

# Business Connection



[www.pleasanton.org](http://www.pleasanton.org)

Catalyst • Convener • Champion

November 2023

## SafeAmerica Credit Union Celebrates 70 Years of Service

**F**ounded in 1953, our roots run deep. We're a full-service financial institution committed to providing the financial guidance you need to navigate life's journey. Being a member of SafeAmerica Credit Union means you're a part of a community-based financial cooperative, which is much different than a bank. It's better. We are not-for-profit, so our earnings are returned to our members in the form of higher dividends, lower loan rates and reduced fees. Plus, we've been around since 1953 and have a long history of exceptional service in the local area, including over 20 years right here in Pleasanton!

SafeAmerica Credit Union found its beginnings when two credit unions from San Francisco got together to serve Northern California Safeway employees. Over the years, we've evolved to now serve everyone in the Counties of Alameda, Santa Clara, Contra Costa, and San Mateo. We have 4 local Bay Area branches to serve you and our 37,000+ members in Pleasanton, Walnut Creek, Brentwood, and Hayward.

We're proud to celebrate 70 years of service and proud to serve our local community here in Pleasanton, where we call home. Our commitment to your financial health is our priority. We offer products and services to help you



SafeAmerica Credit Union employees Kevin Alvarez, Lisa Eddy, Steven Page and Melinda Santa Cruz supporting the Pleasanton Chamber Golf Outing as sponsors.

achieve your life's goals. Anything from auto loans and free checking to the latest in technology for quick and easy account access, you can count on us. Plus, you can rest easy knowing your hard-earned money is insured up to \$500,000 per account with America Share Insurance- something the big banks can't say.

Check us out at [safeamerica.com](http://safeamerica.com) to see how we can help you achieve your financial goals.



### INSIDE

- 1 SafeAmerica Credit Union
- 2 Final board chair column  
Young professionals recognition  
Businesses part of our community
- 3 The Destination for Successful Innovation
- 4 Alexander Chiropractic and Wellness  
Garage Kings
- 5 Northern Curry  
John Michael Vinci, UBS
- 6 Membership Anniversaries  
AFC Urgent Care Pleasanton  
BNJA Insurance and Financial Services
- 7 Villa Sport Fitness
- 8 Ribbon Cuttings

