This, too, shall pass...as long as we work together

I look back at the times when I was deeply touched by Americans throughout my lifetime, and I remember everyone coming together. Stronger together. Working together. We’re all in this together, Pleasanton. We’re becoming a stronger, better and more compassionate community.

Natural disasters and times of crisis have caused me to pause and reflect. Random acts of kindness are taking place across the globe, across the country and not surprisingly, here in Pleasanton, and it makes me happy. Not only because it’s happening here, in Pleasanton, which I consider the greatest place to live, work, and play, but because it’s happening everywhere. Over the last several weeks, I have reached out to fellow Chamber members, fellow Rotarians and friends in the community to check in and see how everyone was doing. I was curious if there was anything we, the Chamber, could do to help them. The responses were amazing. I quickly learned how much everyone was doing to help others in the community. Being completely selfless, giving to those in need, supporting favorite local restaurants and shops. Everyone is doing their best to get through these times of crisis.

As I scroll through social media posts and with the local news, I’m seeing innovation from businesses retooling, pivoting if you will, to make face masks, shields, and even ventilators. I’m seeing mom and pop restaurants and businesses working together so their products and services can reach a bigger portion of our community. I’m seeing businesses doing everything they can to keep employees paid throughout the shelter in place. New businesses have joined the Chamber and watched the local businesses retool. Existing members continue to show their support.

As we all adjust to our new normal and settle into our new lives, it’s more important than ever that we work together. Utilize our local shops, restaurants and businesses. Become friends with your neighbors. Look to Chamber members for all of your needs. Support our local non-profit organizations and all of the good that they do.

Let’s work together so we can help get the local economy back up and going, and we’ll be able to enjoy the small-town charm that’s always been a big part of Pleasanton.

On a final note, with all of the new crises and movements going on, I want to acknowledge our city officials, our police department and our students for working together, planning and executing a peaceful, heart-warming protest. I really feel that many people had great things which needed to be said, and I truly believe that this change will happen and it will happen quickly. I am so proud of this community and the Chamber for the accomplishments that have been made.

Pleasanton North Rotary

Business Spotlight

Simplify your financial life

Michelle Massey is a Financial Advisor at Merrill Lynch, and her tenure with the company extends back to 2002.

She earned an MBA in Business Administration through The University of Phoenix in 2010 and holds the Accredited Asset Management Specialist (AAMS®) designation.

“Whatever your personal goals may be, I will work with you to develop a personalized financial approach designed to help you pursue your important to you,” said Michelle.

Her belief is that managing wealth extends beyond building investment portfolios. It means collaborating and learning about people and their stories to define what matters most. “I offer a coordinated wealth management approach that complements the desires of simplifying wealth accumulation, providing protection, and planning strategies for future generations,” said Michelle. She enjoys working with her clients on comprehensive wealth management strategies; enhancing investments to provide income or to focus on life priorities. Michelle is involved within her community through the Amador Valley Assistance League, Livermore, California in 2011; the Boy Scouts of America (Pack 915 and Troop 931), and in the Livermore School District. Contact Michelle at 925-227-6642 or via email at Michelle_l_massey@ml.com.

Pleasanton North Rotary donates $10,000 to Hively

Michelle Massey
Financial Advisor

Pleasanton North Rotary donated $10,000 to local nonprofit Hively on May 20 to assist its efforts to feed Tri-Valley families struggling with the Covid-19 related financial crisis. The funds helped pay for healthy and fresh food and home essentials, which are produced in partnership with Pleasanton’s SideTrack Bar + Grill and Eddie Papa’s American Hangout.

Business Spotlight

Smart, simple legal coverage starts here

Protect your family, your business, and your personal identity with the help of Courtney Coats

In 2011, Courtney Coats became an Employee Benefits Specialist with LegalShield & IDShield, which has helped her fulfill her lifelong passion of serving others, while building meaningful relationships and improving the lives of those around her. “We recognize that during these times of uncertainty of the Coronavirus pandemic, the need for sound legal counsel is heightened and we want to reassure our members that we are ready to serve your legal needs,” said Courtney.

Getting sound legal advice and support at a time like this can go a long way in reducing your stress and protecting your rights. LegalShield has remained open and is available throughout the pandemic to provide legal support.

What is a LegalShield Plan and How Does it Work?

Instead of paying a lawyer expensive hourly rates, you pay a small monthly fee and get access to experienced attorneys that can help you with any legal issue. With LegalShield, you get legal help, not a huge legal bill.

Examples of current issues LegalShield can help with:

• Travel plans and restrictions, cancellations and reimbursements
• Healthcare access and availability
• Wills, medical forms, healthcare directives and powers of attorney
• Insurance processes and claims
• Housing matters and related bills for essential services
• Childcare concerns and education and school needs or resources

Learn more about Courtney

Courtney Coats is a Bay Area native, born and raised in Pleasanton. After earning her Associates in Arts degree from Ohlone College, she went to work for The Change will happen. She continued her education while working at Clorox, and earned her Bachelor of Arts degree with emphasis in marketing at University of Phoenix. She was married for 17 years, has two step-sons and one grand-son, and is currently divorced, living in Livermore with her bichon/poodle Ruby. In Courtney’s free time, she is an Event Coordinator at Kids Against Hunger, feeding families around the world and around the corner. She is also a Tasting Room Associate at McGrail Vineyards and Winery.

For more information about LegalShield and how Courtney may be able to help you or a loved one, please visit: coats8. wearelegalshield.com. Courtney looks forward to working with you.