outside of your home. Some people favor an elegant, restrained sprinkling of lights around a door, while others go for a more exuberant display of illumination on virtually every surface.

The American Lighting Association (ALA) offers some holiday lighting tips and ideas:

- Make your home's entrance a priority. Start by adding a few, easy-to-install landscape uplights to highlight trees and shrubs, or path lighting to illuminate a sidewalk or driveway.

- Add drama with color-changing lights. Newer LED lights can add custom color scenes that complement a specific holiday decorating mood.

- Use lighting to create a focal point. Lights can draw attention to virtually anything — a centerpiece, buffet, unusual decoration — which helps guests know where to focus their eyes.

- Add portable spotlights as highlights. These small, inexpensive fixtures typically work with a tabletop dimmer and can create pretty silhouettes, particularly under a Christmas tree, shining up through the branches.

- Illuminate corners. When decorating with lights for the holidays, make your space feel larger by placing spotlights in room corners to illuminate dark spaces.

- Swap out lighting accents. Replacing a neutral lampshade with one that is red or gold will soften the light and create a pretty atmosphere when decorating with lights for the holidays.

- Update your powder room. A few simple, extra touches, such as a portable lamp with a colored shade, will make a huge impact.

- Try novelty lights. Consider themed novelty lights for a bit of fun when decorating for any holiday.



—ARA Content

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Kick off the holidays at The Plaza at Gale Ranch

Don't miss the annual Holiday Festivities at The Plaza at Gale Ranch at Dougherty & Bollinger in San Ramon!

The holiday fun will take place from 11 a.m. to 2 p.m., Saturday, Dec. 1, and will feature popular children's entertainers Lori & RJ with their Cotton Candy Express Music. Santa will be there, too, and this is a chance to have a professional picture taken with him to bring home in a 5 x 7-inch frame.

Everyone is invited to this fun, free event, which is sponsored by Shapell Industries and the merchants of The Plaza at Gale Ranch.

*The Plaza at Gale Ranch
At Dougherty Road and
Bollinger Canyon Road, San Ramon
Like us on Facebook to stay up to date
on all of the Events and Happenings
at The Plaza at Gale Ranch*

Callippe Preserve

Remember Callippe Preserve when you do your holiday shopping this year! Purchase gift cards for any amount to be used for green fees or merchandise for the golfer on your shopping list. Additionally if you are looking for a specific golf club or accessory, Callippe has a large inventory to choose from.

If you haven't been to Callippe Preserve, be sure to visit us soon. The golf course opened in 2005 and immediately became known as one of the best in Northern California. Callippe has received multiple awards both locally and nationally, and has been ranked in the "Top 50 municipal golf courses in America" for three years running.

Callippe Preserve has a restaurant with beautiful views, which is open to the public. It also has an enclosed patio area that can host small parties, weddings and celebrations.

Drive "up the hill" to Callippe and we will be happy to help you.

*Callippe Preserve Golf Course
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Kick off the season at Christmas Tree Lane

Something special is happening right now, the weekend before Thanksgiving. It's Christmas Tree Lane, a fundraiser for ValleyCare Health System, where dozens of lavishly decorated trees, wreaths and garlands transform the Palm Event Center on Vineyard Avenue into a holiday wonderland.

Three days of special events are held Thursday-Saturday, including photos with Santa, holiday performances, specialty gift shops, exciting auctions and more. This year the theme is Christmas in the City, and the imaginative decorating is sure to give you ideas for your own home and get you into the holiday spirit.

For more information, visit www.valleycare.com/ChristmasTreeLane. It's a wonderland you won't soon forget.



DOLORES FOX CIARDELLI

Last year's Christmas Tree Lane (also shown on cover) featured the annual riches of colorful and imaginatively decorated trees and table settings.



Break some rules and have fun with holiday entertaining

This year as thousands of details that surround holiday gatherings threaten to ruin your holiday memories, take a few moments and think about how much nicer it would be if you could be enjoying the special moments with your family and friends. Instead each year you spend hours in the kitchen, while your guests enjoy themselves in the next room. Imagine if you could spend more time enjoying their company.

Consider these five easy steps to simplify holiday entertaining:

1. Fill your freezer with tasty treats to pull out at a moment's notice. Premade appetizers, entrees, sides and desserts that you can thaw, bake and serve are lifesavers during the holiday season.