#### GOLD



#### SILVER



#### BRONZE





## PLEASANTON CHAMBER OF COMMERCE EXECUTIVE LEADERSHIP TEAM

### Board of Directors

Chair of the Board

**Jill Buck, Go Green Initiative**

Chair-Elect

**Shawn Henley, Morgan Stanley**

Vice Chair, Membership

**Ken Norvell, CMIT Solutions of Pleasanton**

Vice Chair, EDGR

**Bill Wheeler, Black Tie Transportation**

Vice Chair, Pleasanton 2025

**Lauri Moffet-Fehlberg, DAHLIN Group**

Treasurer

**Steve Baker, Baker Financial Consulting**

Past Chair

**Kim Damiani, Summit Financial Group**

Board Members

**Geno Ashley, Hoge Fenton**

**Bill Buckley, ENT Networks**

**Seema Chawla, TekValley Corporation**

**Shelley Despotakis, Fidelity National Title**

**Nick Kurji, Primrose School of Pleasanton**

**Tracey Lewis Taylor, Stanford Health Care**

**Tri-Valley**

**Bob Rossi, Sunshine Saloon**

**Lori Strazdas, The Clorox Company**

### Community Foundation

#### Board of Directors

Chair

**Susan Hayes, Nonprofit & Communications Consulting**

Vice Chair

**Shelley Despotakis, Fidelity National Title**

Treasurer

**Ken Norvell, CMIT Solutions of Pleasanton**

Chamber Past Chair

**Kim Damiani, Summit Financial Group**

Secretary

**James Cooper,**

**Pleasanton Chamber of Commerce**

Directors

**Roy Cook, Robert Half**

**Angel Moore, Alameda County**

**Fair Association**

**Nancy Morehead, BeautyCounter**

**Jamie Renton, Pleasanton Unified**

**School District and Tri-Valley REACH**

**Herb Ritter, Ritter Investments, LLC**

**Anne Roby**

**Janeen Rubino-Brumm, Pleasanton**

**Unified School District and Sunflower Hill**

**Joe Testa, Livermore-Pleasanton**

**Fire Department**

### Committee Chairs

Ambassadors

Chair

**Curtis Fleming, Farmers Insurance**

Co-Chair

**Jamie Renton, PUSD & Tri-Valley REACH**

**Pleasanton Young Professionals**

Chair

**David Wong, David Wong Chiropractic**

### Chamber Staff

President/CEO

**James Cooper**

Membership Director

**Dawn Wilson**

Business Operations Manager

**Yianna Theodorou**

Events & Communications Manager

**Susie Weiss**

Business Connection is a bi-monthly publication of the Pleasanton Chamber of Commerce.

The positions and views advocated here are solely the responsibility of the Chamber.

Layout and Design by Paul Llewellyn, Embarcadero Media

**Pleasanton Chamber of Commerce**

**777 Peters Avenue**

**Pleasanton, CA 94566**

**Phone (925) 846-5858**

**Fax (925) 846-9697**

**www.pleasanton.org**

Stay connected with the Chamber



©2023

# It Has Been a Privilege to Serve

When I joined the Chamber many years ago, I was excited to promote my nonprofit organization, the Go Green Initiative. The Chamber has so many opportunities to market your business, and I took advantage of each one.

When I joined the Chamber Board, I realized that my focus needed to morph into promoting ALL our



**Jill Buck**  
Board Chair  
Pleasanton Chamber

members' businesses and organizations, not just my own. The commitment to enhance the business climate in Pleasanton is something that each person on the governing Board takes seriously, and I have enjoyed working with this selfless group of volunteers who devote so much time to the prosperity of the whole community.

Pleasanton is full of entrepreneurs and hard-working go-getters. From small barbershops to large corporations, Pleasanton business owners and their teams are audacious achievers who provide a sizable portion of the City's tax base. The Chamber is the gathering place for these job creators, and collectively we advocate for what their businesses need to continue strengthening Pleasanton's economy.

I love Pleasanton and feel so fortunate to have raised my family

here. I know that a City like ours does not happen by accident – it is the result of countless people putting in countless hours over countless years to ensure that every facet of the community is strong and sustainable. It has been the privilege of a lifetime to serve the business community as the Chamber Board Chair this year, and I know that the vital work of advocating for Pleasanton businesses will continue under the leadership of our 2024 Board Chair, Shawn Henley. Thank you to all our Chamber members, staff, and Board members for affording me the honor of serving you this year!

## Next generation of business leaders to be recognized

The Pleasanton Chamber of Commerce and the Pleasanton Young Professionals are proud to recognize the next generation of business leaders and advocates who are making strides in their industries and the business community in the Tri-Valley area. Honorees will be announced and recognized in early 2024.

Nominations are being accepted online for individuals who meet the following criteria:

- Nominee must be an employee of an active business, or a business owner located or operating in the Tri-Valley
- Nominee must be 39 years of age or younger as of December 31, 2023
- Nominee must demonstrate leadership skills and initiative

- Nominee must have demonstrated integrity
- Application includes a brief description on how the following criteria applies to the individual:
- What innovative and effective practices does this individual bring to their organization?
- In what ways has this individual grown professionally?
- How has this individual made a positive impact in their industry?
- For what charitable organizations, youth programs, education, volunteer opportunities, does the individual participate?



**David Wong**  
Board Chair  
Pleasanton Young Professionals

The premier networking group for emerging and established young professionals, the Pleasanton Young Professionals is a committee of the Pleasanton Chamber



that strives to help other young professionals to learn, empower, and grow from their mastermind lunches, volunteering and fundraising opportunities, and monthly networking mixers.

