

# LAMORINDA WEEKLY

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Published March 4th, 2009

## business briefs



Simin Lalefar in her new store, Zeeba, in Lafayette Photo Sophie Braccini

### A Zeeba of a Different Stripe

**Zeeba, 3574 Mt. Diablo Blvd., Lafayette, [www.zeebaliving.com](http://www.zeebaliving.com), 299 9400**

Simin Lalefar says she didn't have a choice. The land where her store stood was bought by the town of Dublin in an imminent domain action. "What better place than Lafayette to move my store?" asks Lalefar. "My parents had a home in Orinda, I always loved the area and have many friends here." One month ago, she opened shop for her collectibles, vintage accessories, antique furniture, women's clothing and accessories. "The community has greeted us very warmly," says the store owner, "they like to come here and hunt for unexpected treasures." Zeeba is located next to Knoxx on Mt Diablo Blvd.



### Big Hat Press, Where Local Authors can get Published

**1014 Oak Hill Road Lafayette, [www.bighatpress.com](http://www.bighatpress.com) , 380-1381**

Diablo Rapid Print has launched a new business: Big Hat Press, its new book-

publishing subsidiary. Big Hat specializes in personal publishing and offers a variety of services to help authors complete their book project. "Whether it is your personal memoirs, poetry, a history book, a cookbook, or perhaps a fictional story you have written, we can help you get it done," says owner Polly Bernson. The business owner sees her target clientele as individuals and companies that write for their own pleasure and want to share with their family, friends or clients. Big Hat offers a complete service for authors: design, formatting, an ISBN and barcode. "If customers want it, we can help them put their book on Amazon and we will handle the delivery service directly." Clients can choose among a variety of binding styles and printing options. The cost of the books will vary depending of these options, as well as the number of books ordered. "Most of our clients order 250 copies," says Bernson, "and you can order 20 books for about \$609, including the setup." Bernson prefers it when people come to her store to get their new book. "We can mail it of course," she says, "but seeing the look on their face when they first hold their new book is a precious moment." Big Hat Press will host a ribbon cutting ceremony with the Lafayette Chamber of Commerce on Thursday March 19 at 4:30 p.m.

#### Curves in Moraga Fights for Survival 384 Park St, Moraga, 376-0110

The Curves gyms in Lafayette and Orinda closed in February but the Reynolds, who own the Moraga franchise, are not giving up. The Lafayette Curves had been under new management for less than a year and the start up results weren't enough to create a positive momentum. In Orinda, Pati MacDonald had been managing the Curves in Theater Square for years. She owns another franchise in San Diego but according to her it's not doing so well. MacDonald had to get a full time job with the County in order to pay the bills, "it's just a sign of the times," says MacDonald. In Moraga, Dave Reynolds and his wife will not give up in spite of challenging times. "Many consider fitness a luxury," says Reynolds, "may be they could think of their health and well being as a first necessity item, what better investment can you make than in your own health?" Reynolds organized a strategic meeting with some 30 clients to plan for future marketing actions. "We have 175 clients," says Reynolds, "it would be nice to reach the 250 range." As part of the new marketing plan, during the second and third weeks of March, every new client who brings in a bag of groceries for the Food Bank will receive free sign-up fee.



*The Ong family during the last evening in Tamami Photo courtesy of Tamami's*

#### One of Moraga's Oldest Restaurants Closes its Doors 356 Park St, Moraga

Tamami's restaurant served its last diners on Valentine's Day. It was a very emotional evening, the Ongs have owned the place for more than 25 years and it is their warm personalities as much as their food that made their long success. However, the latest recession was too much for the restaurant to survive, "it was time for us to sell," says owner Fely Ong, "we got an offer from a Chinese couple and had to make a



quick decision." Tamami's will be missed. "We have been eating there almost every Friday night, my husband and I, since we started dating, about 20 years ago," says Moraga resident Karen Orwig, "it was as much about the relationship as it was about the food. We saw Fely's kids growing up and they've known our daughter since she was born." Orwig doesn't know where she will have dinner on Friday nights now, "there are other good restaurants in the area, but nowhere that makes you feel at home like Fely did."

## Chamber of Commerce

### Lafayette Chamber of Commerce

- Shop Lafayette meeting Tuesday March 10 8:00 a.m. chamber conference room
- Green Committee Wednesday March 18 11:45 a.m. bring your lunch, chamber conference room.

- How to survive in today's economy presented by Mechanics Bank 3640 Mt Diablo Blvd. Tuesday, March 24, 5:30 - 7:30 p.m. RSVP [lafayetteevents@mechbank.com](mailto:lafayetteevents@mechbank.com).

### Moraga Chamber of Commerce

Chamber meeting, Hacienda de las Flores, Fireside Room, Friday, March 27, starting at 7:30 a.m.

### Orinda Chamber of Commerce

Special Roundtable Coffee Business Idea Sharing Event, Thursday, March 26, 8:00 a.m. to 9:15 a.m., Village Pizza, 19 AB Orinda Way. Come hear what fellow Chamber Members are doing differently in today's market and share what you are doing, as well. Enjoy coffee & pastries, too. Mark your calendar for this informative event. \$5.00 per person (paid at door).

If you have a business brief to share, please contact Sophie Braccini at [sophie@lamorindaweekly.com](mailto:sophie@lamorindaweekly.com) or call our office at 925-377-0977.

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

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