

# LAMORINDA Business

## business briefs

### Misto Lino Moves from Walnut Creek to Lafayette

Misto Lino, 3585 Mt Diablo Blvd – Lafayette, 284-6565 - [www.mistolino.com](http://www.mistolino.com)  
The store opened in the Lafayette Mercantile on February 8th. It features full lines of linens, home care and décor products, and personal care goods. The general tone is quality and attention paid to details. For example, Thyme is featured for home fragrance and care, SDH for fabric care. It's a great place to shop for gifts, for self and loved ones, like the innovative and sexy Legna nightwear.

### Badiee Named Executive VP

Life Chiropractic College West has announced the appointment of Reza Badiee, the college's CFO for the past 17 years, to the newly created position of executive vice president. In addition to his college duties, Badiee is active with (and served a term as chair of) the Business Officers' Council of the Association of Chiropractic Colleges. He is currently a member of the Moraga Park and Recreation Foundation board of directors.

### Prudential California Realty Names Regina Englehart as Orinda Manager

51 Moraga Way in Orinda 254-0440  
Prudential California Realty has named Regina Englehart as manager of the Orinda office. Englehart is responsible for managing the 38-agent office, coaching agents and recruiting new agents, as well as implementing business systems, lead generation, marketing, prospecting, customer service and transaction systems. She has been with Prudential for the past seven years as a sales associate.

### AegisLiving of Moraga recognizes Candice Moses

950 Country Club Dr, Moraga - 377-7929  
Candice Moses, Marketing Director of Aegis of Moraga, the senior living community specializing in retirement, assisted living and memory care, was presented with the 2007 Marketing Director of the Year award during the company's Annual AegisLiving Management Meeting. Each year, the Marketing Director of the Year award is bestowed to the Marketing Director that meets and exceeds marketing goals, models Aegis Affirmations including influencing the community's success and exceeding customer expectations and represents the Aegis culture in the local community with active participation in service clubs such as Rotary, etc.



Candice Moses, Aegis of Moraga

### Techmommy Offers Discounts to Seniors

1 Sierra Ct, Moraga  
377-7773 – [www.techmommy.com](http://www.techmommy.com)  
Moraga-based techmommy, a computer training and repair company, has announced two important changes for calendar year 2008. First, in appreciation of techmommy's senior client base, a standard 10% discount on all jobs will be offered throughout the year. Secondly, techmommy is excited to announce an expansion of its service area into the Pleasanton-Dublin-Livermore area.

### Moraga Community Faire

The deadline for merchants' registration is Feb. 28th.  
[www.moragachamber.org/pdfs/2008FaireRegForm.pdf](http://www.moragachamber.org/pdfs/2008FaireRegForm.pdf)

The Moraga Chamber of Commerce, supported by the Town, presents the second Community Faire on May 10th from 11 to 4. The purpose of the fair is to build a greater sense of community and to encourage residents to shop, bank, dine, use Moraga's many services, as well as to discover ways to live more sustainably. 60 spaces are reserved for Moraga merchants and businesses to promote their products and services among several restaurants, area artists, and a wine tasting booth. An Entertainment Stage will feature some outstanding Moraga student and adult musicians. The faire is designed for family enjoyment, and for promoting "Shop Moraga First." To reserve a space with a table and chair for your Moraga business, download the registration form and mail it in by Feb. 28. Questions? Contact Ellen Beans at [elbeans@comcast.net](mailto:elbeans@comcast.net).



### Taking Care of Business

The JFK University, in partnership with the Chamber offers a business seminar: "Taking Care of Business 2.0", Saturday March 8th from 8:30 to 3pm on the Pleasant Hill campus. The topic is Emerging Marketing and Funding Strategy for East Bay small businesses. Each of the event's speakers, whether a marketing expert or a seasoned entrepreneur, will equip participants with strategies that can be implemented in their business. Cost is \$95. For more information and to register, go to: [www.jfku.edu/ce/leadership/tcob2/](http://www.jfku.edu/ce/leadership/tcob2/)

## News from the three Chambers of Commerce

### Lafayette Chamber of Commerce, 100 Lafayette Circle, Lafayette, 925-284-7404

- [www.lafayettechamber.org](http://www.lafayettechamber.org)
- The Green Committee will meet on Wednesday, February 20th in the Chamber Conference Room 12 noon—Bring your lunch!
  - Business Issues, Governmental Affairs Meeting Thursday, February 28 ~ 8:00am Chamber Conference Room
  - Entrepreneurs' Club Thursday, February 21—8:30am, Chamber Conference Room.

