

LAMORINDA Business

business briefs

Used Books Traded and Sold!

Canetti's Bookshop, 39 Moraga Way, Orinda, 258-9076

There is a new used bookstore in Orinda, across the street from Longs. It's open all day, every day and there can be found literature, classic and contemporary, including popular book group selections. Many key titles in all sections are on hand, and categories will be very well stocked as more people bring in their books for trade. One of the neat features of a used bookstore is the trading part: you can bring in your gently used books for store credit. "I worked at Bonanza Street Books in Walnut Creek for about nine years," says Jeff, the storeowner, "by the end of March they will have gone out of business. It is an immeasurable loss for Walnut Creek and all the people that liked to visit. When the impending closing was announced there was an enormous outpour of support, but sadly, it was too late. With so many independent bookstores closing, I felt it was so important to open one. I'm hoping the people of Lamorinda will enjoy and support Canetti's Bookshop."

Sweet Treats

Powell's Sweet Shoppe, 3591 Mt. Diablo Boulevard, Lafayette.

The Grand Opening was on Saturday, March 15th; the Chamber of Commerce Ribbon Cutting will be on Thursday March 27th at 4:30pm. Candies, Gelati, old-fashioned sodas, chocolates, toys, and lots, lots more. Over 5,000 items, all at your finger tips.

Shelby Sexton Salon Parties to Launch a New Line of Products

33 Lafayette Circle, Lafayette (in La Fiesta Square), 925.962.1900, www.ShelbySextonSalon.com

On March 8th, Shelby Sexton held a party at her salon to celebrate Shu Uemura, the great Hollywood make-up artist and his line of products now carried by the salon. 120 people came to enjoy the cocktails and hors d'oeuvres, experience Shu Uemura "lash-bar," take pleasure in a fashion show by neighboring store Specialties and appreciate new work of art on display from the Lafayette Gallery. "This was a team effort," says store manager Breann Ringenberg, who came up with the creative idea, "tons of new people came and it was fun." Residents are encouraged to stop by anytime to experience the new products.



Shu Launch Party at Shelby Sexton Photo provided

Lafayette Prudential California Realty, 999 Oak Hill Road, Lafayette, 283-7000

The real estate agency has named Jim Colhoun the firm's number one agent for 2007. Colhoun has been with Prudential California Realty's Lafayette office for 19 years, where he has been a top producer numerous times. He is a Certified Fine Homes Specialist and a Relocation Specialist who has achieved more than \$300 million in sales.

Colhoun is an East Bay native who resides in Moraga. He attended local schools in Orinda and Moraga, and U.C. Berkeley. Colhoun supports the Orion Academy in his free time.

The agency announces as well that Lisa Hooctor has recently joined the ranks as one of the newest members of the RealEstate.com broker network. RealEstate.com is the premiere online one-stop-shopping destination for consumers buying or selling a home. For more information you can contact Ms. Hooctor at Prudential's office in Lafayette.

Coldwell Banker Residential Brokerage announced that its Orinda office and

Manager Val Cook-Watkins have received national recognition as one of the top real estate offices and managers nationwide last year. A 30-year real estate veteran, Cook-Watkins has earned the coveted President's Council distinction nine of her 12 years with the company. Cook-Watkins is a frequent contributor to the Lamorinda Weekly Real Estate page.

The agency has two locations at 5 and 85 Moraga Way, and can be reached at 925.253.4600 and 925.253.6300, respectively.

Emergency Preparedness/Business Continuity Seminar - Wednesday, March 26

The Moraga, Orinda and Lafayette Chambers of Commerce invite you to join us for an Emergency Preparedness Seminar on Wednesday, March 26 at the Trinity Cultural Center, 1700 School Street, Moraga. The seminar will be held twice. The first seminar will begin at 7:30am and the second at 6:30pm. The morning event cost is \$5.00 and includes a breakfast. The evening seminar costs \$10.00 and includes dinner. Speakers include representatives from Red Cross, Contra Costa County, SCORE, CERT, police and city officials. Topics will include emergency plans, disaster kits, contact lists, backing up your business files and business continuity. Contact Ken Tom at 376-0533

News from the three Chambers of Commerce

Lafayette Chamber of Commerce, 100 Lafayette Circle, Lafayette, www.lafayettechamber.org

