

business briefs

New Businesses and Ribbon Cuttings:

Kopitiam Restaurant, 3647 Mt. Diablo Blvd., Lafayette | 299-1653
The official Ribbon Cutting ceremony of the Malaysian/Singaporean restaurant will be held on Tuesday, October 9th at 4:30pm. The restaurant located, near Trader Joe's offers creative and tasty dishes for breakfast, lunch and dinner to-go, accompanied with a traditional hot beverage.

Mt. Diablo Nursery & Garden, 3295 Mt. Diablo Blvd., Lafayette | 283-3830
Formerly known as Harry's Nursery, the nursery is now managed by new owner Garth Jacober. The Ribbon Cutting ceremony will be held on Thursday October 11th at 4:30pm.

General News for Business Owners:

Business Emergency Planning.

Ken Tom, CERT Instructor in Lamorinda, believes that small businesses should know how to help their businesses survive in case of emergencies. In partnership with Jay Lifson, the Executive Director of the Lafayette Chamber of Commerce, the Town of Moraga and the Moraga Chamber of Commerce, Tom developed a brochure to help business owners protect their valuable assets in case of disaster. Formal business training will be scheduled in January 2008. It will be a joined effort by SCORE, VISA and CERT. For more information, contact TTK at (925) 376-0533.

Sign Ordinance in Moraga: get involved now!

The discussion draft of the proposed sign ordinance was released on September 29th, and several opportunities will be given to the public during the coming month to discuss the project and file comments. The first two opportunities will be joint meetings between the Planning Commission and the Moraga Economic Committee that are open to the public and will be held in the La Sala building of the Hacienda de Las Flores on October 9th and on October 15th at 7:30 pm. The draft will be presented to the Town Council on October 24th. Lori Salamack, the Moraga Planning Director, urges business owners to come as well to the "Citizens Land Use Academy." The next session, on October 9th, will address the Sign Ordinance. It takes place at the Hacienda as well, 5:45pm- 7:15pm.

Diverse Business News:

The Absolute Center, Mt. Diablo Blvd., Lafayette | 299-9642
The Lafayette Pilates, yoga and reconditioning training studio is expanding from 1900 feet to 4,000 feet and will open the new space on November 1st.

Clocks Etc., 917 Moraga Road, Lafayette | 284-4720
Wendy Tamis and Scott Hampton, owners of Clocks, Etc. have brought you the 4th Annual "Time To Celebrate Life" event to help get the message out about ovarian cancer. This month long event was organized in partnership with the Oakwood Athletic Club. The October 4th final event will be held from 5:00-8:00pm at Clocks Etc. It will include food, music, and the raffle of dozens of prizes including a grandfather clock. Raffle tickets were sold at both businesses during the month of September; to purchase additional tickets call 284-4720.

News from the three Chambers of Commerce:

Lafayette Chamber of Commerce, 100 Lafayette Circle, Lafayette 284-7404 | www.lafayettechamber.org
The Chamber is organizing a **fund raising event** on October 19th to benefit the historical Town Hall Theater in Lafayette. The happening is a concert in the honor of late Lafayette resident Brent Mydland, (1952 - 1990), who was part of the Grateful Dead. The concert will be held at the Theater, 3535 School Street (@Moraga Rd.) in Lafayette. Workingman's Ed, featuring Stu Allen and Pat Nevins will play Grateful Dead's music as well as songs written by Mydland. Tickets are on sale at the Lafayette Chamber of Commerce only.

Lafayette Chamber Mixer, Wednesday October 10th at 5:30pm. The meeting is open to Chamber members and the public. It will be held in the Washington Mutual offices, 3492 Mt Diablo Blvd. in Lafayette.

Entrepreneurs Club, Thursday October 18th at 8:30am. For small business owners, new comers welcome. At the Lafayette Chamber, in the Conference room.

Chamber of Commerce of Moraga, 262-4277 | www.moragachamber.org
Chamber meeting on October 26th, at 8:00 a.m. at Terzetto Cuisine, 1419 Moraga Way in the Moraga Center. Everyone is welcome.

