

business brief

New businesses and ribbon cuttings:

Lamorinda Optometry, 3581 C Mt. Diablo Blv, Lafayette (925) 283-8502.

The store held a Ribbon Cutting ceremony for its new location on Mount Diablo Blvd. on June 14th. Doctor Becker has been working with Lafayette patients for 32 years. The new store is opened from 9 to 5PM Mon., Tue. and Thu., from 9 to 5PM on Wed., 8 to 4PM on Fri. and 9 to 4PM on Sat.

FedEx Kinko's, 1 Camino Sobrante, Orinda (925) 258-9243, www.fedex.com

Since FedEx bought Kinko's 3 years ago, the 2 companies integrated their services at their point of sale. A new store opened in June in Orinda in the space formerly occupied by an ice-cream parlor and a movie rental business. The store is managed by FedEx employee Boom Anderson; it is open from 7:30 AM to 9 PM during the week, from 10 AM to 6 PM on Saturday and from Noon to 6 PM on Sunday.

Paperweight, 3678A Mount Diablo Boulevard, Lafayette (925) 283-0344

A new fine stationary and gift store opened just a few weeks ago across the street from the Diamond K Supply Yard. The store is opened Tuesday to Friday from 10 AM to 4 PM, or at any other time by appointment.

Other news:

Fountainhead Mortgage, 2 theater square suite 310, Orinda (925) 317-7601, www.fountainheadmortgage.com

Experienced mortgage broker Cory Reid has earned the exclusive Certified Mortgage Consultant (CMC) designation, the highest level of certification available from the National Association of Mortgage Brokers. Fewer than 30 California mortgage brokers have earned the title. To earn it, mortgage brokers must meet stringent requirements, including extensive work experience and a comprehensive written exam.

Coldwell Banker Residential Brokerage, 85 Moraga Way, Orinda (925) 254-1212, www.lamorindaishome.com

Coldwell Banker announced On July 3rd that Orinda agent Glenn Beaubelle is the top producing sales associate year-to-date for the company's San Francisco Bay Region. In achieving the top sales level through May, Beaubelle outpaced more than 1,000 agents in 16 offices in the East Bay and North Bay. A 28-year real estate veteran in the Lamorinda area, Beaubelle and his wife, Kellie, have also been one of the top-producing local real estate teams.

24 Hour Fitness, 594 Moraga Rd, Moraga (925) 377-2400, www.24hourfitness.com

The Moraga club is relocating to 351 Rheem Blvd, just off the intersection of Moraga Road and Rheem Blvd, and around the corner from its current location in the Rheem Center. Management believes that the bigger, better spot will accommodate additional amenities for more members. The new facility is scheduled to open in the spring of 2008.

Terzetto Cuisine, 1419 Moraga Way, Moraga (925) 376-3832

Announcing Terzetto's Sunday Family Nights. Beginning July 29th, the restaurant will serve home style meals for only \$9.95 on Sunday nights. Examples of the menu include: Pot roast, fish and chips, meatloaf, vegetarian pasta, accompanied by mash potatoes and vegetable. Reservations recommended.

News from the Chambers of Commerce:

Lamorinda Tri-Chamber Mixer:

Wednesday, August 8, 5:50 to 7:00 p.m.

Location: La Finestra Ristorante, 100 Lafayette Circle, Lafayette, CA

Lafayette Chamber of Commerce - www.lafayettechamber.org

Lafayette entrepreneur club meeting

Thursday, July 19, 8:30am, 100 Lafayette Circle

New Chamber member: Paperweight becomes the Chamber's 600th member.

Chamber of Commerce of Moraga - www.moragabiz.com:

New Chamber members: Bank of America, Patricia Crawford, Alain Pinel Realtor

August 25th the Chamber of Commerce of Moraga is having a "Luau," check web site for details.

Orinda Chamber of Commerce - www.orindachamber.org:

New Chamber member: Dan Laff, financial consultant

If you have a business brief to share, please contact Sophie Braccini at sophie@lamorindaweekly.com or contact Lamorinda Weekly at 925-377-0977.

Waist Management –

The End of Diets

By Theresa Tsingis, D.C., M.S.

There are hundreds of diets to go on, but only two ways to truly lose weight – a healthy way or the unhealthy way. How can one get beyond dieting to the resolution of a weight issue? One of the keys is to pay attention to body composition instead of the bathroom scale. Body composition is the standard for gauging your quality of weight loss, because losing fat and preserving lean muscle is actually the critical health issue. Many people diet and wind up losing lean muscle, which benefits only the diet industry's annual revenues of 33 billion dollars. Muscle loss negatively affects your health and metabolism. Conversely, the preservation of fat (especially around the abdominal area) can foster the production of inflammatory chemicals which have been linked to diabetes, heart disease and arthritis.

Muscle acts as a reservoir for the immune system, providing amino acids for

the production of infection and tumor-fighting cells during times of physical stress, trauma and infection. It is vitally important to your health to target the loss of abdominal fat and avoid muscle loss, especially in the 30+ age group.

Many people slowly lose muscle and gain fat over the years. They make one of the most common mistakes, that of not eating often enough throughout the day and then overeating in the evening. This triggers the body during the day to use its amino acids (from muscle) in order to raise brain blood sugar levels to normal. Then, large meals at the end of a busy day cause the excess caloric intake to be converted into fat.

Fad diets and foods, books, and commercial weight loss programs work in the short-term, if at all. What is the healthiest approach to weight loss? The best starting point is to know your individual body composition. Bio-electrical im-

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pedance analysis (BIA) is a state-of-the-art body composition test, and it is an optimal guideline for embarking on a health program. From that test many things can be determined, including one's individual protein needs, basal metabolic rate (how many calories you burn at rest), and the proportions of fat, muscle and water in the body.

