

## FROM THE OFFICE OF THE CITY MANAGER

Pleasanton, TX, Government Relations/Business & Economic Development Newsletter, Volume 1- Issue 7, March 4, 2019

### Customer Service Workshop Success!



**(Pleasanton, Texas – February 7, 2019)** The City of Pleasanton held its 9<sup>th</sup> business workshop on February 7, at the Pleasanton Civic Center. February’s workshop theme was Customer Service. Over 50 local business representatives including several members of the city staff participated in the workshop.

Guest speaker and Customer Service Specialist Lee Burden led the hour-long workshop. Mr. Burden discussed best practice steps that support business growth through enhanced customer service. Workshop topics included: appearance, attitude, intensity, manners, perception, productivity, professionalism, punctuality, sincerity, and teamwork.

“I am really pleased with the large turnout at the Customer Service Workshop,” said Pleasanton City Manager Johnny Huizar. The workshop was the largest to date.

EMC Strategy Group has scheduled workshops through the end of the year to support small businesses. These business workshops are aimed at helping existing businesses and aspiring entrepreneurs.



#### City Leadership

Mayor Travis Hall, Jr.

#### Council Members

Robert Leonhardt

Kenneth Hernandez

Diana K. Prasifka

JR Gallegos

Robert Earl Wood

Britni Van Curan

#### *New Speaker Dennis Bonnen*



*Oscar Longoria, Vice Chairman of the Appropriations Committee*

### TAKING ACTION

- Customer Service Workshop
- Merchandising Workshop
- Financial Wellness
- Small Business Assistance
- Business Fireside Chat
- Census Awareness





## Reception & Fireside Chat

WE WANT TO  
HEAR FROM YOU



**(Pleasanton, Texas – March 4, 2019)** The City of Pleasanton will hold a Business Reception and Fireside Chat on March 19, at 6 p.m., at the Pleasanton Civic Center Meeting Room. All businesses are invited to participate and bring business promotional items to share. The city is seeking input from businesses as we continue preparation for future business workshops.

“The city has held nine workshops since last summer and we are eager to hear directly from our business owners on how we can better serve them as we try to create a more supportive environment for economic development,” says Pleasanton City Manager Johnny Huizar. “Our business & economic development consultants have engaged multiple state and federal agencies, including several public and private sector economic development support groups through the city’s workshop series. We are committed to assisting local businesses wherever we can,” adds Huizar.

Call 210.960.4340, ext. 102 or email [jancie.gonzalez@emcstrategygroup.com](mailto:jancie.gonzalez@emcstrategygroup.com) for additional information and to RSVP.

## Financial Wellness Workshop

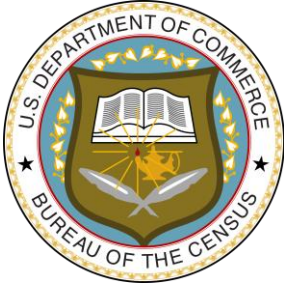


**(Pleasanton, TX – March 4, 2019)** The City of Pleasanton will hold its first Financial Wellness Workshop on March 28, 2019, at 11:30 a.m., at the Pleasanton Civic Center. This workshop is open to all area residents.

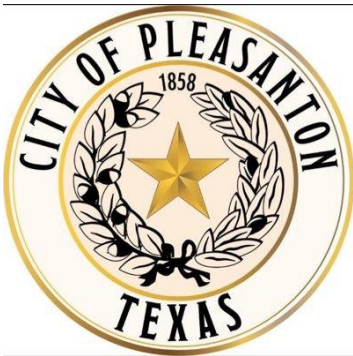
Certified Financial Planner Preston Hastings of Primerica Investments will share important tips and strategies to assist individuals and business owners in evaluating current and future financial readiness.

Primerica is a leading financial planning company and provides various products and services that helps develop tailored security and retirement portfolios for its customers.

“We are looking forward to offering this workshop opportunity to small business owners and their employees, especially since most small businesses are limited in their ability to offer full-fledged retirement packages, such as, 401ks,” says EMC President & CEO Ernie Gonzalez. For more information and to register for this workshop, please contact [jancie.gonzalez@emcstrategygroup.com](mailto:jancie.gonzalez@emcstrategygroup.com) or call 210.960.4340, ext. 102.



population



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## Pleasanton 2020 Census Community Meeting

# United States Census 2020

**(Pleasanton, TX – March 4, 2019)** The City of Pleasanton will hold a 2020 Census Community Meeting on March 28, at 6 p.m., at the Pleasanton Civic Center.

Richard Castanon, Partnership Specialist with the U.S. Census Bureau and Janice Gonzalez with EMC Strategy Group will conduct a presentation and field questions about the city's strategy to create awareness about the 2020 Census. This community meeting is open to all Atascosa residents and local government officials.

The city is currently developing a Pleasanton Complete Count Committee (CCC), which will assist in the city's Census Awareness Campaign. The city is also seeking volunteers to serve in a variety of capacities before and during the 2020 Census. Members of nonprofits, civic organizations, and religious groups are strongly encouraged to participate.

"The city recognizes the importance of having an accurate count of our residents, especially given the tremendous amount resources at stake," says Pleasanton City Manager Johnny Huizar. "We are working with the mayor city council, EMC Strategy Group, and the U.S. Census Bureau to plan, and execute our campaign," adds Huizar.

Census results impact federal funding, federal programs, federal and state legislative representation, and transportation dollars. Other examples of local federal impact include funding for: education, infrastructure, economic development, support for small businesses, farming subsidies, and U.S. Army Corps of Engineer projects. Simply put, an accurate count ensures that a community gets its fair share of federal dollars.

For more information and to RSVP contact 210.960.4340, ext. 101 or email [Ernie.gonzalez@emcstrategygroup.com](mailto:Ernie.gonzalez@emcstrategygroup.com).

# YOU COUNT!

# Business Marketing & Mechandising

Pleasanton Civic Center  
115 N Main St, Pleasanton, TX 78064  
**March 21@11:30 A.M.**

Details are in the  
*Branding*

- ★ Strategize
- ★ Business Branding
- ★ Marketing



GUEST SPEAKER  
Kimberly M. Wiley



**PLEASE RSVP to [Janice.Gonzalez@EMCStrategyGroup.com](mailto:Janice.Gonzalez@EMCStrategyGroup.com) or 210.960.4340;102**

**Mayor Travis Hall Jr., City Council Members Robert Leonhardt, Kenneth Hernandez, Diana K. Prasifka, JR Gallegos, Robert Earl Wood, and Britni Van Curan and City Manager Johnny Huizar**

# FINANCIAL WELLNESS

## Workshop

Pleasanton Civic Center  
115 N Main St, Pleasanton, TX 78064  
**March 28@11:30 A.M.**

### DISCUSSION

- How Money Works
- Life Insurance
- Debt Solutions
- Retirement Savings
- Long Term Care ... and More!



**PLEASE RSVP to [Janice.Gonzalez@EMCStrategyGroup.com](mailto:Janice.Gonzalez@EMCStrategyGroup.com) or 210.960.4340;102**

*Mayor Travis Hall Jr., City Council Members Robert Leonhardt,  
Kenneth Hernandez, Diana K. Prasifka, JR Gallegos, Robert Earl Wood, and Britni Van Curan  
and City Manager Johnny Huizar*