Honorees will be selected on merit, not volume of submissions. Nominations close Friday, December 15, 2023. Cast your vote today at <https://bit.ly/yprecaward>.



## Businesses are part of the fabric of our community

For the last 14 years, my work has focused on growing the economic development impact of our local businesses.

That is the essence of a Chamber of Commerce – to encourage and support commerce activities in our community. Therefore, it's no surprise that I have some opinions about what constitutes a business-friendly city. We hear this term used all the time by public officials, who say these words in the hope those listening will believe them. But is it true?

First, let's start with the term itself. When I think about a business-friendly city, I imagine a place that fosters a favorable environment

for businesses to operate, grow, and thrive. This town prioritizes policies, regulations, and infrastructure that supports economic development, job creation and investment. There is a positive entrepreneurial ecosystem that is characterized by attributes such as low taxes, regulatory efficiency, a skilled workforce, economic diversity, financial incentives, networking opportunities, a good quality of life, and a safe and secure environment.

A business-friendly city is intentional in its efforts to retain and grow businesses. It uses the tools at its disposal – policies, incentives, outreach – to attract interest knowing these organizations will

contribute to economic growth and community prosperity that enhances our quality of life. This city has a healthy and positive relationship with its business community, which encourages organizations from other locations to consider moving their business here.

It also has a healthy environment for the entrepreneurs who change the world for good, the risk-takers who are willing to fail many times while working toward success. These businesses battle for the future, confront resistance to change, and overcome negativity and doubt to bring their ideas to the world around them. But they need to start somewhere, and they need time to develop. They need a business-friendly city that encourages success, that finds a way to say yes instead of always responding with no.

Why is this important? Because businesses provide jobs, generate tax revenue, and help grow a city's quality of life. They are part of the fabric of our community. They volunteer at schools, donate to non-profits, and advertise at youth sporting events. They are your neighbors, your friends, and even your family. The entire community should want a healthy, successful business community, just as they want a healthy, happy city excited about the array of shopping choices that are right here at home.

A business-friendly city is important, not only for businesses but for the entire community. The Chamber encourages you to support your local businesses – shop local, work local, and think local – and to support policies and practices that help businesses thrive.



**James Cooper**  
President/CEO  
Pleasanton Chamber



# Pleasanton: The Destination for Successful Innovation

Promoting Pleasanton as an innovation center and highlighting the contributions of businesses to the overall quality of life, the Pleasanton Chamber of Commerce and City of Pleasanton are pleased to present Pleasanton: The Destination for Successful Innovation, a luncheon event on Wednesday, November 15, 2023, at Casa Real at Ruby Hill Winery. The Chamber and the City will partner to recognize four successful Pleasanton-based companies achieving advancements in their industry and making significant contributions locally and globally as this year's Economic Drivers followed by the awardees engaging in an insightful conversation about emerging technologies and artificial intelligence.

**Blume Global** is a supply chain technology company that specializes in providing innovative supply chain and logistics solutions to businesses worldwide. With a strong focus on optimizing and streamlining the complex processes involved in global trade and transportation, Blume Global offers a range of digital platforms and services to help companies manage their supply chains more efficiently and effectively.

**Cowbell** is signaling a new era in cyber insurance by championing adaptive cyber insurance.

Harnessing technology and data, Cowbell provides small and medium-sized enterprises (SMEs) with cyber insurance coverage bundled with advanced warning of cyber risk exposures.

**Vector Atomic** products will transform industries from transportation to telecom. By harnessing the extreme stability of atoms, our clocks and sensors deliver performance for tomorrow's world.

**ZF** is a global technology company supplying systems for passenger cars, commercial vehicles and industrial technology, enabling the next generation of mobility. With its products, the company contributes to reducing emissions, protecting the climate and enhancing safe mobility.

