

# LAMORINDA WEEKLY

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## business briefs

### ClimatePath Brings Clarity to Carbon Offsetting, [www.ClimatePath.org](http://www.ClimatePath.org), PO Box 6125, Moraga, 265-1710

The urgency of doing something effective to fight climate change struck ClimatePath co-founder Dave Rochlin as he was working in the Fair Trade industry. The recurrence of tornadoes that were devastated plantations in poor countries dawn on him as a dramatic consequence of our consuming behaviors. With partner Katy Foreman he decided to establish ClimatePath, a service that let individuals and businesses purchase the carbon offsets of their choice. "If you are on an international flight, your carbon consumption jumps, there are ways to offset your contribution to the carbon emissions that has been released in the atmosphere," says Rochlin, "what we propose is to give our customers a clear choice of how they want to offset this. For example, contributing to a specific reforestation project might be a direct compensation that you might want to choose." Acting as a service provider, ClimatePath helps determine individuals' or businesses' footprints and the clearer way to become carbon neutral. "We are set up part as a non-profit and part as a commercial business," explains Rochlin. This composition allows for donations to be tax deductible. "It is urgent to act," says a determined Rochlin, "some even say it is too late, but if we all examine how we live and act on it, we will reverse the trend." Conservation and offsetting are the two most efficient ways of doing this, as long as you apply to offsetting clarity and efficiency. That's what ClimatePath is doing, using the techniques of social activism, fair trade traceability and web communication. (See Rochlin and Foreman's monthly column, Green and Greener, in every other issue of the Lamorinda Weekly).



Dave Rochlin Photo provided

### Mammogram and Pelvic Exam Center Opens at the Mercantile Alta Bates Summit Medical Center, 3595 Mt. Diablo Blvd. Suite 350, Lafayette, 962-9129

Alta Bates Summit Women's Health Center in Lafayette opened in November with state-of-the-art digital imaging mammography screenings and pelvic health physical therapy services.

### Wine & Cheese, and Banking? Pacific National Bank in Moraga will host a Customer Appreciation Day

Saturday, Feb 7th from 1-4 p.m., 1470 Moraga Rd., Moraga, 631-1820

Pacific National Bank thanks the town of Moraga for all its support. To show the community how much their business is valued, the bank will host a gathering at

the Moraga branch. There will be raffles and food, and since Valentine's Day is around the corner, that will be the theme of the day.

### **St Mary's Florist Goes From Bricks To Web-Only Operation** **stmarysflorist.net - 376.5558 - moragaflowers@yahoo.com**

Sandra Meilly has been running St Mary's florist for 3 1/2 years in the Moraga Center next to Longs Drugs. But times are getting tough for an industry offering what many consider a luxury item and Meilly couldn't continue with her margins getting eroded. "We will continue to do business via the website and thru the phone," says Meilly, who believes that not having to pay for rent and utilities will be enough savings to keep her afloat and will prevent her from having to raise her prices. "We will continue to offer the same quality floral creations," she says. The florist already had a web site that she has developed to accommodate larger traffic. She plans to continue to work with the same suppliers and will share a small local studio to create the arrangements. "The fact that we remain local allows us to offer free Lamorinda delivery," explains Meilly, who lives in Orinda. She adds that orders reaching her before 2p.m. will be delivered the same day. "I anticipate that half the people will call me and the other half will order from the web site." The website proposes standard flower arrangements that have been created for giving ideas and easy shopping, but Meilly will be happy to continue to accommodate special requests.

### **News from the Three Chambers of Commerce** **Lafayette Chamber of Commerce**

Try Lafayette First announces the winner of the holiday season campaign. As promised, the Chamber of Commerce gave out \$1000 worth of gift cards and prizes to one of the many residents who pledged to try Lafayette first for their holiday shopping. Frank Stran of Lafayette was the lucky winner with gift cards from many businesses including Postino, Sharp Bicycle, Clocks Etc, the Lafayette Book Store, Knoxx, Powell's Sweet Shoppe, Lafayette Car Wash and many more.



*Carey Starn, wife of Frank Starn, and their son Jack happily accept \$1000 worth of gift certificates. Pictured left to right - Dave Simpson, Lafayette Chamber of Commerce Board member and owner of Lafayette Book Store, Tony Eichers, Chairman of the Board of the Lafayette Chamber and General Manager, Vice President of The Lafayette Park Hotel & Spa, Carey and Jack Starn Photo Andy Scheck*

Access to Capital Workshop - Saturday, February 7 - JFK University - 8:30 a.m. to 12 p.m. Lafayette Chamber of Commerce is partnering with the Greater Concord, Martinez, Pleasant Hill and Walnut Creek Chambers to present a workshop entitled "Access to Capital" on Saturday, February 7th at JFK University, 380 Civic Drive, Pleasant Hill. This workshop is designed specifically to help business owners find the much needed capital to run your business during this very difficult time. Cost is \$25 for Chamber members / \$30 for non-members. Space is limited. To RSVP call Ingrid at 687-0700.

Monthly Mixer - Wednesday, February 11 - 5:30 p.m. - The GNU Group - 3445 Mt. Diablo Blvd.

The GREEN Committee - Wednesday, February 18 - 12 noon - Lafayette Chamber Conference Room

Entrepreneur's Club - Thursday, February 19 - 8:30 a.m. - Lafayette Chamber Conference Room

### **Moraga Chamber of Commerce**

During its January 30th meeting the Chamber invited Stu Carty, Regional Director of Constant Contact. His company's software allows users to better manage their online marketing campaigns. Roos Pal from Terzetto Cuisine who has been a user for a few months, testified that the messages she has sent to her customers presenting special events have been very successful, immediately converting into many reservations. On February 17th he will come back for a more practical workshop on Constant Contact from 11 a.m. to 12:30 p.m. at the Hacienda de las Flores.

Monthly Mixer - Tuesday, February 24th - evening meeting at 6 p.m. at the Hacienda de las Flores. Pot luck dinner, bring a dish to share!

### **Orinda Chamber of Commerce**

Orinda Chamber Mixer Thursday - February 26th, 5:30 to 7 p.m. at the Orinda House, 65 Moraga Way, Orinda. Ron Bonner, owner of The Orinda House will be hosting the event, and Cathy Lonsdale of NorCal Publishing (Orinda Chamber Directory Publisher) is co-sponsoring.

The Chamber is now offering the "second generation" of "Shop Orinda" bags. These bags are of great community and environmental benefits, and the new rendition is even better than the first. Merchants can pick-up bags any Wednesday at the Chamber Offices (located at 26 Orinda Way), or can now order and pay online on the Chamber's web site.

Reach the reporter at: [sophie@lamorindaweekly.com](mailto:sophie@lamorindaweekly.com)

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