

Business Spotlight

Helping families build lasting legacies

By Antonio P. Accardo Jr., MBA

Ever since the formation of Accardo Financial & Insurance Services in 2008, we've had a singular focus on one-on-one client relationships. Like family, we want to be there by your side through the triumphs and tribulations because that's what my family has always done.

My father, Antonio Accardo Sr. immigrated to America in the 1950s. After five years of tirelessly doing anything he could to earn and save every extra penny, he and my Uncle Frank opened the doors to Villa Romana Pizzeria & Restaurant in San Francisco.

The long hours and laborious hand-crafted cuisine were rewarded through the love from his loyal customers. It was something I was fortunate enough to witness every day since I began working alongside him at the age of six.

I continued to be involved with the family business through grade school, high school, college, post-graduate, and even into my adulthood, running the restaurant for my father.

It was a family legacy I was proud to be a part of but also required me to put my own

dreams on hold of becoming a financial advisor. Over the years, I had learned first-hand the value of a dollar and the even greater value of serving someone well.

Like all good things, in 2014 my father decided to retire and close-up shop. It marked the end of 60 amazing years, while opening the door for me to take that same passion and love for my families' business and extend the legacy he created.

Now, well over a decade after founding Accardo Financial & Insurance Services, it's amazing to look back and see how two vastly different industries can have so much in common because of the importance of what we do and who we do it for; amazing people and families.

Alongside my wife of seventeen years, Natalia, and four sons: Antonio, Angelo, Alessandro, and Adriano, I'm determined to pass along the success and values I learned from my father to my family and yours.

Accardo Financial and Insurance Services offers fee-based financial planning and is located at 325 Ray Street in Pleasanton. Learn more by emailing aaccardo@financialguide.com or calling 415-203-9836.



Membership Anniversaries



During the past two months, nearly 100 businesses renewed their investment in the chamber, thereby demonstrating their continued commitment to community excellence while realizing the benefits, services and representation associated with membership in Pleasanton's leading business organization.

We recommend that you look first to chamber members for your business and consumer needs.

46 years

Richert Lumber Company, Inc.

40-45 years

Reynolds & Brown

Stanford Health Care Tri-Valley

Stoneridge Shopping Center

Studio Blue Reprographics

35-39 years

Keller Williams Tri-Valley Realty

DoubleTree by Hilton Pleasanton at The Club

Livermore Amador Valley Transit Authority (WHEELS)

Hacienda Child Development Center and School

30-34 years

Black Tie Transportation

MGR Assets Inc.

Phillips Law Offices, A Professional Corporation

Silmar Flooring

Robert A. Tucknott, CFLC, CPE

Sea Cliff Properties

25-29 years

First Republic Bank

Rotary Club of Pleasanton

Fremont Bank

Pleasanton Certified Farmers Market

Westamerica Bank

Faith Chapel Assembly of God

20-24 years

Museum on Main Street

AC Hotel Pleasanton

Alexandria's Flowers

Mark Sweeney

Agape Villages Foster Family Agency

Jue's Taekwon-Do

Visit Tri-Valley

15-19 years

Richard's Heating & Air Repair Inc.

Dote, Tom - Farmers Insurance Group

Haskett Law Firm, P.C.

Safeway, Inc.

Service Champions Heating & Air

Window-ology

Process Metrix, LLC

Pleasanton Auto Mall

Body Balance Fitness & Massage, Inc.

Casa Real at Ruby Hill Winery

Dutra Enterprises, Inc.

10-14 years

Ruggeri-Jensen-Azar

Servpro of Pleasanton/Dublin

Leslie Wolf - State Farm Insurance

The First Tee of the Tri-Valley

Caledonian Club of San Francisco, The

Integrated General Counsel, P.C.

Blue Oaks Church

Karlsson & Lane, An Accountancy Corporation

Legacy Real Estate & Associates

Baird Orthodontics

Cellar Door

5-9 years

Intero Real Estate Services

E J & J Investments, LLC

Fulcrum BioEnergy, Inc.

SteelWave

CarMax

Hopkins & Carley A Law Corporation

J. Boles, West Coast Backflow

Mindshare Group Benefits & Insurance Services

Unchained Labs

Addiction Treatment Alternatives, LLC (ATA)

ARCpoint Labs of Pleasanton CA

Ballistic United Soccer Club

Pacific Locomotive Association - Niles Canyon Railway

JBI Insurance Services

Nate Miley, Supervisor

1-4 years

California Gold Advocacy Group

Curtis Fleming - Farmers Insurance

De La Torre's Trattoria

Hospice East Bay

Jeanette Schaub Health & Wellness by Design

Leisure Sports, Inc.

Ogden Costa Creative Group

Perazul Capital LLC

Plucked Chicken & Beer

TekValley Corporation Inc.

BreakThrough Performance Systems, Inc.

Chabot-Las Positas Community College District

EmailsAndSurveys, INC

LTD Global, LLC

Resurrection Greek Orthodox Church

Stanford Blood Center

VIP Audio Visual Company Inc.

Andrea L. O'Rourke Accountancy Corporation

Armario Homes

Balch Enterprises, Inc.

Corporate eWaste Solutions

Locanda Amalfi

Lucky Stores Inc.

Mom Relaunch Foundation

ScannX, Inc.

Sri Venkateswara Grocery & Kitchen Farmhouse Foods LLC: DBA Denny's #9642

Judith Feuer - Edward Jones Financial Advisor

Mike Fowler - eXp Realty

Minuteman Press Pleasanton

PsiNapse Technology Ltd.

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