Industry leaders participating in the conversation at the luncheon include Mark Pluta, Chief Technology Officer, Blume Global; Jack Kudale, Founder & CEO, Cowbell; Jamil Abo-Shaeer, Co-Founder & CEO, Vector Atomic; and Tansen Panesar, Business Development Manager, ZF. Moderating the discussion will be Yolanda Fintschenko, PhD Executive Director, i-GATE Innovation Hub and Daybreak Labs.

The luncheon event is open to everyone in the community and is \$85 per person. All guests can register to attend no later than November 7 at [www.pleasanton.org](http://www.pleasanton.org).

## Pleasanton: The Destination for Successful Innovation

A discussion on emerging technologies and artificial intelligence

**WEDNESDAY, NOVEMBER 15, 2023**  
11:30 a.m. Networking, 12:00 p.m. Lunch and Program  
Casa Real at Ruby Hill Winery, 410 Vineyard Avenue, Pleasanton  
\$85 per person | [www.pleasanton.org](http://www.pleasanton.org)



**MARK PLUTA**  
Chief Technology Officer  
Blume Global



**JACK KUDALE**  
Founder & CEO  
Cowbell



**JAMIL ABO-SHAER**  
Co-Founder & CEO  
Vector Atomic



**TANSEN PANESAR**  
Business Development  
Manager, ZF



**YOLANDA FINTSCHENKO**  
PhD, Executive Director,  
i-GATE Innovation Hub and  
Daybreak Labs, Moderator

**Pleasanton's 2023 Economic Drivers**



BLUME  
global  
WISETECH GLOBAL GROUP



cowbell®



ZF



PLEASANTON  
CHAMBER of  
COMMERCE



THE CITY OF  
PLEASANTON



AMOS  
PRODUCTIONS



nina pomeroy photography



## OPENheart

KITCHEN

**Build the Food Bank, Bring the Hope!**

[ChefGivingCommunity.org/BringTheHope](http://ChefGivingCommunity.org/BringTheHope)


 (925) 580-1616

Join us in strengthening the safety net across our Tri-Valley region with a donation to help build out a food bank in Livermore. Your donation will be matched 2:1 through our matching campaign with the Community Health and Education Foundation.

Give now:








# HOPE

HOSPICE AND HEALTH SERVICES




**New Palliative Program!**


Hospice Care | Palliative Care  
Family Caregiver Programs  
Grief Support | Dementia Education  
Volunteering Opportunities

**(925) 829-8770** [HopeHospice.com](http://HopeHospice.com)





THE CLUB AT  
**RUBY HILL**  
*Pleasanton, California*



*Welcome to*  
**THE CLUB AT RUBY HILL**  
See yourself here. Contact us for  
private events or club membership.  
**www.rubyhill.com**



Dr. Matthew Alexander has been around chiropractic care all his life. His chiropractor father founded Alexander Chiropractic and Wellness. Dr. Alexander's dad gave him regular chiropractic adjustments since he was a child. It was during a mission trip in Mexico City that Dr. Alexander decided to become a chiropractor himself.

## Alexander Chiropractic and Wellness celebrates 37 years in business

Alexander Chiropractic and Wellness has proudly served the East Bay area since 1986. For over three decades, they have helped patients from infants to seniors feel and function their best through their gentle, specific approach to chiropractic care.

After graduating from Life Chiropractic College West in 2011, Dr. Matthew Alexander joined his father in the Livermore practice. In 2013, he purchased a practice in Dublin, then moved that practice to Pleasanton a few years later. They have just moved that practice to



their new forever home near the Alameda County Fairgrounds in the Birch Lakes business park on Koll Center Parkway. Dr. Alexander also purchased the Livermore location upon his father's retirement in 2018.

