

You are invited to a very special evening of music.

Enjoy the 40's and 50's music of Eddie Williams – a self-contained, complete, one-man show – a powerful mix of vocals and instrumentation featuring Eddie on vocals, guitar and saxophone.

Wine and hors d'oeuvres will be served while you listen to Eddie perform the music of Frank Sinatra, Bing Crosby and more.

**Thursday, March 19, 2009
6:45 p.m. to 8:15 p.m.**

This event is free and open to the public.
Please RSVP by March 16th to Candice Moses 925-377-7900 or e-mail to candice.moses@aegisliving.com.

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business briefs

ACI Relocates to Lafayette

3732 Mt. Diablo Blvd, Suite 395, Lafayette, www.aciho.com 283-4900 x225
Owner and local resident, Caroline McCormick, recently relocated her business, Association Communications, Inc. (ACI), to Lafayette. "I relocated to Lafayette because I grew up in Moraga and moved back to the area from Clayton when I started a family," says McCormick, "I have two boys who attend Del Rey in 1st and 3rd grades. I love the strong sense of community and dedication to education that Lamorinda offers. After moving my family to Orinda, I had the opportunity to relocate my business to Lafayette. Can't beat the commute, the freeway is easily accessible, and Lafayette offers a nice downtown environment." ACI has been providing management services to Homeowners Associations since 1992, serving Contra Costa, Solano and Alameda counties. ACI will be having an open house Friday, March 20th from 3-6 p.m. and would like to extend an invitation to the community to learn more about what ACI can offer to Homeowners Associations.

Petar's Gets a Facelift

2 Lafayette Cir, Lafayette, petars.com 284-7117

Petar's Restaurant in Lafayette has undergone many transformations since opening in 1954. Recently Petar's has reinvented itself again with a facelift to the main dining room that includes a new bar and new menus. The old lounge hasn't changed and patrons still enjoy the dark intimacy, congenial atmosphere and comfort food it offers. During the lunch and dinner hours Petar's caters to all ages and types of diners, but around 9:00 p.m. Wed- Saturdays, Petar's throws off its conservative mantle and guests get ready to kick up their heels. The new bar opens for business and headliner, "Diamond" Dave Hosley greets the crowd. Dave Hosley, who always performed in the tight fitting lounge, is now stationed in the larger new bar area where he can really let loose his signature style. This is the place where all generations from the young hip hoppers to baby boomers and beyond can enjoy some good clean fun. In addition to the new bar, the menu has undergone a transformation. There is more variety in selection, size and price of entrees. Tuesday evenings from 7:00 to 9:00 PM you'll find Irish songstress Sinead Healy performing her haunting melodies in the old lounge area. To make the mood complete Petar's offers a special Irish Stew, available for dinner. Tuesday nights after 9:00 PM is "college night" with \$2.00 Coronas and a disc jockey, also named Dave, spinning tunes. The Rhythm Doctors round out the weekly entertainment on Sunday evenings, singing the blues.



Diablo Rapid Print Celebrates

1014 Oakhill Road, suite C, diablorprint.com – 283 6610
Ribbon Cutting: Thursday March 19th at 4:30 p.m.

News From the Chambers of Commerce

Tri-Mixer with Lafayette, Orinda and Pleasant-Hill Chambers of Commerce on Wednesday March 11th from 5:30 to 7 p.m. at the Absolute Center, 3658 Mt. Diablo Blvd. in Lafayette.

Lafayette Chamber of Commerce

Lafayette Downtown Strategy & Specific Plan Community Workshop February 25th at 7 p.m. at the Veterans Memorial Building 3780 Mt. Diablo Blvd. The Specific Plan needs the input of the business community, join this important meeting. If you have comments or questions email Ann Merideth - amerideth@ci.lafayette.ca.us. For more information call 284-1968 or visit the City's website at www.ci.lafayette.ca.us.

Shop Lafayette meeting on Tuesday March 10th at 8 a.m. at the Bank of the West, 3583 Mt. Diablo Blvd.

