Patelco celebrates 80 years of service with stronger than ever member savings

As Patelco Credit Union celebrates its 80th year serving Bay Area communities, it brings a focused commitment to helping members save for the future. By delivering nearly $39 million dollars in member benefits last year in the form of fewer fees, lower interest rates on loans, and much higher interest rates on savings (versus California banks), Patelco is helping to put its members on a solid path to debt reduction and increased savings.

As a testament to the success of its programs, the credit union grew to 300,000 members and $5 billion in assets during the first quarter of 2016. In addition, while the U.S. economy continues to recover, Patelco has rebounded to be among the top one percent of U.S. credit unions, ranking 25th out of the nation’s 6,150 credit unions, and the sixth largest in California.

“In reaching some key milestones, we are reenergized, focused on savers, and taking action to help members build more financial stability,” said Erin Mendez, President and CEO. “Our drive to continuously innovate along with our focus on delivering superior value and service, are all key factors to our success.”

Several of Patelco’s tools and resources are geared toward helping members save by delivering higher interest rates. These include a highly competitive, reverse tier money market account that pays higher interest rates on lower balances, and promotional, two-year and three-year rising-rate certificates/IRAs that automatically increase once annually (even if rates are stagnant).

For members seeking to pay down debt and free up additional savings, Patelco has implemented the Timely Repayment Incentive Program (TRIP) which lowers loan rates after 12 monthly, on-time payments; launched an overdraft protection line of credit to buffer members from fees; and dropped select credit card rates.

In addition, Patelco donated $232,000 and 528 volunteer hours (continued on page 6)
Conjuring up the flavors of Old Italy, Strizzi’s celebrates its 30th Anniversary

Rooted in the culinary traditions of the Strizzi’s family from Villa Santa Maria in the Abruzzo region of central Italy, Strizzi’s takes its name in honor of owner Ray Bartolomucci’s mother’s maiden name.

To Luciano Strizzi, preparing Italian food communicated a philosophy. From a modest Italian deli known as L. Strizzi, Luciano and his wife, Assunta, garnered success in the American Dream. “Seventy years after L. Strizzi opened in Greensburg, Pennsylvania, I dedicated our Italian restaurants to my grandparents, Luciano and Assunta. As Italian immigrants, born and marked in Villa Santa Maria, these two people helped bring the flavor of Italian village life to America. With each ladle of sauce we serve at Strizzi’s comes a hint of that seasoning and our philosophy of freshness,” said Ray Bartolomucci, Jr., proprietor of Strizzi’s.

It is from that philosophical building block that Ray Bartolomucci, Jr. laid the cornerstone of his restaurants. He opened his first restaurant location in downtown San Leandro in 1986. In November 1989 and as Strizzi’s popularity grew, Bartolomucci opened his second location in downtown Pleasanton at 649 Main Street. Strizzi’s now has additional locations in downtown Livermore and in Fremont on Mowry.

This year, Strizzi’s is celebrating its 30th Bay Area anniversary by featuring an exciting new anniversary menu addition to its customary menu which is accompanied by a diverse wine selection from regional vintners.

Bartolomucci opened his Pleasanton location at a time when downtown Pleasanton was struggling to revitalize. Ray saw the potential. Strizzi’s was one of the first businesses to open during that revival on Main Street 30 years ago. He had a vision that has come to fruition – that of a thriving downtown area full of quaint, small businesses and restaurants with residents strolling the streets on warm summer nights. It is Ray’s insight and belief in growing local community business that has bolstered Strizzi’s success.

Strizzi’s quickly became a community standout for excellent, fresh food accompanied with warm personal service. The Strizzi’s philosophy welcomes every diner as a personal guest in their home. Ray and his wife Meri are longtime residents of Pleasanton where they are raising their family of four teenage and college-age children.

The best way for Strizzi’s fans to stay informed of anniversary events and special offers is to sign up for their Email Club and follow them on social media. Learn more at www.strizzis.com.
McKay’s: The best beer today and tomorrow
Featuring 16 handcrafted microbrews on tap

Year-round comfort for the family, the team or a happy hour out with friends is how McKay’s Taphouse & Beer Garden was designed. McKay’s is a full-service restaurant with outdoor dining and specializes in California Craft Beers and wines to accompany a unique, eclectic menu that is best described as pub food with chef’s twist” (Executive chef Sam Sussman).

Opened in August of 2015 in downtown Pleasanton, McKay’s is dedicated to offering a casual environment for the community to come together with reasonable beer and food prices. They are family and dog friendly.

“Best Bang for your Buck”
~ Diablo Magazine’s Food Edition, October 2015

McKay’s is family owned and operated by Josh and Barbara McKay, Pleasanton residents that have a love for food, beer and wine. Their roots run deep in the Pleasanton community. In fact, Josh was raised in Pleasanton and loves to share his fondness for craft beers with his neighbors.

Barbara McKay has been in the business for almost 30 years, starting as a waitress at 16 years old and then bartending her way through college. She even continued to bartend after starting her career as a commercial Interior Designer. Josh played professional soccer for 10 years then retired to coach soccer at University of San Francisco (his alma mater) for 11 years.