At the end of 2022, Dr. Alexander purchased Babcock Chiropractic's two locations in San Ramon and Brentwood, allowing them to serve even more of the East Bay. Dr. Alexander and Dr. Babcock have been friends since chiropractic school and share the same philosophy and approach to care. With four convenient locations (Pleasanton, Livermore, San Ramon and Brentwood), Alexander Chiropractic and Wellness looks forward to seeing you soon. Learn more at [alexanderchiro.com](http://alexanderchiro.com) or call 925-875-1459.

### Business Spotlight

## Your dream garage starts today

The pros at Garage Kings can help you transform your garage into your favorite room of the house.

Your home is your oasis from the rest of the world, a place where you go to escape the demands of your everyday life and relax. Maximizing the available space means using every inch to its fullest potential, including your garage floor and storage. However, this essential part of your home may not receive the same care and attention as other areas and may begin to look worse from wear.

"We are a locally owned and operated business looking to provide the highest quality product and service to the community we do business and live in," said Shawn Shugrue of the local Garage Kings.



A home's garage doesn't have to become a dumping ground for the miscellaneous trinkets you picked up along the way. With the right garage floor installation, you can give your space the aesthetic boost it deserves. Any old epoxy flooring installation company won't give your garage floor the strength and beauty it deserves. That's why Garage Kings is the garage floor and storage company to breathe new life into your space and have it ready for your next chapter.

Garage Kings installs commercial grade concrete floor coatings that are made to last. They service garages, patios, basements, as well as commercial spaces such as restaurants and workplaces. Garage Kings also offers high-quality cabinets and storage solu-



tions. They now have slatwalls as an option, with other storage solutions such as overhead storage coming soon.

Not all floor coatings are created equal. "We have stringent installation standards along with a training facility where we certify all of our installers to be experts on the installation process and materials," said Shugrue. They use the highest quality product, specially formulated for Garage Kings.

Give your home the garage it deserves. Contact Shawn Shugrue at 510-552-3889 or via email [shugrue@garagekings.com](mailto:shugrue@garagekings.com). Learn more online at [www.garagekings.com](http://www.garagekings.com).



Garage Kings is locally owned and operated by Shawn Shugrue, pictured here with his children.



Business Spotlight



The craft dishes at Northern Curry encapsulate the essence of India's diverse regions, and their vegetarian and non-vegetarian menu is a testament to India's culinary heritage.

Authentic North Indian Cuisine

Introducing Northern Curry, a new Indian restaurant in Pleasanton that will take you on a culinary journey and transport your taste buds to the heart of India. The restaurant is a celebration of the rich tapestry of flavors, spices, and traditions that India has to offer.

Their craft dishes encapsulate the essence of India's diverse regions, and their vegetarian and non-vegetarian menu is a testament to India's culinary heritage. Whether you're a fan of chaats, biryanis, soft and creamy butter chicken, or vegetarian delights, Northern Curry has something to please every palate.

Northern Curry is a haven for connoisseurs of authentic Indian cuisine. A great dining experience is more than just the taste; it's the sights, sounds, smells, and everything else that goes into making your visit memorable. Experience comfortable and enjoyable family dining at Northern Curry's Pleasanton location at 4000 Pimlico Drive, Unit 106. Offering dine-in, take-out and catering options. Open Tuesday through Sunday. Call 925-425-7292 or visit [northerncurry.com](http://northerncurry.com).



Northern Curry's Pleasanton location is at 4000 Pimlico Drive, Unit 106, near Santa Rita Road and Interstate 580.



The menu features chaats, biryanis, soft and creamy butter chicken, or vegetarian delights.



Business Spotlight

The right moves for your financial future

The cornerstone of my service to clients is guiding them to reach their financial aspirations and enhance their overall financial wellness,” said John Michael Vinci of UBS Financial in Danville.

Building strong relationships with clients is a top priority, as it allows him to provide personalized advice and guidance based on each individual client. Whether it’s retirement, investment strategy, or estate planning, John Michael works closely with his clients to ensure that all aspects of their financial lives are addressed. As an Accredited Asset Management Specialist™ and Accredited Wealth Management Advisor™, John Michael can provide clients with the advice, insights and customized solutions they need to pursue what’s important to them now and in the future.

