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business briefs



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

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@etceteranyc.com.

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

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

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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 pm. 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.



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[back](#)

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