Exercising and eating foods in the right proportions and at the correct intervals for your unique metabolic needs is what works on a lifetime basis. An experienced nutritionist can provide you with insight into your medical history combined with your health goals, and can help you find ways to eat better throughout your busy day.



Dr. Tsingis is the owner of Lamorinda Nutrition, at 89 Davis Rd., Orinda. Tel 254-1080.
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The Key to Dieting Success: Learn How to Cheat

By Jennifer Wake

In the past century, quick access to meals of many varieties has become the norm, and food temptations have become embedded into our culture. The bombardment of messages about food hits potential dieters from all directions – television, radio, billboards, bus stops – making the idea of waging war against the scale seem daunting.

While many dieters have found success by counting carbs, limiting fat, or joining a gym, these same dieters often see the pounds return – often bringing some friends – when their diet plan stops. If you really want long-term diet success, says Orinda resident and psychiatrist Dr. Harvey Widroe, you first need to learn how to cheat.

For more than 40 years, as Dr. Widroe has treated his patients for their various psychological issues, the topic of weight would often arise. "I saw my patients diet for a while and be successful and then they'd start to cheat. The cheating brought on negative feelings," he said. "If we accept that cheating is part of normal life and not a character defect, we can stop burning up so much emotional energy criticizing ourselves."

With the desire to help his patients and other discouraged dieters, Widroe wrote "The Smart Dieter's Cheating Guide," (Outskirts Press, 2007), which offers a

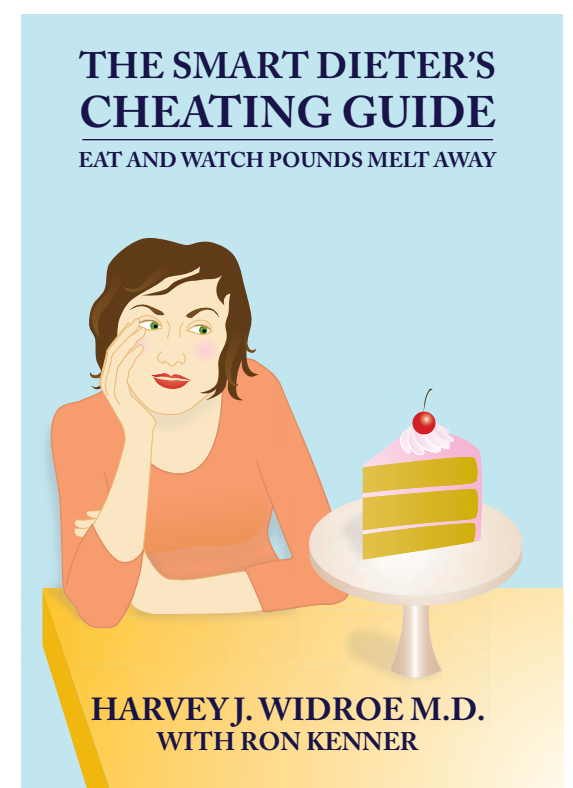
way for dieters to cheat as part of a life plan, offering unique tips to help them lose weight.

The main principle Widroe underscores in his book is that calories are the same whether you choose to eat a doughnut or a large salad with blue cheese dressing. "There are no good or bad calories," he says. "It's simply a measurement of energy. In real life you can't always be thinking about calories. If you want to lose weight, you just need to reduce the total calorie intake. We have stresses – husbands, wives, family – and we can't always keep track."

The Cheating Guide allows dieters the flexibility to choose foods that they love and to incorporate them into their eating plan. Strict calorie counting is out. Rounding up calories to the nearest hundred and lumping foods into low, medium, or high calorie content is in. By categorizing foods this way, dieters – whether at the grocery or out to dinner – develop a better understanding of which foods have the largest impact on their waistline. This allows them to more easily substitute lower calorie foods for higher ones.

"Effective cheating," writes Widroe, "means eating in such a way that we reduce our overall daily calorie consumption. To pull it off successfully, we have to do some planning." First, plans should not be too drastic. "They must have the look of our normal eating behavior," he said. "Substituting calorie-loaded food items from our cheating list, a few major eating behavior changes, and a cheating sequence taken together will help us eat a good deal less."

One dieter highlighted in Widroe's book was determined to cheat. Drawn to a local Burger King, he could envision the



burger, fries and shake with startling clarity. Instead of taking the normal course of action – the drive thru – he made a "major eating behavior change" and parked in the lot. The change shifted the automatic response and the dieter was able to stop and think. Understanding the substitution rule, he opted for a medium sized Snicker bar at the corner drug store instead of the burger meal, saving more than 1,000 calories.

"He still cheated," explained Widroe, "but the negative feelings about cheating were gone. Everyone cheats. The trick is finding ways to be a better cheater."

As weight begins to come off, Dr. Widroe reminds dieters it does not happen in a linear fashion. "The course of our weight loss will look just like a staircase, not a slide," he explained. "As fat cells lose fat, they absorb water. At a certain state of cellular water retention, our hypothalamus signals the pituitary gland to stop producing antidiuretic hormone. With the absence of the hormone,



Harvey J. Widroe

dieters get rid of lots of water – and excess weight."

Other tips include daily weigh-ins on a digital scale, and setting small 7 lb. achievable goals.

The key? "There's always a response to the stopping point of a diet, but there doesn't have to be a stop to this," Widroe said. "If you can memorize ten different ideas that you can use in real life, you never have to stop and you will lose weight."

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