As a financial advisor, I uphold a client-centric approach that places my clients’ unique financial objectives and aspirations at the heart of my practice. I prioritize the individual needs of each client, investing time in comprehensively understanding their specific circumstances, risk tolerance, and long-term goals. My approach is holistic, encompassing all aspects of their financial lives, including investments, retirement planning, taxes, insurance, and estate planning.

Effective and transparent communication is a cornerstone of my service, where I break down complex financial concepts and maintain an open dialogue to keep clients informed and engaged in their financial journey. I adhere to the highest ethical standards, always acting in the best interests of my clients and avoiding conflicts of interest. I tailor investment strategies to align with their unique financial objectives and risk tolerance. Risk management and insurance are key components of my strategy to mitigate unforeseen events and market volatility. Additionally, I am well-versed in tax-efficient strategies to optimize their financial



**John Michael Vinci**

positions. My goal is to provide each client with personalized, objective, and comprehensive financial guidance, empowering them to achieve their financial goals and secure their financial future.

With more than 13 years in financial services, John Michael Vinci is a Senior Vice President–Wealth Management and Financial Advisor for UBS Financial Services, which has a boutique feel with a global powerhouse of asset management.

“I find genuine satisfaction in helping individuals and families achieve their financial goals, secure their futures, and navigate life’s financial challenges,” said John Michael. “It’s deeply rewarding to see my clients’ financial well-being improve and to know that I’ve played a role in their success and peace of mind.”

**UBS – John Michael Vinci**  
4105 Blackhawk Plaza Circle Danville, CA 94506  
Phone: 925-746-0274 [JohnMichael.Vinci@UBS.com](mailto:JohnMichael.Vinci@UBS.com)





## 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 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).

Securities and advisory services offered through Ameritas Investment Company, LLC, (AIC), member FINRA / SIPC. AIC and BNJA Insurance and Financial Services, Inc. are not affiliated

Securities and advisory services offered through Ameritas Investment Company, LLC, (AIC), member FINRA / SIPC. AIC and BNJA Insurance and Financial Services, Inc. are not affiliated.



Business Spotlight

# VillaSport Athletic Club and Spa Introduces a New Sub-Brand: Villa Sport Fitness in Pleasanton

VillaSport Athletic Club and Spa has announced it will be opening its first new fitness concept club in Pleasanton, CA. Villa Sport Fitness, a satellite location that supports the VillaSport Athletic Club and Spa hub in each market, offers a new option for fitness enthusiasts who want the luxury of VillaSport in a relaxed setting that cultivates friendship and connection. The new Villa Sport Fitness clubs are modern, state-of-the-art facilities that offer a premium fitness experience with more focused amenities, but the same high level of service enjoyed in the full-sized clubs. Membership pre-sales began November 1, 2023.

“We are excited about expanding and growing our community and presence in the Bay Area. Last year, we acquired a four-club fitness chain in Boise, ID, that has been very successful. We have learned a great deal from running a smaller fitness-focused gym and are excited to bring this concept to our other markets,” said Billy Malkovich, President of VillaSport.

The Pleasanton space is undergoing a major renovation to provide the elevated experience of a VillaSport club. The new 30,000 square foot Villa Sport Fitness facility will feature lifestyle amenities that include indoor

lap pool and whirlpool; complete fitness center for cardio and strength training; array of complimentary group exercise classes each week for all fitness levels; hardwood sports court; recovery spa offering cryotherapy, float tanks, compression therapy, zero gravity massage chairs, cold plunge tub, and infrared sauna; indoor café; childcare center; and luxurious locker rooms with steam rooms, saunas, and relaxation lounges. Villa Sport Fitness is the mid-tier fitness offering with a high level of service that is currently missing in the market.

