

business briefs

New Businesses and Ribbon Cuttings:

Orinda Taxi; 482-7112

Julian Juricevic started a local taxi service on September 1st. Orinda Taxi serves primarily customers in the Lamorinda area. The company can be called 24 hours a day, 7 days a week. The first car of the new company is a Ford Escape Hybrid.

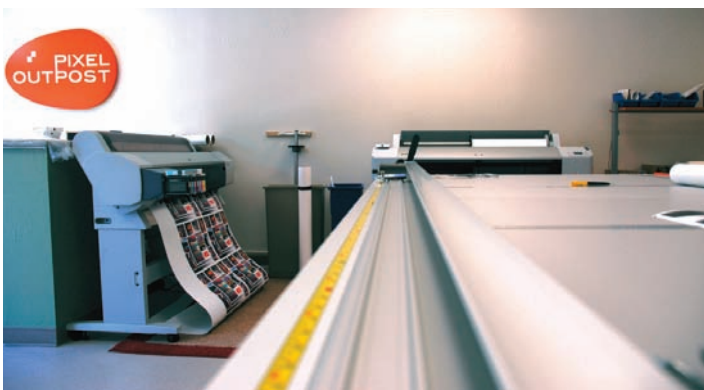
Diverse Business News:

The Home Loan Group, 999 Oak Hill Road, Lafayette 866) 465-8588 x701 www.tammycryer.com

Tammy Cryer, with The Home Loan Group, has earned the Certified Mortgage Planning Specialist (CMPS) designation at CMPS Live. CMPS Live is presented by the CMPS Institute of Ann Arbor, Michigan, a training, certifying and ongoing membership organization created to help mortgage professionals integrate financial planning concepts into the mortgage process.

Pixel Outpost 331 Rheem Blvd., Moraga 925-376-7216; <http://www.pixeloutpost.com>

In May, Steve Kozel, President, moved Pixel Outpost into the old firehouse on Rheem Blvd. Designed for both novice and expert digital photographers, Pixel Outpost creates an experience where consumers can create beautiful BIG prints for personal art and portraits. Kozel is dedicated to ensuring Pixel Outpost is the easiest place on the web to get BIG prints from digital photography as well as traditional photos & 35mm slides. Using their secure website, Pixel Outpost processes photos for output on canvas, fine art paper, and photo paper.



Coldwell Banker Residential Brokerage, Orinda; 275.3085

Coldwell Banker Residential Brokerage today unveiled a sweeping redesign of all of its marketing materials to incorporate "green" printing practices into its marketing materials. All of the marketing materials are being printed on Forest Stewardship Council (or FSC) certified paper from Mohawk Paper, which uses 100 percent wind power produced electricity. As a result, in the coming year more than 129 trees will be saved, 375 pounds of water-borne waste will not be generated, 55,050 gallons of wastewater flow will be eliminated, 6,090 pounds of solid waste will not be generated, nearly 12,000 pounds of greenhouse gases will not be generated, 91.8 million BTUs of energy will not be used, nearly 20,772 pounds of air emissions will not be generated, and enough crude oil will be saved to drive the average car for 22,500 miles.

New from the Three Chambers of Commerce:

Lafayette Chamber of Commerce - www.lafayettechamber.org:

- Entrepreneur's Club, Thursday, September 20 - 8:30 a.m. to 9:30 a.m. Chamber Conference Room.

Guest speaker: Gary Summers, Lewis Summers, Public Relations. Mr. Summer will discuss "what is public relations? And how can it help you tell your story?"

- Business Issues/Governmental Affairs, Committee Open Meeting. Thursday, September 27 - 8:00 a.m. Chamber Conference Room.

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

Chamber meeting on September 28th, at 8:00 a.m. at Terzetto Cuisine, 1419 Moraga Way in the Moraga Center. Everyone is welcome.

Orinda Chamber of Commerce - www.orindachamber.org:

Chamber Luncheon: Friday, September 28th, 12:00 noon to 1:30 p.m. (arrive early to network). Location: Orinda Country Club, 315 Camino Sobrante, Orinda; Keynote Speaker: Riley Etheridge, Certified Financial Planner, Certified Financial Analyst, Merrill Lynch Northern California Director; Topic: "Six Scintillating Steps to Retirement." Cost: \$30.00 per person (everyone is welcome). R.S.V.P. by Wednesday the 26th.

