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business briefs



Season of Lights: Members of the JM Choir with director Adam Noel at the Moraga Center Photo Sophie Braccini

Lavande Spa – Chamber Ribbon Cutting, 3589 Mt. Diablo Blvd., Lafayette, 299-8877

On Thursday January 10th the salon and boutique, located at in the Mercantile, will conduct a ribbon-cutting ceremony with Chamber of Commerce CEO Jay Lifson.

Holiday Events A Great Success!

The commercial districts of the 3 towns have been busing with activities over the Holiday Season. In Orinda the launch of the new festive black and gold "Shop Orinda" bag was set just in time for shoppers to go downtown well equipped and enjoy the decorations adorning the shops. In Moraga, the second Season of Light event was held at the Moraga and Rheem Shopping Centers on December 5th. 16 groups from Campolindo High School and Joaquin Moraga Intermediate School music departments entertained the shoppers from 11:00 AM to 2:00 PM. Be The Star You Are volunteers were at both shopping centers manning tables with face painting and 'paint a pot with bulb.' In Lafayette, the Chamber organized the first "Art Walk" on Dec. 6, an event where artists partnered with local storeowners and displayed their creations in different stores. The event that included more than 15 stores was enjoyed by residents and shoppers.

Advice on Theft Prevention From Lieutenant Priebe, Interim Chief of the Moraga Police Department:

"At approximately midnight on December 4th an alarm was received from the Wolfe Camera store in the Moraga Shopping Center. Two Moraga officers arrived

on scene in less than 4 minutes, where they found a broken front window with breakage large enough to allow an unknown suspect(s)'s entry and exit. Inside the business, they found broken glass display cases with property stolen. The extent of the property loss is still being determined.

Our community experienced a rash of similar commercial window-smash burglaries several years ago, that ended when a parolee living in a motel in San Pablo was identified as a suspect, and subsequently returned to prison. The point is, the bad guys know we're here and they know our situation. We should remember that while we are generally a safe community, we are not always a 'secure' community. The good news is there are things we can, and should do, to improve our security.

With the failing economy, loss of jobs, and all of the social factors associated with those conditions, the law enforcement community expects a rise in crime. Our only weapon against burglaries such as experienced by our own Wolfe Camera, is to inspect each of our businesses (and homes), make conditions unappealing to prospective thieves, and when possible, install systems that serve as a deterrent and aide in identifying criminals.

As a rule, any property that remains visible to the public during closed hours of operation will be attractive to thieves. While not always convenient, securing items away from public view is an obvious deterrent. Additionally, an alarm system is another recommended security measure, and if a business has any perimeter glass, the alarm should be programmed to activate for breakage sounds. This will expedite a response as compared to interior movement activation only, which allows unreported entry time. Every second counts with a smash and grab theft. Another feature that serves as a deterrent for both internal (employee) and external theft is a video surveillance system."

News from the Three Chambers of Commerce

Lafayette Chamber of Commerce

- Wednesday January 9th, afternoon Chamber Mixer at 5:30 p.m. at Metro, 3524-B Mt. Diablo Blvd.

Moraga Chamber of Commerce

- Chamber Meeting Friday January 30th starting with coffee at 7:30 a.m. at the Hacienda de las Flores.

Orinda Chamber of commerce

- Mayor's Luncheon Wednesday January 28 from noon to 1:30 p.m. in the Orinda Community

Center, 28 Orinda Way. Entry is \$20 per person and can be purchased online on the Chamber's web site:

orindachamber.org/events.php.

If you have a business brief to share, please contact

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