### Moraga Chamber of Commerce

- [www.moragachamber.org](http://www.moragachamber.org)
- Chamber of Moraga General meeting, Friday, Feb 29th (8-9:30 a.m.), at Terzetto Restaurant, Moraga Shopping Center

### Orinda Chamber of Commerce, 24 Orinda Way, Orinda

- [www.orindachamber.org](http://www.orindachamber.org)
- February After Hours Mixer February 28th: 5:30 - 7:00 p.m. at Jamie Westdal Photography- 2 Theater Square, Suite 112, Orinda (next door to Loard's Ice Cream & Candies)
  - Mayor's Welcoming Reception March 11th: 5:30 p.m. - 7:00 p.m., Orinda Library - Garden Room 26 Orinda Way, Orinda. Mayor Victoria Smith will be giving her State of the City address. Please join us in welcoming our new Mayor.

## ~ HE'S ALL ABOUT LAMORINDA ~



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93 Moraga Way, Orinda

## The Retail Success in Lafayette, How It All Happened

By Sophie Braccini



Mt Diablo Blvd. features the "Love Lafayette" banners

Photo Sophie Braccini

Lafayette City Manager Steve Falk remembers what Lafayette looked like fifteen years ago. At that time none could have imagined that a specialty store like Misto Lino would leave Walnut Creek's Broadway Plaza and relocate to Lafayette. "Ten years ago we were looking up to Walnut Creek, but today retailers come to Lafayette instead of Walnut Creek to find better lease options with the right demographics." To reach that level of appeal, the city and its partners needed to create a momentum. It started with a simple idea that sounds like a statement, "Love Lafayette." "We first printed 1000 bumper stickers, there are now more than 25,000 on the roads," says Falk. "The idea was to allow people to project their civic pride, make a statement of their hometown." And when the first set of banners proudly reading "Love Lafayette" were hung, the town got a 100% positive response.

The branding of Lafayette was just part of the strategy. As Falk explains, "This is the result of very long term planning." The first plan was adopted in 1988. "For it to succeed, it had to be carried out systematically and consistently," Falk adds. Steps were taken for many years as a result of a partnership between landowners, developers, business community and town. "The town has to have a coherent plan and provide the infrastructure for the retail development," says Craig Semmelmeier, Principal of Main Street Property. "Our job is to find the unique tenants that are going to do well in Lafayette and bring something special to the town. We have a strategy of uniqueness, we fight "ordinary" everyday." The retail specialist has been working for ten years with Cortese Investment, the developer of La Fiesta Square and the Mercantile.

Falk explains that the

"Restaurant Row" concept is part of this strategy of uniqueness. "The restaurants represent Lafayette's great competitive advantage. Because of Chow, Pizza Antica came, then Metro, then Gigi. Quality restaurants beget quality restaurants."

Jay Lifson, the Executive Director of the Chamber of Commerce, was ready to support that direction. "Restaurants are the single largest contributors to sales tax in town," he explains, "and the town has recognized early their importance."

To build on the awareness, the Chamber organizes A Taste of Lafayette each May that features many local restaurants. The Arts and Wine festival, that draws thousands each year, has a very positive impact on local retail as well, as have the Lafayette Jazz Festival and Rock the Plaza.

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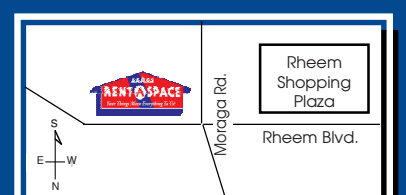
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## MORAGA

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[www.5Aspace.com](http://www.5Aspace.com)



If you have a business brief to share, please contact

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