Moraga Chamber of Commerce

Chamber mixer in the evening on Feb 24th from 6 to 8 p.m. in the Fireside room of the Hacienda de las Flores. Grant Stubblefield will talk about Community Marketing. Light hors d'oeuvres will be served.

Orinda Chamber of Commerce

The Chamber mixer on Thursday, February 26th from 5:30 to 7 p.m. has been relocated to Pacific Union GMAC, 8 Camino Encinas #100, Orinda (on the corner of Camino Encinas and Camino Pablo). Cathy Lonsdale of NorCal Publishing (Orinda Chamber Directory Publisher) is sponsoring this event.

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



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Lamorinda Residents Tap Technology for Career and Business Opportunities

By Jennifer Wake



Social and professional networking sites

Photo Jennifer Wake

Lamorinda Residents Tap Technology for Career and Business Opportunities

With current economic conditions causing increased job losses and fewer business opportunities, more people are turning to technology to network within their industry, to keep up with industry trends, or to find business opportunities.

Lamorinda resident, author, radio host, and actor Cynthia Brian approaches her business much differently today than just three years ago. "We are in a different age," she said.

As an actor, Brian frequently auditions for commercials, and used to go through her agent and fly to Los Angeles for auditions. "Now, I send my profile and demo reel online, and they decide whether they want you to come in."

In addition to her personal endeavors, Brian is also founder of Be the Star You Are, a non-profit organization dedicated to empowering women, families and youth through improved literacy and positive media exposure. She currently has information about her organization posted on several networking sites, like MySpace, as well as on its own Web site. "What's important is to understand what it is you're trying to market," Brian said.

One site Brian says is exceptional is LinkedIn – a business-oriented social networking site launched in 2003. "If you're looking for an overall professional site, I think this is the best one in the United States."

Moraga resident Nick Baturin heard about LinkedIn from recruiter Jamie Bott at Barclays Global Investors (BGI), where he worked as a research officer. "She used to be at Google and is a power user of web networking tools," he said. "She encouraged me to get on LinkedIn."

With more than 30 million members, LinkedIn allows its members to not only connect with potential employers, consultants or business partners, but is by invitation only, so users have control over who they choose to connect with. It also allows users to search job listings and connect with hiring managers.

Baturin, who has a Ph.D. in physical oceanography, a master's of science in applied physics and math, and has the Chartered Financial Analyst (CFA) designation, was laid off last month after nine years at BGI, one of thousands affected by the financial meltdown. He has used LinkedIn to reconnect with former colleagues, and is building his network to include people who share his experience in the investment management industry.

"I like the network update feature. It tells you about what's been happening in your network in the last few days (e.g. who connected to whom, and who updated their profile)," said Baturin, who has received some useful job leads through the LinkedIn connections. "In the last few weeks I have been

investing time in expanding the network - mostly connecting with people I already knew, but also with some new ones."

In addition to professional networking sites like LinkedIn, some job seekers are writing blogs that are specific to their expertise or creating personal Web sites and posting resumes online. One Lamorinda resident, who asked not to be named, posted his resume on his personal Web site. He was contacted two days later by a Google recruiter regarding a job.

"They have Web spiders that are constantly trolling the Web to look for key word matches," he said.

During the past few years, there has been a proliferation of both professional and social networking sites that bring people together virtually. Additionally, new software platforms have been developed that allow users to create a network of their own.

In 2004, Gina Bianchini and Marc Andreessen (of Netscape fame) launched Ning.com – a platform that lets users (from artists to educators, journalists to scientists) develop their own unique online community.

Brian is a part of two Ning sites, one for radio hosts (radiohosts.ning.com) and the other for authors (pumpupyourbookpromotion.ning.com). "I could start my own gardening site, and invite all gardeners," said Brian, who has written a bestselling gardening book and regularly writes a gardening column for Lamorinda Weekly.

The trickiest part – whether you are creating your own site or joining an existing one – is choosing which sites are right for you.

"You can't do all of them," Brian said. "You would need an assistant to keep up with them all."

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