“Our love for food, beer and wine created an aspiration to ‘someday’ own a restaurant,” said Barbara. Well, Josh was no longer at USF and decided moving the family to remain coaching was not a preference so after some serious coaxing from Barb, they found themselves starting the process to open a Taphouse.

You can follow McKay’s Taphouse & Beer Garden on Facebook and visit them in downtown Pleasanton at 252 Main Street. They’re open Tuesday 4:00 – 10:00 p.m., Wednesday, Sunday 11:00 a.m. – 10:00 p.m., Thursday 11:00 a.m. – 11:00 p.m., Friday-Saturday 11:00 a.m. – midnight and closed Mondays. For more information, email zeeker3@comcast.net or call 925-425-0217.

Pleasanton residents Josh and Barbara McKay have a love for food, beer and wine, and their roots run deep in the Pleasanton community.
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Farmers Insurance District 65 is a team dedicated to helping provide the support and training that is necessary to be successful within the insurance field.

Now seeking entrepreneurs, self-starters and leaders
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At Farmers District 65, they believe in ongoing education in their industry. To be the best you can be, you need to keep current on any new ideas and techniques that will assist you in looking out for your client’s best interests. Farmers District 65 is dedicated to providing you with the tools to increase your odds of success. You only get one chance to make a first impression.

James Peregrino started in the insurance industry seven years ago with no prior knowledge of the insurance other than that everyone in California needed to have it. He built his business from the ground up one policy at a time with the sole belief that life insurance is the most important product/service he provides for his clients. He was a top life agent every year that he ran his business all the way up to his promotion now as a District Manager. His current focus is on replicating the process by creating new successful business owners. They have a very strong training program and hope to continue building in their district.

The District 65 office in Pleasanton is about training business owners on how to either:
• buy a book of business (Acquisition Entry point)
• building a book of business (Traditional Entry point)
• train new and existing agents on all Farmers systems
• support all agents in district

There are many different benefits that come from working in the insurance industry. Some unique factors that Farmers Insurance provides include a flexible lifestyle, residual income, and business ownership. District 65 is a team dedicated to helping provide the support and training that is necessary to be successful within the insurance field. They provide an extensive training program for those with little to no experience. Their classes include licensing, product knowledge, and business systems that help create successful business owners.

Learn more about what it means to join the Farmers team as an agency owner today by calling 925-474-3448 or visiting them online at www.peregrinosurance.com.
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Anna Ruotolo (middle) and her team at New American Funding are experienced professionals with roots in Pleasanton and the East Bay. Visit us at 600 Main Street, Suite E in Pleasanton or online branch.newamericanfunding.com/pleasanton or direct at 925-718-1193.

Pleasanton Rentals celebrates 20 years as leader for event rental items

Pleasanton Rentals was purchased by Sherri Creighton, March 1, 1996, making this their 20th year in business. Sherri is what is known in the rental industry, as a third generation rental store owner/operator. Her grandparents opened a rental store in East Texas in 1957, and her father, A. Reed Franklin, joined his parents in that company in 1966. Sherri likes to say that she grew up in a “rental yard” as she was either at the business playing on all the equipment in the yard, or working. She worked from the early age of 12 washing dishes by hand, servicing lawn mowers, washing chairs, sweeping/mopping and just about anything else that a 12 year old could do well for 50 cents an hour.

After graduating from the University of Texas in Austin in 1983, Sandi was offered a full-time position by her father as manager of the homeowner/party store in her hometown of Tyler, Texas. After being married, she moved to Dallas and worked for the premier event rental company, Ducky-Bob’s, still in business today. After a break from the rental industry, relocating to California and having children, she was happy to get back into the industry with the purchase of Pleasanton Rentals.

In 1996, the company offered homeowners equipment, small construction equipment and party rental equipment. In 2004, Sherri sold all construction and homeowner equipment to Cresco, becoming 100% party and event rentals. The year of 2005 saw the business moving to a larger facility, boasting one of the largest showrooms in the area on Commerce Circle in Pleasanton, which is where they are still located today. Pleasanton Rentals specializes in offering a wide selection of rental products for parties/events/meetings for homeowners, businesses, bride, wineries, etc. Pleasanton Rentals believes that the quality of service the customers receive is as important as the quality of the products they rent.

Visit Pleasanton Rentals online at www.pleasantonrentals.com or visit their showroom on Commerce Circle in Pleasanton.
Pleasanton benefits from the support of hundreds of individuals and businesses committed to vol-unteering their time and resources to strengthen our city and make it a better place to live, work and raise a family. Many more would like to participate and are looking for a starting place to become educated and equipped for community involvement. Twenty-seven years ago, the Leadership Pleasanton program was established for that purpose.

Co-sponsored by the City of Pleasanton and the Pleasanton Chamber of Commerce, Leadership Pleasanton is an educational forum in which participants get a “behind-the-scenes” look into the myriad of private businesses, public agencies, non-profits and elected officials who make up the economic and political environment of Pleasanton. Through these contacts, interactive exercises and field trips, participants expand their knowledge and ability to influence our community. Over 670 participants have graduated from Leadership Pleasanton and many have since become active community leaders, participating in areas such as City commissions, non-profit organization boards of directors and committees, Rotary clubs and more. They also benefit from relationships formed during the class.

