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business briefs



The Juricevics cut the ribbon of their new office: (L-R) Sandra Juricevic, Julian Juricevic, Tanja Juricevic, Jolena Padilla Picture courtesy of the Orinda Chamber of Commerce

connect with their SMC market," adds Coe, "We will also explore ways SMC can communicate and market what we have on campus to offer to Moraga citizens."

Todd Ogorzelec, from the Athletic Department, described the Gael Force Sponsorship program, which invites businesses to introduce their products at SMC Athletic events.

Business Lawyer Starts Small Firm in Lafayette

www.mod4llp.com

Karen Stambaugh decided to quit the big law firm she was working for in the city to start her own practice with two friends from her Berkeley graduating class. "Quite a few people are leaving the larger firms because they realize that, due to their high overhead, these companies are charging fees that smaller clients cannot afford," explains Stambaugh, "so it made good business sense for (us) to start a new model where we will provide the same expertise to our clients, and stay affordable." The three each work remotely, from their home-offices, reducing expense, while continuing to share their expertise. For the mother of a young Burton Valley student, the move from city-commute to working in Lafayette makes a lot of sense, too. "And there is the thrill of starting your own business," adds Stambaugh. The new firm, mod4 LLP, will concentrate on new business start up, intellectual property licensing, trademark, etc.

Orinda Taxi Cuts Ribbon at New Office

253-8294

Chamber members and guests joined owners Tanja and Julian Juricevic and staff as they celebrated the opening of the new Orinda Taxi offices at 15 Altarinda Road, #204, on Wednesday, August 11. Juricevic, a long-time Orinda resident, started the business a little over three years ago with a single green, hybrid car and one driver - himself. Today, the company has six such cars, four full-time employees, and a dozen independently contracted drivers. Juricevic explains his success by the community support he receives. "People trust us because we are part of the Lamorinda community," says Juricevic, "parents call us to pick up their kids from school, they ask us for little trips to BART when the parking is full, or for longer service to the airport. Whatever they ask, I'm happy to get up from my dinner table and make sure they'll be home on time." The move to a new office was much needed. "We needed an office away from home where we could park the taxis easily," Juricevic explains, "this new location is five minutes from BART, the drivers can leave their cars and park the taxis there and we have enough office space." Orinda Taxi has become a feature of the Lamorinda community, with cars waiting at the Orinda and Lafayette BART stations and around the Saint Mary's/Moraga area. "We like to (donate) free airport trips to local auctions and fund raisers," says Juricevic, "it is our way to thank the community for its support."

Moraga Chamber and Saint Mary's College Meet

The Moraga Chamber of Commerce met with Saint Mary's College (SMC) staff at the Hearst Gallery on July 27th. Brother Mel, former SMC president, offered an interesting presentation of the history of the relationship of the town and the college and there is now a project starting to memorialize his knowledge. Subsequent to the meeting, new ties are forming between the two entities.

"There were over 60 people in attendance, with 12 from Saint Mary's faculty and staff," reported Moraga Chamber President Edy Schwartz.

Mary Coe, adjunct lecturer in the School of Economics and Business Administration, spoke about a January Term project she will be teaching. "I thought the meeting was well attended and showed that SMC wants to strengthen its relationship with the town of Moraga," said Coe. "We want to be part of the Moraga community. I am teaching a Jan Term course with about 30 students who will be working with Moraga businesses to determine how to best market to SMC students faculty and staff." Coe and her group will investigate the ways SMC faculty, staff and students get information about Moraga businesses and streamline the process to improve marketing results. "We will look at new methods of communication such as social networking and see how this can help Moraga businesses

News from the three Chambers of Commerce

Lafayette

Rock the Plaza (at intersection of Moraga Road and Mt. Diablo Blvd.) No cost, just bring a picnic meal and enjoy. The Rock the Plaza series features the Orinda based Pacific-Coast Band on August 20th and will welcome the return of Total Eclipse on August 27th. The two bands play covers from the 70's, 80's and even some from today.

Social Media Marketing 101 for Small Business on Wednesday, September 15th at 8:00 a.m. at the Lafayette Library & Learning Center. The Chamber invites members and friends for a free one-hour morning workshop. "Are you wondering how social media and other 'inbound' marketing efforts can help your business?" asked Chamber Director Jay Lifson, "then this workshop featuring Robin Fox, Social Media & Inbound Marketing Coach, is for you." For reservations please contact robin at workshops@lafayettechamber.org.

Moraga

Annual Chamber Barbecue on Tuesday, August 31, 2010, from 6:00 p.m. at the Moraga Commons Park, meeting place by the picnic tables behind the bandshell. The summer barbecue tradition continues with the usual menu of burgers, salads, drinks, and dessert. The food is offered by Moraga Safeway. The event is free and for members and their guests only, RSVP to Kathe Nelson kathenelson@gmail.com by August 26th.

Orinda

"Brown Bag" Workshops. The Orinda Chamber is pleased to continue its monthly "brown bag" workshops. Non-chamber members are welcome to attend. All workshops are held from 12:00-1:00 p.m. at Orinda City Hall, 22 Orinda Way, Sarge Littlehale Room. Next session on Tuesday, September 14, "Blog for Business." Are you ready to start a blog to market your business? Join Marissa Berger of MB/I and learn how to produce branded business blogs or improve your own blog's optimization.

Cal Shakes Mixer on Thursday, September 2nd from 5:30-7:00 p.m. Free at the Bruns Amphitheater - 100 Wilder Rd. (formerly Gateway Blvd), Orinda. The Chamber Mixer will celebrate Cal Shakes' 20th year in Orinda and will be followed by a performance of William Shakespeare's play, Macbeth. Guests having the option of attending just the Chamber event or staying on to enjoy the show at a special "Friend of the Chamber" reduced admission rate of \$25 per person - go to the special Cal Shakes webpage at www.calshakes.org, where Chamber members and their guests can purchase their tickets online. There will be food and beverage, music, and raffle prizes; events will take place in the Upper Grove at the Bruns Amphitheater. The City of Orinda will present a special honor to Cal Shakes for its 20th year in Orinda.

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