



Financial

ESSENTIALS LLC

FAITH ■ EDUCATE ■ FREEDOM ■ EMPOWER

Financial Essentials Celebrates Armand Persichetti's 100th Birthday



Independent financial firm proud to be a part of festivities

In many ways, Armand Persichetti, a retired hairdresser to the stars, lived the quintessential American life. A first-generation Italian American, his parents immigrated from Alvito, Italy, in the early 1930s. Persichetti grew up in the Larimer Avenue section of the East End of Pittsburgh. He is the sole survivor of nine brothers and sisters.

In his early 20s, Persichetti moved to Cincinnati and trained as a hairdresser at Macy's. He eventually owned his own salon, The Madison House of Beauty. It was known as a hub of social enjoyment in Cincinnati society. Persichetti, the ringleader, loved fine dining and lived near the stadium.

According to his niece, Kathy Morandini, he lived independently in a one-bedroom apartment until age 97, when he suffered a stroke. Since then, he chose to live in a comfortable nursing home in Pittsburgh.

Meeting Needs

Financial Essentials was on hand when Persichetti gathered with his family to celebrate his 100th birthday. Persichetti blew out candles, posed for pictures and accepted the special gift of an American flag.



With 50 family members in attendance, Persichetti said, "I know they would have come out anyway because that is how they are. They are

family-oriented people. Family means everything to them."

"It was a pleasure to help Armand celebrate 100 years of life, and we look forward to celebrating next year, the year after that and many years to come," said Mark Stallsmith, owner of Financial Essentials. He continued, "To celebrate the occasion, a flag was flown over the State Capitol, delivered with a citation in Armand and his family's name as a multi-generation immigrant family to Pennsylvania."



About Financial Essentials

Financial Essentials is an independent financial services firm whose advisors provide comprehensive financial planning solutions to individuals and families. Their core values of independence, compassion, and consideration are deeply entrenched in their mission to deliver quality service and advice. For more information, contact: Financial Essentials at mark@myfinancialessentials.com or 724-481-1191.