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business briefs

Local Women get into the Fashion Business

Jane Wiser for Etcetera, Jane@wiserfamily.com

The week of August 20-26 will be Jane Wiser's first private fashion showing as an Etcetera representative. She will have just a few days to present and sell the brand's Fall collection to her network, in her own Orinda home. For someone who was an architect and space planner, the new career could appear odd, but it matches this woman's own sense of style and gives her flexibility while generating some extra income for her family. "Trunk show" as it is called, is the selling method of Etcetera, a full line of elegant designer clothes owned by the Connaught Group, which is also responsible for the Carlisle Collection. The company sells only through private sales managed by independent representatives in their homes. The network receives, four times a year, the full collection for their clients to buy, by appointment only. "Last April I had a first trial run here with my manager Jeanie Rotticci to help me," she said, "I had invited about 200 people, 60 came and I sold 200 pieces of clothing." This result is considered pretty good for a first time, so Wiser decided to make a commitment to Etcetera. For the August show, she will receive a large shipment containing the new collection. "It encompasses a large assortment of patterns, colors and sizes," she says. Customers will try and choose in the privacy of her home. The mother of three (two in college and one at Miramonte), feels that the career move is right for her. "I would have difficulty selling something that I wouldn't be proud of," she says, "and even if fashion is not my background I have a sense of harmony and esthetic from my previous career that translated easily." The Etcetera line of clothing is not inexpensive. Nation wide, most of the customers are busy executive women who appreciate having a sort of private consultant who over the years knows what they have and like, and can offer the new pieces that are going to match and improve their wardrobes. There are three other Etcetera representatives in Lamorinda. Karen Orwig (k.orwig@sbcglobal.net) in Moraga will have a show after Wiser, followed by Yvonne Grace (sfgraces@yahoo.com) in Lafayette and Noel Twist in Orinda (twistnd@comcast.net). The company is looking for additional representatives in the Lamorinda area; interested parties can contact the company's Director of Recruiting, Edie Dance, at 850-484-8120 or edance@etceterany.com.



Jane Wiser with a small sample of the Etcetera collection in her Orinda home
Photo Sophie Braccini

Lamoreem Gymnastics Moves To New Location and Changes Name to Luna Gymnastics

For 28 years Wayne Clark made a big success of Lamoreem Gymnastics offering top notch gymnastics classes for children and young adults, in a large warehouse-looking studio located in the back of the Rheem Shopping Center. Clark decided to transfer the ownership of the business to Lisa Bond-Nelson (he will remain as a coach), who couldn't negotiate acceptable terms with the owner of the building Kimco Realty Corporation. "We were able to find a new space close by located along Moraga Road where 24-hour Fitness used to be," said Bond-Nelson, "this better location includes outside maintenance, better visibility, windows, a larger size (almost an extra 1000 sf), and attentive property managers." Bond-Nelson and her team are preparing an opening ceremony in early fall once they are settled in their new facility. The building houses Curves as well, which also made the short move from Kimco-owned Rheem Center to the stand alone building at 594 Moraga Road.

Thursday at Theater Square

Live music, massage, art, wine and gourmet food for two more Thursdays. On September 3 and 17 the merchants at Theater Square in Orinda invite residents to enjoy a relaxing evening from 5:30-7:30 p.m. Massages at Entourage are 30% off for this event. Shelby's is expecting customers to come and taste their delicious cuisine while sipping fine wine. The Square will feature fine art exhibits and live music from East Bay bands.

Mt Diablo Business Women - Event - September 10, 2009

Networking Dinner, 5:45 to 8:30 p.m., Sept. 10, 2009 with guest speaker Carole Rehbock, MCC of Consulting & Coaching Solutions. She is a coaching, consulting, and management transition expert and specializes in leadership development, performance improvement and transition management. Lafayette Park Hotel, 3287 Mt. Diablo Blvd, Lafayette; \$37 members, \$55 guests.