The time commitment is one day per month for nine months, the first Wednesday of every month from September through May. A continental breakfast and lunch are provided each day.

Leadership Pleasanton: Enrich your knowledge and involvement in the community

First day of the program began with fun team building games.

Don Lewis, Don Lewis Music having fun climbing the fire ladder during Public Safety Day. Certainly not your typical work-day experience.

Don’t miss out on all the fun! To learn more about Leadership Pleasanton, contact the Chamber at (925) 846-5858 ext. 203 or email kate@pleasanton.org.
To most people that are not familiar with China IP law firms, Unitalen IP Consulting’s parent company, Unitalen Attorneys at Law, is one of the largest IP law firms in China with the biggest trademark and patent filing amount in the country. Its litigation lawyers are also recognized by China Supreme Court as one of “the most outstanding IP legal teams.”

Unitalen IP Consulting is right here in Pleasanton and provides consultancy and information on China IP laws. They work with legal partners and clients on their IP legal issues in the Far East.

“As a Chinese IP lawyer, I have been receiving inquiries on IP matters in China,” said General Manager Ms. Dan Chen, who is also a Chinese Trademark and Copyright Attorney. “It is a rewarding experience to help U.S. local companies who have limited resources and information about the best practice in China to work out the right plan, and most important of all, to build up confidence in protecting their IPs in the Chinese IP system setting.”

Unitalen Attorneys at Law has helped many U.S. industry leaders, including Fortune 500 companies, in protecting and reclaiming their intellectual properties in China market for years. They, however, will not only facilitate real time communication and service delivery for the existing clients, but also will extend their top quality IP legal services to the local small- and mid-sized companies, who try to reach out to China market, with the most cost-effective solutions.

Its clients start trusting them by initiating the first question for consultation. Unitalen treasures every opportunity to know the concerns and issues, which are troubling the client, and they manage to provide a comprehensive view of the possible solutions along with their costs and benefits to the client, for them to make informed decisions at best. For a free and no-obligation consultation, call or email Ms. Dan Chen at 925-468-0248 or dan.chen@unitalen.com. Find out more at www.unitalen.com.
Go Green Initiative – Our nonprofit started in Pleasanton schools in 2002, and we are now working in Pre-K through Universities in all 50 states and in 73 countries. We help schools conserve natural resources for future generations and protect children’s health through environmental stewardship. We have piloted a new program at Amador called “Local Leaders of the 21st Century,” giving students access to local public policy makers who impact our waste, water, energy and food systems. Thanks to a grant from Pleasanton Garbage Service, students studied Pleasanton’s waste system this semester, and can help your business avoid fines for not complying with recycling and organics separation laws. If you would like to invite the students to speak to your company or group, please email us at jillbuck@gogreeninitiative.org.

Lifelight Fit – We’re more than a gym - we are a success community. You will have a trainer for every workout. So you burn twice the fat in half the time with double the FUN! Thirty minutes a day, three days a week will Lighten Up your Life! Visit our website to see how people just like you have changed their lives at www.lifelightfit.com/true-results. Find out for yourself try a personalized FitFUNction session for $15.

Select Imaging – Select Imaging celebrated its 25th anniversary and specializes in printing and graphic solutions to help our customers market and grow their businesses. We do printing, graphic design, mailing, copying, signs, banners, target marketing and promotional items. On our state of the art digital and offset presses… we print business cards, letterhead, envelopes, postcards, brochures and much more. Select Imaging is located at 6398 Dougherty Road #27 in Dublin, CA. You can visit us online at www.selectimaging.com or give us a call at 925-803-1210.

1+1 Technology – Thank you Pleasanton Chamber of Commerce for the warm welcome to Pleasanton, CA! 1+1 TECHNOLOGY is team of professional Technology Advisors and Engineers. We help small to medium sized businesses and non-profit organizations simplify the complexity of IT deployments and IT management. Having problems with email? Want to ensure that all your computers are running current anti-virus and anti-malware? Are you backing up what you think your backing up? The team at 1+1 is here to help. Our Ready-24/7 Managed IT Services Suite is designed to help business owners focus on their business and leave the IT to the pros. Contact us today for an IT assessment. 1+1 Technology is located at 39 California Avenue, Suite 206 in Pleasanton. For more information email: mangedIT@1plus1tech.com or visit online at www.1plus1tech.com/msp.

Keller Williams Tri Valley Realty – Keller Williams Tri Valley is thrilled to announce the opening of its 4th location at 660 Main Street in the heart of downtown Pleasanton. When downtown, please come in and visit us at this wonderful new location. In addition, we now are here to serve you at 449 Main Street, 2300 First Street in Livermore and 5994 West Las Positas in Pleasanton. Please contact us at 925-397-4200 for all your real estate needs at www.KWtrivalley.com