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## business briefs



Left to right: Lynn McAuliffe and Sue Tenerowicz  
Photo provided

Spell-It-Out Photos, the Art of Lettering with Pictures

www.spellitoutphotos.com

Business owners Lynn McAuliffe and Sue Tenerowicz launched an e-commerce site last month that allows users to create words for display, using pictures of natural features that resemble letters. The eclectic photo gallery allows users to spell out and order names, inspirational words or ideas that they can display in their homes or offices.

On the web site users type their word (s), then the program lets them choose the picture they prefer to represent each letter. They can match them by texture, background color, natural or man-made, whatever strikes their fancy. The pictures are ordered either as is, in different sizes, or they can be shipped already framed. In their "other products" department the partners offer a countryside ABC poster, stationary and other pre-made assemblages.

"I've always seen letters in places you wouldn't expect," says Tenerowicz, the photographer of the team. "We have a lot of fun finding the letters," says McAuliffe, who is the graphics coordinator, "and Lamorinda residents are most likely to see something they recognize." Like the perfect 'i' provided by the Lafayette Reservoir Tower.

Business Faces the Health Care Challenge:

In Search of Innovative & Practical Strategies.

Saint Mary's Campus, Soda Center, 1928 St Marys Rd, Moraga

The Saint Mary's Alumni and Friends Program proposes conferences that are open to the community. On November 12, from 6:00pm - 8:30pm, the program will focus on how businesses can address the health care challenge. "Safeway and Oracle are two of our greatest contemporary corporate success stories, not just here in their Bay Area home, but on the national and global stage," says the organizer. Alumni and Friends invite business managers and leaders to hear reports from Safeway and Oracle on how they are responding to today's health care challenge. What exactly are they doing? How could these approaches translate and apply to one's company and work environment? \$20 for SMC alumni, \$25 for non-alumni, free for SMC students. To register go to <https://www.stmarys-ca.edu/alumni-and-friends/alumni-events/rsvp/index.html?event=434>

Coldwell Banker Residential Brokerage in Orinda Hires.

5 Moraga Way, Orinda - 254-3030

The real estate services company announced that Katayoun Aghevli has joined the company as a sales associate in its Orinda office. In her new position, Aghevli will specialize in residential sales in Contra Costa County.

News from the Three Chambers of Commerce

Lafayette

Lafayette Businesses go to the 5th Annual Business Expo in Concord.

The Lafayette Chamber of Commerce is partnering with the neighboring chambers of Pleasant Hill, Martinez and Concord to present the annual Business Expo. The event will be held on Thursday, November 5 at the Crowne Plaza Hotel Concord, 45 John Glenn Drive, Concord. The event begins at 4:00pm and runs until 7:00pm. 140 local businesses will display their products and services to more than 800 people. The Lafayette Chamber believes that the event is a great place to network, showcase one's business and make new contacts. Admission is free to the public. For more information call 284-7404 or go to the chamber's website, [www.lafayettechamber.org](http://www.lafayettechamber.org).

Moraga

Chamber Meeting on November 20, starting at 7:30 a.m. at the Hacienda de las Flores. Grant Stubblefield will present the new Moraga Chamber of Commerce website and again talk about the possible advertising opportunities on [ShopMoragaFirst.com](http://ShopMoragaFirst.com). The SMF website has also been updated and now includes a map of Saint Mary's College.

Orinda

Chamber After Hours Mixer on

Thursday, November 12th from 5:30 p.m. to 7:00 p.m.

Oak Springs Pool, 39 Spring Road, Orinda.

The Oak Springs Pool has invited Orinda Chamber members to visit their historical club house, which is now available for private parties. "Join old and new friends, and sip a glass of wine while standing next to a roaring fire in a knotty pine cabin," said Candy Kattenburg, the Chamber Executive Director. See more information about Oak Springs Pool at the club's website: <http://www.oakspringspool.com>. Free admission.

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

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