Lois Rider Kubota Named Sales Associate for Coldwell Banker Residential Brokerage in Orinda

Coldwell Banker Residential Brokerage announced that Lois Rider Kubota has joined the company's Orinda office as a sales associate. In her new position, Kubota will specialize in residential sales in Contra Costa County. "We are thrilled to have Lois join our team," said Val Cook-Watkins, manager of Coldwell Banker Residential Brokerage in Orinda. Prior to joining Coldwell Banker Residential Brokerage, Kubota worked in the financial services industry as an insurance broker at Unistar Benefits Insurance Services.

News from the three Chambers of Commerce

Lafayette

- Still time to enjoy "Rock the Plaza" the event put out by the Lafayette Chamber of Commerce, the City of Lafayette and Red House Studios. The 'Rock the Plaza' series will take place in Lafayette's Plaza Park at the corner of Mt. Diablo Boulevard and Moraga Road. The headliners start at 6:00 p.m. and are presented free of charge. Come early for a good spot on the lawn and a chance to hear the opening "teen" bands. Two Friday evenings left:
August 21: The Spazmatics - due to popular demand, the geeks are back! <http://www.spazmatics.live.com>.
August 28: The Synthetics - popular & danceable covers, <http://thesyntheticsband.com>.
- Mark your calendars: Lafayette Art & Wine Festival - Saturday, September 19 & Sunday, September 20 - Downtown Lafayette.

Moraga

- The August Chamber meeting will be Tuesday, August 25th from 6:00 PM to 8:00 PM at the Moraga Commons Park. The August meeting will be a barbecue. Spouses and/or significant others are invited.

Orinda

- Second Orinda Restaurant Tour on September 29. The Tour is a component of the Orinda Chamber of Commerce's "Shop Orinda Campaign." The event is scheduled this year for Tuesday, September 29, from 5:00 to 8:30 p.m. The fun will start at Theater Square with appetizers from 5:00 p.m. to 6:00 p.m. The restaurant Tour itself is from 6:00 p.m. to 8:00 p.m. and will include favorite local restaurants, and dessert from 8:00 p.m. to 8:30 p.m. The event benefits the Orinda Schools. Tickets should be purchased in advance for \$30.00 per person - with tickets at the door costing \$35.00. Purchase your ticket online at www.orindachamber.org/OrindaRestaurantTour2009.htm.

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

Lamorinda Weekly business articles are intended to inform the community about local business activities, not to endorse a particular company, product or service.

Local Teens Celebrate Book Launch and Literacy Philanthropy

By Sophie Braccini



Teens volunteering at Be the Star You Are! (L to R): Rachel Glass, Elyse Kolnowski, Dani Wong, Gaby Gryco
Photo Sophie Braccini

September 13 is the official launch of the book *Be the Star You Are! For Teens*, written by teens, for teens. This book is a sequel to Cynthia Brian's *Be the Star You Are!*, published five years ago, that celebrates life through real stories of people who make a difference in a variety of ways. The new book contains 38 contributions, 30 of them written by teenagers. The party to be held on September 13 in Moraga will commemorate ten years of literacy philanthropy by the non-profit organization Be the Star You Are.

When she started to volunteer at Be the Star You Are three years ago, Jacqueline Tao, a junior at Campolindo High School, didn't know that it would lead her to be a published author. When Brian got the idea of doing a teen version of her own book, she started a writing competition and asked her volunteers if they wanted to participate. "I wrote a text called the Gift of Simplicity," said Tao, "it was inspired by a visit I made to Tibet where I observed how very little materialistic things children needed there to be happy."

Each youth contribution is

different and reflects on their experience. Dana Wong wrote the Gift of Faith, inspired by the tragedy that hit her family when her father had a stroke. "I am very close to my father, I have a lot of respect for him," says the Campolindo Senior, "writing about his ordeal helped me voice my emotions." Wong and her family are very proud that she is now a published author. "It is very empowering to see that other people are interested in what you have to say," she adds.

Other contributions include the Gift of Daring by Rachel Glass, a junior at Las Lomas, and the Gift of Charity by Elyse Kolnowski, a senior at Carondelet High School in Concord.