2. Rethink traditions. Just because your mother and her mother spent two days preparing the Thanksgiving turkey dinner, it's OK to give yourself permission to create new traditions that fit your lifestyle. How about a spiral ham for Thanksgiving this year? Using a fully cooked, slow-smoked ham as the star attraction will cut your preparation time on Thanksgiving by hours.

3. Use free Web guides to pair the perfect

wine with your meal, or go to a local merchant that specializes in wine and ask his or her advice.

4. Rent holiday entertainment items. Many companies rent holiday serving items, china, wine glasses,

tablecloths and more. No need to worry about storage space or washing linens.

5. Think potluck for entertaining. People are more than willing to bring a dish to pass for holiday gatherings. A simple request, like: "We're going to try something new this year. I'd like you to bring your favorite appetizer, side dish, dessert, etc. I'll provide the (main entree) and beverages." Do a little planning up front and you'll have a wonderful meal where everyone can take a bow.



—ARA Content

Bring Home the Holidays

The Pleasanton Weekly Holiday issues will feature articles dedicated to helping you make the holidays a sweet and joyous time full of fun, family and friends.



November 23 - Deck the Halls
Creating a memorable warm holiday

November 30 - Holiday Happenings
Family and friends enjoy outings together

December 7 - All that Glitters
Light up your holidays

December 14 - Holiday Magic
Young eyes sparkle with excitement

December 21 - Peace and Joy
Special holiday memories

December 28 - Ring in 2013

To advertise, call (925) 600-0840



Peppermint Bark — a Christmas classic

When the cozy kitchen calls during the holidays, here's a treat that's easy to make. Peppermint Bark combines candy canes and chocolate so what's not to like? Make it to eat at your own home during the holidays or to present as a gift to friends.

Ingredients

- Candy canes (enough for one cup, crushed)
- 2 lbs. white chocolate
- Peppermint flavoring (optional)

Directions

Put candy canes into a plastic bag and pound them into small pieces (they can also be crushed with a rolling pin). Melt the white chocolate inside a double boiler over medium heat or in a microwave, stirring every 30 seconds or so until smooth. Be careful not to burn it. Add the candy cane pieces to the chocolate (along with peppermint flavoring if so desired).

Spoon mixture onto a cookie sheet covered with parchment or waxed paper and smooth with a spatula to about 1/4-inch



thickness. Refrigerate about 45 minutes. When firm, break into chunks. Makes about 2 pounds of candy. It is best kept refrigerated but served at room temperature.

Why YOU should be part of the CASH MOB!

The Pleasanton Downtown Association (PDA) is excited to host monthly Cash Mobs! Cash Mobs are a new movement aimed at supporting local businesses and strengthening communities. A Cash Mob is like a Flash Mob, but instead of singing or dancing, Cash Mobbers join together and each spend \$20 (or more!) at a local, downtown business. It's a way to publically say, "I support local businesses" while having fun, too!

At the heart, Cash Mobs aren't about shopping. They are about making a commitment to support a business in downtown on a monthly basis. Each month's business is randomly selected and announced the night of the Cash Mob. Participants are asked to meet the PDA's staff members in front of the Museum on Main at 6pm on the 3rd Wednesday of each month. Once the selected business is announced the group walks together to the business and shops! If you don't see anything you'd like to purchase you are encouraged to buy a gift card for use later. Because, again, it's not about shopping...it's about supporting local business.

For information please call the PDA at (925) 484-2199 or "like" the PDA's Facebook page.



Cash Mobbers, Angel & Adam Moore, shopping at Sincerely Yours in Downtown

Pleasanton Downtown Association

4725 First Street, Pleasanton. 925.484.2199

www.pleasantondowntown.net



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In honor of: In memory of: As a gift for:

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The Pleasanton Weekly Holiday Fund is a donor advised fund of Silicon Valley Community Foundation, a 501(c)(3) charitable organization. A contribution to this fund allows your donation to be tax deductible to the fullest extent of the law.

All donors and their gift amounts will be published in the Pleasanton Weekly unless the boxes below are checked.

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*Market and readership data cited is based on results of a direct-mail survey conducted in 2010 of randomly selected anonymous households. Independent data processing and analysis by MSA-West, a market research firm based in Norwalk, CA

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Crispim BJJ,

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www.CrispimBJJ.com



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