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Wishing you and all of your loved ones a very Happy and Prosperous New Year



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

Total Clean Celebrates 25 Years of Spotlessness

By Sophie Braccini



Kim Winter with dog in her Rheem Boulevard office
Photo Sophie Braccini

When she was a student at Saint Mary's College, Kim Winter started cleaning homes. According to her, not only was it a way to help finance her education, it was also a relaxing occupation that took her mind off her classes. When she graduated, she decided to transform that activity into a real business and she developed "Total Clean" with a partner. The business has been growing in Lamorinda for 25 years. She now employs 19 people and is in charge of the cleanliness of hundreds of homes. "Having grown up here and contributing to the community in many ways is how I develop my business," says Winter. "We've been part of so many people's lives for so long now; it's the trust we build that keeps us successful."

According to Veronika Erickson, who helps with customer service and other tasks in the office, one of Winter's keys to

success is the way she takes care of the women who work with her. "Some of them have been with her for twenty years," says Erickson, "she gives them the flexibility they need to raise their families, she is interested in their lives and supports them as much as she can." Winter learned Spanish at Campolindo with Mrs. Lola Danielli (who still teaches there), and helps with such things as the translation of legal papers and communication with the teachers of her employees' children.

"Part of taking care of the ladies who work with us is to have them insured, bonded and protected if an accident happens," adds Winter. She also provides her employees with cleaning products that are environmentally friendly as she can. "This is good for the workers, it is good for our customers and good for the environment."

Suzanne Murphy of Moraga has

been using Total Clean for 13 years. "I love them," says Murphy, "I look forward to coming home after Total Clean has cleaned my house, it looks spotless, it smells wonderful, and I've never had a complaint."

Kris Holst of Orinda has been both Winter's customer and accountant for some 20 years. He attributes Winter's success to the fact that she used to clean herself and that she trains her staff in how to do things. "Kim is very detail oriented," he adds, "it shows in the quality of the cleaning, just as it simplifies our monthly financial reporting and payroll management."

According to Winter, her business has been steadily growing. Although 2009 was slower than usual, "I was able to keep all the employees and we've noticed a rise in demand in recent months," she adds. Winter admits that her pricing is at the top of the range for cleaning services but says,

"People would rather pay a little more and have the peace of mind to know that the people who will be working in their homes are insured, will offer consistent, quality service, and they never have to worry about the cleaning products." Most of her clients are located in Lamorinda; they have their homes of all sizes cleaned once a week or every other week, and Winter does not hold them to a contract.

Winter recently joined the Moraga Chamber of Commerce. The mother of two school-age children, sole proprietor of a business that used to be a partnership, she does not have a lot of extra time, "But it is important to give back to the community that supports you," she said.

Total Clean is located at 329 Rheem Boulevard, Suite B, in Moraga; call 376-1004, or go to www.totalclean.biz.

New Gym Opens in Downtown Lafayette

By Rosylyn Aragon Stenzel



Lamorinda CrossFit Owner Dave D'Angelo keeps watch while co-owner Anni Watson deadlifts 75 pounds. Photo Rosylyn Aragon Stenzel

Just in time for New Year's resolutions to get into shape, Lamorinda CrossFit is open for business with a new way of looking at fitness

that involves personal coaching, intense workouts and a sense of community. Located in downtown

Lafayette, Lamorinda CrossFit is not your typical gym packed with treadmills, ellipticals or other machines. Instead it is a clean, simple space with bars, weights and minimal equipment. Says co-owner Dave D'Angelo, "Your body is the machine!"

What is CrossFit? CrossFit is a back-to-basics approach to exercise. The exercises are an intensified version of everyday fundamental movements. It includes gymnastics, weightlifting and metabolic conditioning. Groups of four to five work out together with a certified CrossFit trainer.

D'Angelo, who also works as a custodian at Lafayette Elementary School, first learned about CrossFit training in October 2007 and since then has become a self-proclaimed CrossFit junkie. He became certified in CrossFit training in March 2008 and began to dream about opening up his own gym. Co-owner Anni Watson, who met D'Angelo while working at another gym, was looking for a job after completing college. ... continued on page 12

If you have a business brief to share, please contact **Sophie Braccini** at sophie@lamorindaweekly.com

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business briefs

Garlic Meets Restaurant Row

Roya's Garlic Garden, 3576 Mt. Diablo Blvd., Lafayette

283-3007, www.royasgarlicgardening.com

Roya's Garlic Garden opened a few weeks ago. Roya Azdanlou and her husband, Hamid, started their first gourmet restaurant in Sweden. While attending culinary school in Europe she learned to make everything from scratch, with dedication and care. "We were famous for our home cooked dishes," says Hamid. After many years of cooking different kinds of European dishes, Roya decided to continue with French cuisine. But after traveling the world and experiencing a variety of foods from all over the globe, she was inspired to create a menu that includes a diverse selection of tastes; something for everyone. They are now open for dinner from 4:00 p.m. to 10:00 p.m., featuring European cuisine, with happy hour from 4:00 to 6:00 offering wine or beer with garlic bread and olives for \$5. They are planning to open for lunch beginning in February. "I chose Lafayette because the people are extremely nice and open there," said Roya, "It is a green and lovely city."

Free Conference on Cloud Computing

On Friday, February 19th, at 9a.m., Darren Starr, CEO of StarrForce, a Lafayette-based technology consulting firm, will give a presentation to interested business owners on how to use information technology to better run their businesses while reducing information technology and computer costs. Cloud computing offers business owners the opportunity to access the computing services they need over the internet rather than having to setup computer systems in their offices. This presentation will review what cloud computing is, discuss examples including free solutions, why cloud computing is important for all businesses to know about, why it is safe and secure, and what the immediate benefits would be to businesses utilizing it. The conference will be held in the Lafayette Chamber of Commerce Conference Room.

Andi Brown Joins Coldwell Banker

Coldwell Banker Residential Brokerage announced today that Andi Brown has joined the company as a broker associate in its Orinda office. Prior to joining Cold-

well Banker Residential Brokerage, Brown worked at the Mark Company for five years as a sales associate. Her sales experience includes the St. Regis Residences in San Francisco and Mercer in downtown Walnut Creek. Brown earned her bachelor's degrees in both political science and communications from UCLA.

Mt Diablo Business Women Presents Charlotte Wood

On February 11th the association has invited Ms. Wood to present "Show Up in Your Business with Focus, Presence and Authority." Wood is the author of "Let Her Out!: Getting Back the Lost Pieces of YOU." Pre-registration by February 8 is a must. Please contact www.mtdiablobusinesswomen.org. Members \$37.00 Guests \$47.00

News from the Three Chambers of Commerce Lafayette

- January 29: Business Issues / Governmental Affairs Meeting at 8:00 a.m. in the Chamber Conference Room.
- February Mixer on Wednesday, February 10th at Town Hall Theatre, 3535 School St. starting at 5:30 pm.

Moraga

- Chamber Meeting on Friday, January 29th starting at 7:30 a.m. at the Hacienda de las Flores. The January meeting will consist of a group discussion of goals for 2010 for the Moraga Chamber and the Moraga business community.

Orinda

- Wednesday, February 10th, Chamber Mayor's Luncheon at 12:00 noon, Orinda Community Center, 28 Orinda Way. Reservations on line on the Chamber's web site, www.OrindaChamber.org, \$15 per person.
- Mark your calendar for a new event in Orinda. On Friday, March 5th: "Live at the Orinda," the Chamber presents a champagne-splashed evening of live professional comedy in conjunction with Tommy T's Comedy House of Pleasanton, and the Lamorinda Film and Entertainment Foundation.

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