

# LAMORINDA WEEKLY

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## business briefs



Jim Colhoun

### Susan Foord Expands and Gives Back

**Susan Foord Catering, 965 Mountain View Dr Lafayette (across from Trader Joe's) 299-7616**

Foord started by adding seating in her small Lafayette catering and caf•store, in what she calls 'the library' (she keeps all of her cookbooks there). "We added tables and chairs and have become more of a caf•" she says, "and we've seen our business grow as a result." Foord added new entrees as well such as a Neiman Ranch hamburger and a fried chicken sandwich. Foord is not only about cooking, she's about social justice as well and since her facility was growing, she decided to give back to the community. Last Friday, April 10, was the first of her "giving back one bite at a time" events. Foord offers her space for non-profits to organize their own events, with raffle, music or whatever they need; she sells "one buck a bite" plates and "one buck a drink" beverages. The first non-profit to take advantage of the program was the California Autism Foundation. Foord intends to host such events twice a month. On top of this operation, Foord has a special fund raiser going right now to benefit Acalanes High School. Every Wednesday for 8 weeks she will give 5% to the school of every purchase made by all customers mentioning Acalanes.

### Community Marketing at Work: Keeping Order Creates Synergy with Fitness Partner

[www.keepingorder.com](http://www.keepingorder.com)

Lee Ann Kleinfelter is a networker. The Lafayette businesswoman is a productivity consultant who belongs to many business groups, where she meets other entrepreneurs with whom to share ideas and opportunities. At one of these meetings, she met fitness consultant Ben Jackson of Danville. Talking together,

they realized that their clients were the same kind of individuals. "People who tend to strive to be fit and in shape also want to be 'fit' in their office," says Kleinfelter, "these people value time spent in being fit and staying organized." Most of Kleinfelter's clients are business owners who need assistance in improving their processes as they grow, "they want the right furniture, the right systems to match their unique ways of thinking," explains Kleinfelter. They want to be better at what they do, doing more with less, in all areas of their lives. Jackson agreed that his clients, who want to be fit and trained, are great potential customers for Kleinfelter. The director of New Direction Fitness lets Kleinfelter talk to all the trainers and have them present to their clients Keeping Order services. The second step of the partnership will be to bring the gym into the office. As a personal trainer and coach, Ben Jackson is developing creative options for those who will want to stay fit while working. Kleinfelter will be the speaker at the coming Orinda Chamber luncheon (see below).

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### **Catherine Hall Wins Two 1st Place Awards in Photography Album Competition**

**Studio 3400 Mt Diablo Blvd Suite 9A, Lafayette, (917) 922-9216, [www.catherinehall.net](http://www.catherinehall.net).**

Catherine Hall of Lafayette has received special honors in the Wedding & Portrait Photographers International (WPPI) 2009 Awards of Excellence Album Competition in Las Vegas in February. Hall received first place in both Wedding and Non-Wedding categories. She received as well an Accolade of Excellence in the Multiple Photographers or Studio category. Hall competed against an international field of photographers to win such honors. The Awards of Excellence Album Competition awards are presented each year at the largest trade show, educational platform and convention in the United States for professional photographers. The 2009 competition included 196 albums in 5 different categories submitted by photographers from all over the world. Hall is an internationally renowned photographer based in Lafayette, CA and New York City, NY.

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### **Living Lean Expands Lamorinda Partnerships**

**104 Via Floreado, Orinda 360-7051**

Over a year ago, Sheena Lakhotia started to create partnerships with local restaurants and stores so her clients could eat "lean" on the go. The first places to offer "lean" meals and products were Rising Loafer and Diablo Foods in Lafayette, Quenchers, Caffe Teatro and Gepetto's Caffe in Orinda. She has now extended her reach to Moraga with an agreement with Terzetto, and in Orinda both Shelby's and Casa Orinda are adding "Living Lean" items to their menus.

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### **Jim Colhoun, Prudential California Lafayette**

**999 Oak Hill Road in Lafayette, CA 94549, phone 925 962-6101**

Prudential California Realty has named Jim Colhoun the firm's number one agent for 2008, marking his second consecutive year as top agent out of more than 1500 agents. Colhoun has been with Prudential California Realty's Lafayette office for 20 years.

"Jim is someone who truly enjoys working every day as a Realtor," said Ed Krafchow, president and chief executive officer. "The mark of a great agent like Jim is that he thrives in good markets as well as down markets because he brings value to his clients. Jim has built a very strong client base during the past two decades." Colhoun has received the National Legend Award for achieving the National Chairman's Circle five times. He is a Certified Fine Homes Specialist and a Relocation Specialist who has achieved more than \$300 million in sales. Colhoun resides in Moraga.

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### **News from the three Chambers of Commerce**

Lafayette Chamber of Commerce

- New Member Reception, Thursday, April 16, 5:30pm, Bank of the West, 3583 Mt. Diablo Blvd.
- Ribbon cutting ceremony for Kattenburg Architects, 11 Moraga Way, #3, Orinda on Thursday, April 23 starting at 4:30pm.
- Business Issues/Government Affairs Meeting - Friday, April 24 - 8am, Lafayette Chamber Conference Room.

### **Moraga Chamber of Commerce**

- Chamber mixer on April 28th at 6 p.m. in the new professional condo building at 533 Moraga Road (across from the Rheem Shopping Center). Elena and Larry Hood will host and give a tour of the building.

Wine and appetizers will be provided. During the meeting, Larry Tessler and Grant Stubblefield will propose a training on professional networking, how to use a mixer or an event, like the Moraga Community Faire, to "reach beyond the booth" and introduce yourself and your business to the community.

### **Orinda Chamber of commerce**

- Orinda Chamber Luncheon Friday, April 24, Noon to 1:30 at the Orinda Country Club, 315 Camino Sobrante. Luncheon Presentation: Guest speaker Lee Ann Kleinfelter, owner of Keeping Order, is an expert in implementing personalized time-saving strategies for corporate executive and business leaders. She is a member of the National Association of Professional Organizers and a certified "Eyes of a Stranger" assessment consultant. Cost \$30.00. Please RSVP 925-254-3909.

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

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