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business briefs



Lee Barker (left) and her friend Angie Sakalay get a discount on their breakfast at Roos Pal's Terzetto Photo Rob Lucacher

Senior Helpers Gets Discounts for Seniors, 1550 Viader Drive, Moraga, tel: 376.9900

There is a new senior discount card in Lamorinda and its creator is Kevin Reneau, owner of Senior Helpers, an in-home care provider for local seniors. "My motivation was first to serve the seniors but also to help the business community by driving more foot traffic to the local retail." Reneau decided to first limit the number of participating stores to 30, and within two weeks he had a full roster. Reneau approached the businesses that he and his team felt were offering a good mix of services to seniors. There are 10 stores in Moraga, 10 in Orinda and 10 in Lafayette that now offer 10 to 20% reductions to any senior 65 and older holding the card. The businesses include a mix of restaurants, clothing stores, auto repair shops and other Lamorinda businesses. "Seniors age 65 and older make up almost 20% of our population," says Reneau, "whether it's 20% off an omelet at a restaurant or a discount on a new sweater or help with car repairs, our discount card provides a genuine savings for local seniors." Reneau had over 6,000 cards printed and distributed to senior organizations and senior living facilities. "I have a card in my wallet," says George Fisher, President of the Moraga Movers, "Kevin Reneau will come to our next Moraga Movers dinners to present the card to our members. It's a wonderful step forward to recognize the seniors as well as stimulated the local business." "We think the Senior Helpers discount card is a win-win proposition," says Patrick Vahey of Michael's Ristorante in Moraga, "it allows us to reach out to our local seniors with significant discounts and also generate new business for our restaurant." Since the program started, Reneau said he received calls from other stores that wanted to join. "The names of the businesses are on the back of the card," he explained, "it will be good until 2010, we'll see if we can expand the program to other businesses in the future."

Chevalier Restaurant Now Open for Lunch, 960 Moraga Road, Lafayette, 385-0793

The French restaurant had been forbidden to open at lunch until now because of the limited number of parking spaces available in front of its Moraga Road location. "Thanks to the support of our clients, the Lafayette City Council has decided to let us open the restaurant at lunch-time," says owner Philippe Chevalier, "we have prepared creative ways to enjoy delicious lunches, with our 'quick lunch menu' and a large choice of plats du jour, entrées, salads and sandwiches that can be ordered separately." The "quick lunch" is composed of a choice of any appetizer, entrée or salad and desert, served simultaneously for a fixed price of \$18. The entrées include the Gnocchi à la Niçoise (homemade gnocchi, heirloom cherry tomatoes, shallots, niçoise olives, pine nuts and pesto), l'Assiette de Fromage (Selection of three artisan cheeses served fruit and nuts, and la Dorade (Grilled Mahi Mahi served with baby vegetable ragout and olive tapenade). The patio is open at lunch.

Art Talks at Knox, 3576 Mt. Diablo Blvd Lafayette, 284-5225, www.theknox.com

On June 10 Knox Restaurant and Bar will start a new program call "Art Talks

at Knox" in partnership with the Lafayette Gallery. Featured artists are Shanon Essex, oil painting, Julee Hermann, mixed media collage and reliquaries, Margaret Lucas-Hill, silk painting and Pat Prosek, etchings. Visit the Lafayette Gallery web site to preview their work www.lafayettegallery.net. That Wednesday, from 4:30 to 6:30 p.m., patrons can meet Gallery artists and listen to them present their history, work and processes. Complementary appetizers will be served.

David Pierce Named Top Producer for Combined Residential and Commercial Sales for Prudential California Realty for 2008.

Pierce, who joined Prudential in 1994, has over 20 years' experience in the real estate industry. His 2008 performance earned him a place among Prudential's Top Ten, a ranking encompassing 40 offices and more than 1,700 agents throughout Northern California and Nevada. In addition to his accomplishments with Prudential, Pierce serves as a Director of the Friends of Big Band Jazz as well as delivering community service through the Orinda Rotary Club. David has served as President and Director of the Orinda Chamber of Commerce. Pierce and his wife, Ellen, have resided in Orinda since 1985 where they raised their two daughters, Kimberly and Brooke. Contact: david.pierce@prurealty.com, 254-5984.

News from the Three Chambers of Commerce:

Lafayette Chamber of Commerce

- Chamber Mixer, Wed May 13 5:30pm Contra Costa Jewish Community Center - 5:30 pm 2071 Tice Valley Blvd., Walnut Creek
- Coffee with the Mayor, Friday May 15 at 8 a.m. in the Chamber Conference Room. Concert at the Res. Saturday May 16, 1 to 4 p.m. at the Lafayette Reservoir.
- Taste of Lafayette, Tuesday May 19 from 5:30 p.m. to 9 p.m. Call 284-7404 or go to the chamber's web site to register, the number of tickets is limited.
- Green Committee, Wednesday May 20 at 11:45 a.m. in the Chamber Conference Room.
- Entrepreneur's Club Thursday May 21 at 8:30 a.m. in the Chamber Conference Room.
- Business Issues/ Govt. Affairs Meeting Friday May 22 at 8:00 a.m. in the Chamber Conference Room.
- Top Ten Small Business Trends for 2009 - Friday, May 29 starting at 12 p.m. The Lafayette Library and Learning Center Foundation and the Lafayette Chamber of Commerce invite the business community to attend a special luncheon with featured guest speakers Steve King and Carolyn Ockels, partners at Emergent Research. They will look at social, economic, demographic and technology trends and present a list of the top trends that will impact and shape small business in 2009. The lunch will take place at the Lafayette Park Hotel & Spa. Chamber Chair Tony Eichers and Lafayette Librarian Susan Weaver will also be guest speakers. For registration to this event, please visit www.lafayettechamber.org. Cost is \$25 and space is limited.

Moraga Chamber of Commerce

- May Chamber mixer Friday, May 29, 7:30 a.m. at the
2100 Donald Drive, Hacienda de las Flores, Fireside Room.

Orinda Chamber of Commerce

Tri- Chamber Event - May 28, Orinda celebrates Cal Shakes 35th anniversary and throws a big party, from 5:30 p.m. to 7 p.m. at Theater Square in downtown Orinda. The free event is opened to the public and will offer a whole array of attractions. Cal Shakes will sell specially priced tickets to the opening night of Romeo and Juliet, the play that will be on stage at the Festival from May 27 to June 21. Raffle tickets will be sold.

Reach the reporter at: info@lamorindaweekly.com

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