- Radon Test Kits Still Available. Dana Simi-Wilson at Freskos Realty wants you to stop by (3541 Plaza Way) and pick up a free Radon Test Kit. Radon, a naturally occurring gas, is responsible for 21,000 cases of lung cancer each year. Take advantage of this generous offer!
- Business Issues/Government Affairs Committee Open Meeting, Thursday March 27th, 8:00 am - Lafayette Chamber Conference Room
- Chamber Mixer: 24 Hour Fitness, Wednesday April 9th at 5:30 pm, 594 Moraga Blvd., Moraga

Moraga Chamber of Commerce, www.moragachamber.org

- Retail Leasing Seminar, Tuesday March 25th from 6:00PM - 7:00 PM Moraga Presbyterian Church Fireside Room, 10 Moraga Way, Moraga. Whether your lease is up now or not, come to this one-hour program designed to provide with an overview of the leasing process. Learn what the important points are in a lease. Find out the many negotiating points as they relate to landlord funding of your tenant build-out, the financial terms of the lease, options to extend the lease, adjustments, user restrictions and more. There will be plenty of time for questions. No charge. Email Larry Tessler for a reservation, larry39@earthlink.net or call him at 376-1525
- Chamber meetings will now be held at the Hacienda de Las Flores, Fireside Room. Meetings are held from 8 to 9am on the last Friday of the month. In March it will be on Friday the 28th. The Chamber of Commerce wants to warmly thank Roos Pal of Terzetto Cuisine for her hospitality over the past year.

Orinda Chamber of Commerce, 24 Orinda Way, Orinda, www.orindachamber.org

- Chamber Luncheon on March 28th, from Noon to 1:30 p.m. at the Orinda Country Club, 315 Camino Sobrante, Orinda. Speakers from Pulte Homes & Wilder/Gateway Development. Cost: \$30.00 per person. Call 925-254-3909 for your reservation
- Chamber Board Membership Changes. The Chamber welcomes Eloise Middleton of Keller Williams Realty as a new Board Member, and extends our sincere thanks to Carlos Rangle of Shelby's Restaurant for his past service on the Board.

If you have a business brief to share, please contact

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or contact

Lamorinda Weekly at 925-377-0977.



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Sweet Event at the Mercantile

By Sophie Braccini



Gold Ticket winners with their sweet selections

Photo Andy Schreck

Do you still believe in a world of pure imagination? Five lucky children do. They found Golden Tickets in their Wonka Bars. And on Wednesday, March 12, those Golden Tickets gained them early entrance to the new Powell's Sweet Shoppe in the Lafayette Mercantile, and \$100 shopping spree.

At 4:30 pm, half hour before the crowd, Ella was the youngest to discover the store. The three year-old Lafayette pre-schooler entered the shop with her mother, brother and cousin in tow. She stepped into a world of colors and sweet smells, all presented in an appealing and organized way: the old fashion candies section, the everything-mint part, the British candies section, the international sector, the bulks, the high-end chocolates, the ice

creams... "We have a special movie section," says beaming store manager Didi Reed, "we have a big screen with revolving 'Charlie and the Chocolate Factory' playing, old restored movie theater seats in which to relax and movie-like candies are stocked all around the screen." The store is adorned with Lafayette memorabilia, with pictures courtesy of the Lafayette Historical Society.

The Lafayette store is the 12th franchise of Michael Powell's original store. The first Powell's Sweet Shoppe opened in 2003 in Windsor, California -- a small, rural town located just north of Santa Rosa. Powell believes in the old-fashioned retail model where you get to know your customers, learn their names and involve yourself in the community where your store is located.

Nabil and Zeina Hissen wanted to transport that same vision to Lafayette. "We are neighbors," says the Walnut Creek residents, "and we wanted a store in Lafayette, to get the community feel. Everybody here has been very welcoming."

The Wonka Bar promotion was a great idea. In the days preceding the opening, the owners distributed 1000 free candy bars to passers-by, five containing a Golden Ticket. Jessie, a 10th grader at Campolindo High School was one of them. "I love everything sour," says the sophomore, "I found an amazing variety here." Her bag contained chocolate covered gummy bears, chocolate nonpareil, chewy sours and all kinds of colorful, sweet looking worms and beans.

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