80 Years of AI

These days, it seems like everyone is talking about AI.

Artificial Intelligence is changing the way we work, communicate, and do business. But as the Pleasanton Chamber celebrates its 80th anniversary, it reminds me that we've been practicing a different kind of AI for eight decades—one that has nothing to do with algorithms and everything to do with people.

Ours is **Advocacy and Involvement**.

Since 1946, the Chamber has been the voice of Pleasanton's business community—advocating for policies that help businesses thrive while bringing together business leaders, entrepreneurs, educators, nonprofit organizations, and civic leaders to help shape the future of our city.

Advocacy has always been at the heart of what the Chamber does. Local businesses are the engine of Pleasanton's economy, but they need a voice at the table when important decisions are being made. Whether working with the City, regional organizations, or elected officials, the Chamber helps ensure that the perspective of our business community is heard. Good public policy doesn't happen by accident—it grows from informed conversations and strong relationships. When I first became active in the Chamber almost 20 years ago, my friend David Stark taught me an important lesson: the Chamber's involvement in local government isn't about partisan politics—it's about quality-of-life issues that affect our residents, employers, and local businesses. The Chamber's BACPAC (Business and Community Political Action Committee) serves to identify and endorse candidates who understand and support a healthy local business environment. The Chamber's vision in advocacy is formed by listening to the business community most impacted by public policy and then championing that cause on their behalf.

Just as important is **Involvement**. The Chamber creates opportunities for people to engage in the life of our community. We bring together business leaders, City officials, educators, nonprofit organizations, and community volunteers to build relationships, solve problems, and pursue a shared vision for Pleasanton. Whether through networking events, Leadership Pleasanton, community initiatives, or collaborative partnerships, the Chamber serves as a catalyst for collaboration that strengthens our city. Standing at the intersection of Pleasanton businesses, the City, Pleasanton Unified School District, and our County and State leaders, the Chamber invites every member of our community to help shape Pleasanton's future.

Artificial intelligence may help us work faster. But it will never replace the relationships, trust, and shared commitment that have strengthened Pleasanton's business community for the past 80 years.

As we celebrate this milestone anniversary, I'm grateful for everyone who has invested in the Chamber's mission over the past eight decades. The technology around us will continue to evolve. Artificial Intelligence will undoubtedly shape our future. But the Chamber's AI—**Advocacy and Involvement**—will remain just as essential to Pleasanton's success as it has been for the past 80 years.

As your 2026 Board Chair, I have the privilege of seeing firsthand what happens when people choose to get involved. Businesses thrive, partnerships flourish, and our entire community benefits. That's the kind of AI that has served Pleasanton for 80 years—and will continue to do so for the next 80.

Brock Roby2026 Board Chair