This new location will add to VillaSport’s current portfolio of four Axiom by VillaSport locations, and seven VillaSport Athletic Club and Spa locations, bringing the total to 12 clubs across five states. “It’s an exciting time here at VillaSport. We have an aggressive growth plan, through both acquisition and green field development. If there are similar opportunities in other markets, we are open to hearing about them. While the large format, family-focused VillaSport model is our foundation, the smaller fitness-focused model allows more accessibility in current and new markets. This Pleasanton project affords new possibilities for VillaSport, and having a mixed portfolio of large and mid-size clubs is our goal,” said Joe Syufy, CEO



Villa Sport Fitness is located at 5341 Owens Court in Pleasanton and plans to open in early 2024.

of VillaSport. VillaSport has initiated a major expansion effort and continues to seek new locations in its existing markets and beyond.


**About VillaSport**

VillaSport Athletic Club and Spa is a resort-style athletic club and spa offering a unique combination of luxury amenities, state-of-the-art equipment, and innovative programs for the entire family. VillaSport is a family-owned business with four Axiom locations in Boise, ID, and seven VillaSport locations in Beaverton, OR; Colorado Springs, CO; Katy, Cypress and The Woodlands, TX; and San Jose and Roseville, CA. VillaSport corporate headquarters are located in San Rafael, CA. VillaSport is proud to be an active member in the communities by supporting local charitable organizations such as food banks, schools, health groups, and youth sports. For more information about VillaSport, please visit villasport.com



# Discover the JumpstartMD Difference

## MEDICALLY SUPERVISED WEIGHT LOSS & WELLNESS



**Ana**  
Lost 11% Body Weight &  
Reversed Diabetic Condition



**WEIGHT LOSS**  
Our medically supervised weight management offers a personalized approach to achieving your healthy, happy weight and sustaining it for a lifetime. Start your journey and enjoy personalized 1-on-1 coaching sessions, optional FDA-approved weight loss medication, ongoing body composition analysis, metabolic and hormonal laboratory testing, and more.



**BIOIDENTICAL HORMONE REPLACEMENT THERAPY**  
Restore your hormones to more youthful levels to dramatically improve your health, quality of life and vitality with Bioidentical Hormone Replacement Therapy (BHRT). JumpstartMD’s BHRT is a safe and effective part of our comprehensive, holistic approach to restoring optimal hormone levels and improving the imbalances that can lead to issues like poor sleep, decreased energy, low libido, anxiety, weight gain and more.



**VITAMIN INJECTION THERAPY**  
At JumpstartMD we are excited to offer our members vitamin injection therapy to enhance their overall health weight loss and wellness. Our vitamin booster injections take seconds to administer, have a superior absorption rate and offer lasting effects. We offer a full specialty line of vitamin injections including; B-Complex, Glutathione, Alpha Lipoic Acid (ALA), Amino Acid Blends, NAD+ and more.

# JumpstartMD

Real Science, Real Food, Real Results

**JUMPSTARTMD.COM | 1.855.JUMPSTART**  
(855-586-7782)



## Ribbon Cuttings



Creating new jobs, stronger economy



Your Tri-Valley Real Estate Experts

**Park 46 Real Estate** — Park46 can open the door to your dream home, anywhere, at any price. Susan Schall & Stephany Jenkins of Park46 Real Estate offer an innovative home buying and selling experience and represent clients in a variety of lifestyle categories. Agent-owned and locally focused, Park46 was founded by two top-producing, award-winning agents ready to take on a fresh approach to home buying and selling. With over one billion in lifetime sales, their past experience working for large brokerages, paired with the high-touch concierge service of a boutique brokerage like Park46, provides the best of both worlds and uniquely positions you to achieve winning results. Park46 Real Estate is located at 350 Main Street, Suite L in downtown Pleasanton. Learn more at [park46.com](http://park46.com).