Orinda Chamber of Commerce, 24 Orinda Way, Orinda 254-3909 | www.orindachamber.org
After Hours Mixer, Tuesday, October 23, 2007 - 5:30 to 7:00pm. Location: Park Place Wealth Advisors, 18 Orinda Way, Orinda. New comers welcome.

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

Helping Seniors to Stay at Home

By Sophie Braccini

The Edwards want to stay in their home for as long as possible. The couple have been Orinda residents for 50 years, raised their family, and now in their 80's will not let physical ailments get the better of them. When Jeannette recently broke her elbow, her son Lee helped secure the daily assistance the couple was going to need. As caregivers had been hard to find and hard to keep, they decided to contact professional services. One of them was "Senior Helpers" of Moraga, established in June 2007 by Kevin Reneau.

After he retired from his job with the UC Berkeley Athletic Department, Reneau was ready to start a new life and run his own

business. When he came across the franchise opportunity offered by Senior Helpers, a 7 years old service provider company, he knew this was the right opportunity for him and his wife, Pam. Senior services are in high demand and Lamorinda seemed like the right place to provide it.

According to Senior Helpers' research, there were 5,269 seniors age 75 and better living in Lamorinda in 2004 (8.2% of the total population) and that population should amount to 5,786 by 2009. Most seniors do their best when they can stay in their community and many families try to keep their commitments to their relatives. "Caring for aging parents can take a toll on families and/or

spouses," comments Reneau, "and that's when our services come into play."

Senior Helpers provide elders with in-home care and companionship in the form of a familiar paid employee. Services range from reading, transportation to social or medical appointments, to more engaged services such as grooming, personal care, medication reminder and house keeping if necessary.

Since he started his venture, Reneau has been interviewing an average of 20 caregivers a week, applying a rigorous screening process. Potential workers have to have senior care experience, four references in the field and are subject to a criminal background check. "Caregivers become part of the family of our elderly customers," explains

Reneau, "we recruit helpers who have chosen to work with seniors because they love it."

It's that commitment that has pleased the Edwards. According to the Lee Edwards, "Kevin has proposed caregivers who get along well with my parents; he followed up with visits and phone calls. His company showed involvement and care."

The Edwards signed up for help 10 hours a day, 7 days a week and two persons have been selected. Typically, contracts demand 3 to 4 hours a day, 3 to 5 times a week. The cost depends on the nature of the needs, and is usually around \$20 an hour. Such expenses are not usually covered by health insurance, but long term care insurance can help.

Celtic Rock at Joe's of Lafayette

By Cathy Tyson



Local band, "Pladdohg" will be celebrating the release of their new album, "More Songs About Drinking and Fighting," at Joe's of Lafayette on Saturday, October 13. How often do you get to enjoy a pint and listen to Stanley Intermediate School substitute teacher, Erin Bloom? How often is a Celtic rock band with a Scottish-Irish-American folk flavor playing locally? Not that often. Although to be fair, they played in Orinda to quite a large crowd as part of the Summer Concert series.

Bloom describes their music as, "Taking traditional songs and making them their own - kind of California Celtic. We 'Pladdohg' it." Their unique sound is the result of a collaborative effort; each of the seven musicians brings their own background, classical, jazz, rock and roll to the group.

"Putting together the CD

was such a learning experience, exciting and sometimes painful," reflects Bloom. It was recorded at Red House Studios in Walnut Creek. The tracks were laid in layers, first the percussion and rhythm, then guitar, mandolin and banjo, then flute and vocals.

Band members include Erin Bloom on vocals, bodhran (Irish drum) and tambourine, Eric Sorensen on guitar, banjo and vocals, Patrick Russ on guitar and mandolin, Josh Canetti, on vocals and bass, Robin DeMartini on flute and piccolo, Bruce Isom on percussion and accordion, and Scott Kambie on drums and vocals.

For more information on the band, see their website, www.pdogmusic.com, there's a myspace.com link on their homepage, if you'd like to listen to a few songs. CD's available on cdbaby.com.

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