

business briefs

High-End Cosmetic Dentistry in Orinda

La Beauté, 3 Altarinda Rd., Orinda - 254-0084

Dr. Angela Bayat opened a new Cosmetic Dentistry office in Orinda last month. She has a very successful practice in Berkeley where she specializes in full service cosmetic dentistry. Patients who appreciate privacy get complete service the minute they set foot in her office or arrive at the airport (some of her clients fly in specially to get her service, she says). She offers a stress free approach, including other professionals as needed: practitioners such as plastic surgeons for a complete new look, concierge services, food, medications and even sleeping accommodations. Most of her clients are business leaders looking to get the smile of success.

New Treatment for a Slimmer You in Lafayette

Jeffrey Friedman MD; 911 Moraga Rd Ste 205, Lafayette - 283-4012

Dr. Friedman is the first cosmetic surgeon in Contra Costa to offer treatment with the new generation of VelaShape machines. The technology is FDA approved for circumferential reduction and cellulite reduction. It combines heat, deep massage and bi-polar radio-frequency for optimal fat reduction and smoother texture. Friedman's first patient testifies: "Since I've had my first child a year and a half ago I've been unable to lose those extra inches around my waist. After four VelaShape sessions we measured a two inches loss around my waist and a half inch loss around each of my legs." Dr. Friedman believes there is no better non-surgical, non-invasive treatment today for cellulite.



Magazine Fusing Bay Area Fashion

FUSE 3249 Mt. Diablo Court, Lafayette

Penelope Lippincott, a former Mt Diablo Blvd boutique owner is launching a new Fashion magazine on December 1st. "We're focusing on the many talented designers and fashion and beauty industry specialists in the Bay area," said editor Lippincott. The publication's targets are fashion savvy mature women with a passion for fashion. Lippincott's objective is to fuse local designers with outlets and consumers. The magazine will feature mature women as models, side by side with their younger counterparts.

Aegis Celebrates its 8th Anniversary

Aegis, 950 Country Club Drive, Moraga - 377-7900

In order to celebrate its 8th Anniversary, Aegis, the Moraga retirement community, invites the community to come celebrate on Thursday December 13th from 5:30p.m. to 7:30p.m.. Champagne and holiday refreshments will be served while seasonal music performances take place. Reservations by phone at 377-7900.

News from the three Chambers of Commerce:

Lafayette Chamber of Commerce, 100 Lafayette Circle, Lafayette; www.lafayettechamber.org - 284-7404

- Holiday Mixer, Wednesday December 12th at 5:30 p.m. Location: Bank of the West, 3583 Mt. Diablo Blvd.
- Entrepreneur's Club, Thursday December 20th at 8:30 a.m. Location: Lafayette Chamber Conference Room.

Chamber of Commerce of Moraga;

www.moragachamber.org

- Season of Light, a winter celebration at the Rheem shopping center, Saturday December 8th from 11a.m. to 7p.m.
- Monthly meeting and Year-end celebration at Aegis, 950 Country Club drive, Tuesday December 11th at 7pm. All are welcomed but please confirm with Aegis at 377-7900.

Orinda Chamber of Commerce, 24 Orinda Way, Orinda

www.orindachamber.org:

- Breakfast Meeting, Friday, December 7, 8:00 to 9:30 a.m. Location: Orinda Country Club, 315 Camino Sobrante, Orinda, CA 94563
- Bill Lindsey will introduce Rev. Shumake of the Richmond Improvement Association
- Christmas Mixer, Thursday, December 13, 5:30 to 7:30 p.m. Location: First Republic Bank, 224 Brookwood Road
- Hospice Tree Lighting, Saturday, December 8th, 4:00 p.m. Location: Bank of America parking lot, 31 Orinda Way

Pixel Outpost, Making It Big in Moraga

By Sophie Braccini



Steve Kozel president of Pixel Outpost in front of one of his prints Photo Sophie Braccini

When Steve and Suzanne Kozel took a trip to Italy in 2004, they took pictures they wanted to enlarge and display. They looked online and couldn't find an affordable way to get large prints of their memories. That's how Kozel, who was part of a visual art family business, decided to start a new venture; Pixel Outpost, an internet service that takes those beautiful Taj Mahal or Grand Canyon pictures and turns them into works of art that will gracefully adorn living rooms and entryways. Last June, the Lafayette resident moved his Walnut Creek business to Moraga, purchasing the old firehouse at 331 Rheem Boulevard.

For the end-user, the process is quite simple: go to www.pixeloutpost.com, upload your electronic file (you can upload directly up to 100MB files, otherwise, there are other ways to transfer your pixels) and then the creative part begins. After deciding on an optional border, you'll get to choose the kind of material you want your rendition on and how you want it mounted. The software will offer you different sizes appropriate for the definition of your picture. For example, a canvas made out of a picture would look great blown to a 32" by 24", but look too "pixelated" at 48" by 36". Pixel Outpost offers free help via email to optimize your results.

According to Kozel, "less than 5% of the projects get finalized without interaction with the customers. 70% of the discussions happen via email, the rest by phone. We do not charge for any of this and what sets us apart is that we are available almost 24/7."

Denise Davidson from

Oakwood Athletic Club works with Pixel Outpost: "They print posters for us and their response time is amazing; they will deliver the finished product the same day or within 24 hours. They are very helpful if we have a problem with a picture and will always offer suggestions. They are easy to work with and very reasonably priced." The price range varies depending on size and material and goes from \$37 for a paper print 16"X20" to \$315 for a canvas 60"X72".

Oakwood is one local customer of the Outpost, but that's only a fraction of the business. Since it is web-based, orders come from all over the United States. Of the 16,000 images printed since the beginning in May of 2005, 80% came from outside of California and in California, only 20% originate in the Bay Area. The three largest markets are New York, Chicago and Los Angeles. The majority of the images are landscapes from individual trips, but the Outpost gets orders from Historical Societies and Museums wanting to preserve and display older material. The company can work from already-printed material like ancient pictures.

All the orders received are printed on the premises. The office harbors HP and Epson printers stocked with water based ink, rolls of paper and canvas, frames, fixtures, as well as tubes and boxes for shipping. Five employees work in the building, including wife Suzanne who helps with marketing and Kozel's sister Kim Fogarty who handles the book-keeping and part of the production.

The end results can be quite stunning. Beautiful family pictures on canvas with a paint-

like finish, long panoramic views of the Bay, Machu Pichu in the clouds, flowers, pets.... The range of images is endless. You can count on Kozel's mastery of Photoshop to improve your images: When a picture is blown up, what appeared to be a pure blue sky can show "digital noise," or markings can be revealed on portraits; Kozel takes care of these without being asked. For special projects Kozel is happy to get involved and make suggestions, like the composition based on a dog's picture with four different backgrounds or a beautiful panoramic view of Yosemite presented in the form of a triptych. Your imagination and creativity is the limit.

Safeway Responds to Concerns

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Schwartz was happy with the outcome of the meeting. "Carver is committed to responding to any customer demand and has given her email, Helen.Carver@safeway.com, so people can use it. It is possible to improve the shopping experience at Safeway in many ways. The management is listening, so let's give them a chance." She wants to remind Moraga shoppers that even though food is not taxable, there are many items at Safeway such as paper towels, tooth paste and cleaning products that should be bought locally to maximize the town's tax revenue. "As other issues come up we will do our best to address them and work with the residents to provide them with the outstanding customer service and superior quality items," concludes Greenwood.

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