Find family here

**Valley Community Church** — Valley Community Church is pleased to open their Families Building, an addition to their Kids and Disability Ministry. VCC Kids and Disability Ministry are committed to a welcoming and safe space where everyone can learn God's word and grow to know and love Jesus. The building is approximately 4,800-square feet of intentionally-designed space. From the indoor check-in and welcome area for parents to securely drop-off their kids, to a dedicated environment functionally designed for students with disabilities and special needs, each room was thoughtfully procured to best serve families. This new addition to the VCC campus also includes a fun and vibrant playground for toddlers, preschoolers, and elementary students to enjoy, all next to the grassy area of the Gathering Place to create a park-like ambiance. Learn more at [vc.church](http://vc.church) and find out how you can connect to their Families Ministries. Sundays at 9:00 and 11:00 a.m.



Creperie, Coffee, Ice Cream

**Le Palais Sucre** — Le Palais Sucre, a French crêperie, ice cream shop, and café, celebrated its one-year anniversary with a fun balloon artist, face painting, live music and an exciting raffle. The family-owned café features everything from sweet and savory crêpes and hand-churned ice cream to omelettes and salads to lattes and milkshakes. Le Palais Sucre is located in the Kollin Building in Downtown Pleasanton, at 600 Main Street, Suite F. Open 7 days a week. Sunday through Thursday 8:00 a.m. to 4:00 p.m. and Friday and Saturday 8:00 a.m. to 9:00 p.m. Order online at [lepalaisucre.com](http://lepalaisucre.com) or over the phone 925-201-1782. Find them on Instagram at @cafelepalaisucre.



Threading, Waxing, Henna

**Preet Brows** — Manpreet Kaur of Preet Brows celebrated her 10th anniversary in business. She always wanted to own a business of her own and feels very fortunate that she is doing what she loves. Specialties at Preet Brows include threading, waxing, facials, henna, haircuts and makeup. Preet Brows was established in 2013, and Manpreet puts her efforts into making every client look more beautiful. As a result, she has more than 170 Five Star reviews. Walk-ins welcome for threading. Make appointments for all other services at [preetbrows.com](http://preetbrows.com) or call 925-417-0101. Visit them at 4307 Valley Avenue, Suite D in Pleasanton. Find Preet Brows on Facebook and Instagram.



General, Cosmetic and Family Dentistry

**Pleasanton Valley Dental** — Dr. Gagandeep (Goldie) Pandher and the team at Pleasanton Valley Dental provide quality dental care to families in the Pleasanton area and treat patients of all ages, focusing on a comprehensive approach to oral health. They are committed to delivering the highest quality dental care and do so using advanced dental equipment. Pleasanton Valley Dental is a cosmetic dentist that offers services like checkups, teeth cleaning, crowns, veneers and more. They also perform emergency dentist services that include bonding, root canals, crowns, and bridges. As a local dentist, Dr. Pandher and her team create lifelong relationships with their patients and their families and work to ensure that they receive treatments in a comfortable and relaxed environment. Dr. Pandher and our team invite you to schedule an appointment by calling 925-600-0065. Pleasanton Valley Dental is located at 7041 Koll Center Parkway, Suite 110 in Pleasanton.



Get relief from chronic pain, maximize your well-being

**The Pleasant Chiropractor** — At The Pleasant Chiropractor, Dr. Dan Russell and his staff are committed to providing the best possible chiropractic care in the Amador Valley. With over 20 years of experience, they have the knowledge, tools, and resources to help their clients achieve a pain free lifestyle in as few as a couple of visits. Their local chiropractors provide patient-specific treatment plans that incorporate the use of chiropractic care, physical therapy techniques, at-home exercises, non-surgical spinal decompression and so much more to provide the most time-efficient and effective plan to treat patients with a variety of conditions. The Pleasant Chiropractor has a new patient special for \$99. Located at 1811 Santa Rita Road, Suite 118 in Pleasanton. Learn more online at [thepleasantchiropractor.com](http://thepleasantchiropractor.com).