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

Art Show to Benefit Open Space Preservation ... continued from 5

Jones and Onoda expect a big turnout at the art show again this year. Works by recognized local artists such as John Finger, Bob Chapla, Silvio Silvestri, Suzanne D'Arcy, Douglas Morgan, Chris Newhard, Onoda and many others will be there. This will

be a great opportunity to check out their latest works, acquire interesting pieces of art and contribute to the protection of our local natural beauty. Children are welcome and admission is free. For more information call 925-878-9682.



George Ehrenhalf painting

Photo William Hinshaw

"Orinda Taxi" Puts Customers and the Environment First

By Sophie Braccini



Barbara Ochota is taken home by Julian Juricevic of "Orinda Taxi" Photo by Sophie Braccini

Julian Juricevic has been an Orinda resident for many years. So when he had to give up his career as a contractor for health reasons, he decided to create a new business in the community he calls home. Juricevic loves to drive and enjoys people's company. Since there was no taxi company in Orinda, he decided to fill that void.

After getting all the licensing and permits that are required for this profession, Juricevic opened "Orinda Taxi" just two weeks ago. This entailed driving his taxi to the Orinda or Lafayette BART station, turning on his cell phone and waiting for customers to show up.

It was at the Orinda station that Barbara Ochota first spotted him. An environmentalist at heart, Barbara asked the man for his card when she saw he was driving a Ford Escape Hybrid. She knew she would some day need a taxi. Unfortunately the opportunity arose sooner than she had anticipated when she sprained her ankle on the morning of September 14th, getting off the bus that was taking her to BART. The pain was so intense that she immediately went to see a doctor in Orinda. She hadn't forgotten Orinda Taxi and called to be driven from the doctor's office to her Moraga home. It cost her only \$13.

Barbara is not the only one thrilled to see a local taxi company operate in Lamorinda. Beverly, who works for BART, thinks it's a great idea. "It enhances the whole public transportation experience," explain

the BART Agent, "it was much needed."

When asked why he decided to buy a new hybrid car for his trade rather than a much less expensive used regular car, Juricevic explains, "I love nature and I respect it. I know it will take me longer to become profitable, but I wanted to pollute as little as possible and, when I drive at night in the quiet streets of our towns and my taxi glides by without any noise, I love it!"

At this time, Orinda Taxi has only the one vehicle but Juricevic answers calls 24 hours a day and will be delighted to pick you up at home and take you to the airport even at 4:00am. He believes that being local gives him an edge over other providers: his response time is fast and he is a neighbor people can trust. He says he is already getting repeat business. If everything goes as planned, Juricevic will soon hire a second local driver and he hopes to purchase more vehicles in the years to come.

Volunteerism Keeps Lamorinda Humming ... continued from page 1

Volunteers at the Orinda Arts Council also bring their professional skills to the table by organizing exhibits in the Orinda Library Art Gallery, supporting special arts programs in Orinda schools, and lobbying for additional arts programs in the community.

John Spahr, a Scout Master in Lafayette, simply wanted to help with his church's e-waste collection day. He volunteered to give up two weekends (along with boys from Cub Scouts Pack 200 and Boy Scouts Troop 200) to distribute flyers for the event at the Lafayette Art and Wine Festival

and at the Walnut Festival in Walnut Creek.

For Durkin, volunteering is a way to give back. "I once purchased a ceramic bowl that read around the outer rim, 'tickle the earth with a hoe and it will laugh with a harvest.' Volunteering is somewhat along the same thought," he said. "To help something (an idea, cause or solution) grow."

At the library, Weaver is amazed by her volunteers. "They don't ask for recognition and expect nothing in return. They give and give and give," she said. "We just love them to pieces."



Friends of the Lafayette Library volunteers Doris Duncan, Sally Bellenger, and Pat Boyer prepare for another book sale in the Book Room at the Lafayette Community Center Photo by Jennifer Wake

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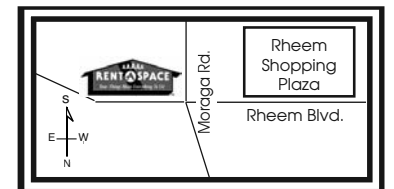


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