

## Membership Anniversaries



During the past two months, nearly 80 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.

### 41 Years

Peter MacDonald  
Ponderosa Homes

### 30-39 Years

Pleasanton Tulancingo  
Sister City Association  
Valley Tire Service  
Wilson Property  
Management

### 20-29 Years

LogoBoss  
Select Imaging  
Assistance League  
of Amador Valley  
Oracle  
Terrence J. Rose, Inc.  
Axis Community Health  
Door Doctor, The  
Stone Group, The  
Sensiba  
Tri-Valley Electrical  
Service Inc  
Tri-Valley Career Center  
Hoge Fenton  
The Clorox Company

### 10-19 Years

ACCUSPLIT, Inc.  
The Parkview Assisted  
Living  
Coldwell Banker Real Estate  
and Mortgage  
USA Mobil Drug Testing  
of the East Bay  
Lewman Law, APC  
Caledonian Club  
of San Francisco, The  
Mortensen & Son  
PMZ Real Estate  
Pat Mayfield Consulting,  
LLC  
Velur Enterprises, Inc.  
Barranti Law Group  
Blaha, Hartford & Perry,  
APC

### 5-9 Years

John Muir Health Pleasanton  
Outpatient Center

Towne Center Books  
Pleasanton American Legion  
Post 237  
Real Protection, Inc.  
Community Resources for  
Independent Living (CRIL)  
Inklings Coffee & Tea  
Smog King  
PCJ Real Estate Advisors,  
LLC  
Nonprofit & Communications  
Consulting

Reliable Concepts  
Corporation  
Golden 1 Credit Union  
Cook, Disharoon &  
Greathouse  
BYE Junk  
Cemex  
SideTrack Bar + Grill

### 1-4 Years

KG Investment Properties  
Pastas Trattoria  
Jill Cash - State Farm  
Insurance  
Aloft Dublin-Pleasanton  
Merrill Lynch,  
Michelle Massey  
Jeanette Schaub Health  
& Wellness by Design  
PMA Services  
LTD Global, LLC  
Gilman Brewing Company,  
Taproom  
Insperity  
Mom Relaunch Foundation  
Annette Frei Design  
David Wong Chiropractic  
Fondray  
Fresh Cut Christmas Trees  
The Specific Chiropractic  
Centers  
Fit Learning  
Joya Yoga Pleasanton  
US Foods  
Le Palais Sucre  
Meadowlark Dairy

## Business Spotlight

# Medical Care When You Need It, Where You Need It

At American Family Care®, the mission is to provide the best healthcare possible in a kind, caring environment. You can't always plan when you need medical care. Your American Family Care Center in Pleasanton makes seeing a medical provider simple and convenient. Just walk right in. They are open nights and weekends. You don't need an appointment, although you can make one if you'd like. You don't need a doctor's referral, and they can refer you to other doctors if needed. They provide convenient healthcare for everyone, and they take most insurances, including Medicare, Medi-Cal, and Kaiser.

The Pleasanton location opened this past summer, and is a locally owned, family-owned small business (franchise). As sponsors of the Amador Valley High School boosters club, AFC Urgent Care Pleasanton is committed to the families of its local community. Offering sports physicals for all student-athletes and TB skin tests for school volunteers at a discounted cost, AFC is extremely cost-effective and has affordable cash-pay prices for those without insurance.

Robert Dickinson, owner of AFC Urgent Care Pleasanton, had a 20-year career with pharmaceutical and medical device companies as a consultant, working with them on how to serve their customers better, both healthcare providers (like doctors) but also their patients. "I found during that work that one of the biggest impediments to better



ACF Urgent Care Pleasanton is located at 5311 Hopyard Road in Pleasanton, at the intersection of Owens Drive.

health for all is access to healthcare," said Dickinson. "It's the multiple months wait for an appointment with a primary care provider or even longer to see a specialist. It's the terrible experience that you have as a patient in the healthcare system, whether it's the rushed doctor office visit, or the long wait at an emergency room," he said.

Dickinson found the AFC opportunity as a way to design the healthcare service around the patient's preferences and convenience, not the doctor's preference and convenience. "We call it Urgent Care because that is the term that most people recognize, but what we really are is a Retail Medical experience," said Dickinson.

American Family Care Pleasanton has lab services, x-ray machines, EKG, and a procedure room all

onsite. They can diagnose broken bones and sprains, and supply you with any needed braces, splints, immobilizers, boots, and crutches. They test for infectious diseases (flu, COVID-19, strep, RSV, mono). They can also draw blood for all manner of blood tests. Most basic blood tests can be done onsite, but they can also send out complex x tests to a local lab for rapid turnaround results. They provide the most common injection medications, IV fluids, IV medications, nebulizers, and tetanus shots. They also have flu shots and will soon have Pfizer COVID boosters when they become available.

AFC Urgent Care Pleasanton is located at 5311 Hopyard Road in Pleasanton. Call them at 925-202-2478 or visit them online at [www.afcurgentcare.com/pleasanton](http://www.afcurgentcare.com/pleasanton).



## Business Spotlight

# Financial education, planning and guidance for your family and your future

Martin Aiello has been working in the financial services industry for over 25 years. He and his daughter Victoria have an independent insurance and financial services firm - BNJA - that has a unique process of working with individuals and business owners. He has his securities and insurance license, being held to the highest standards in the best interest of their clients and being able to work with the universe of mutual funds and insurance providers.

Their expertise is advanced executive benefits and helping people build wealth, protect wealth, and protect families in a tax favorable way. This allows Martin and Victoria to have a unique process of consulting clients on solutions rather than pushing a specific product. Every client's needs are personal, and the solution



Martin and Victoria Aiello's team approach provides increased benefits to all of their clients.

recommendations cater to what is most important to them, whether they're a business owner or individual. Some of BNJA's specialties

are tax reduction strategies, advance executive benefits, building wealth, protecting wealth, managing 401(k) plans, buy-sell agreements and more.

"Our goal is to have a positive impact on our community and the clients we serve by bringing value to them by building and securing financial wealth for families and businesses," said Martin Aiello. "We want people to retire with dignity and enjoy the journey of life."

BNJA Insurance and Financial Services is located at 183 Contractors Street in Livermore and can be reached at 925-586-9954. Email Martin at [maiello@bnja.co](mailto:maiello@bnja.co).

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