Not all the contributors to the book are actively involved with the charity. Contributions came to Brian from all over the United States and the world. "They are all so different," says Brian, "they are unique and all bring a different piece of inspiration and hope."

Writers or not, all the members of Be the Star You Are are actively preparing for the party. All of the leaders but two are teen volunteers. "That's how they learn," says

Brian, "we want to grow people and let them make mistakes."

Gaby Gryco has been with the group for almost a year. She started while at Joaquin Moraga Intermediate School and is already co-chair of the book review team. For the celebration, she sells ad space on the program, calling businesses or visiting them. "I get pretty good response," she says.

The team is expecting 400-500 people to show up for the book-launch/anniversary dance party. Four different bands will play; food, drinks and mocktails will be served. Twelve of the thirty teen authors will be there to sign the book's first release. There will be a raffle and a silent auction; all proceeds (including present and future book sales) will entirely benefit the charity.

The event is on August 13, from 4:00- 9:00 p.m. at the Holy Trinity Cultural Center, 1700 School Street in Moraga. Tickets are \$13 in advance, \$20 at the door for standing/dancing (VIP tables for 10 \$713). Pre-buy the book and a party ticket for \$27.

For tickets and details go to: <http://www.bethestaryouare.org/10thAnniv.html>.

Green and Greener

Less-power or Power-less?

Katy: I don't have a pool OR air conditioning! But we've replaced all of our windows with energy efficient, double pane versions, and installed an attic fan which keeps the attic around the same temperature as the outside, instead of having it become a pizza oven on hot days. The new windows have the added benefit of keeping the house quieter, and the fan extends the life of the roof.

Dave: Attic fans make a huge difference. At the Earth Day festival in Lafayette, I even saw a firm selling solar powered attic fans....you don't need any electricity at all!

Katy: Speaking of solar... I have to plug the clothesline again, especially at these temperatures. My clothes are drying faster than they would in the dryer.

Dave: I believe I've expressed my opinion on that one before.

Katy: Yes you have. If you feel like your electrical bill is out of control, write us at info@climatepath.org and we'll send you a checklist of things you can do to bring that bill down! If your bill is already low, write us and let us know what you did, so we can share it with others.

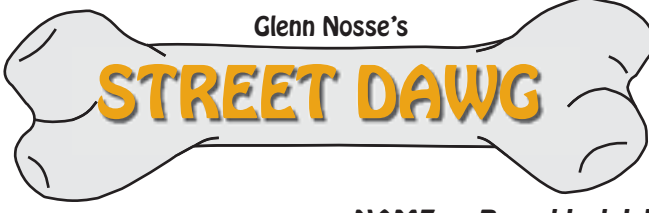
Dave: On a final note, EBMUD also charges a lot more if you go

... continued from page 13

over baseline. Just like with your power bill, small reductions in your water use can lead to big savings.

Katy Foreman is a committed environmentalist who lives in Lafayette, and Dave Rochlin is a lazy environmentalist who lives in Moraga. Together they operate ClimatePath. Individuals and businesses can measure and then reduce their carbon footprints through tax deductible donations that support carbon reduction activities, renewable energy project, and forestry initiatives around the world at www.climatepath.org

Glenn Nosse's



STREET DAWG

When not flying high in Bay Area skies, Glenn Nosse hangs out in Lafayette with his two- and four-legged friends.

NAME: Bo, a black lab mix
AGE: 2
JOB: Flew since puppyhood on the CBS5 helicopter as a crew member with Pilot, Rod Jamieson and Videographer, Glenn Nosse.
RESIDENCE: Lafayette, living with masters Barbara and Walt Luke.
STATUS: Single, but looking.
SMART / STUPID PET TRICK: None, thinks of himself as being a human.
FAVORITE RIDE: Helicopters
FAVORITE WALK: To Bo's in Lafayette to smell the ribs.
CURRENT JOB: Retired, sleeping, but looking toward the skies whenever I hear a helicopter.




Photo Glenn Nosse