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business briefs



Karen Callahan (left) and Design & Interiors' Rita Brown look for a table. Photo Sophie Braccini

visited the store, Designer Rita Brown was looking for a table in one of her many catalogues with Lafayette resident Karen Callahan. The client knew Design & Interiors from their Walnut Creek store and was thrilled about the move. "Our Walnut Creek landlord wanted to transform Plaza Escuela into a food court," said Puccetti, "we were disappointed at first, but it's proven to be a good move for us; the Lafayette community has been so warm and accepting." Puccetti believes that she operates in a unique business where you become a part of a family for the time you are creating a design for and with them. "You have to understand your clients' lifestyle and create with them something they will love for many years." Design & Interiors will celebrate its grand opening on February 10th with the Lafayette Chamber of Commerce.

Design & Interiors

3590 Mt Diablo Blvd., Lafayette

Design & Interiors has moved from Plaza Escuela in Walnut Creek to the spot formerly occupied by Hollywood Video on Mt. Diablo Boulevard in Lafayette. The high-end home furnishings and interior design business has three locations in the Bay area. Founder/owner Marcy Puccetti now works in partnership with her daughter. "I started in Mountain View thirty years ago," remembers Puccetti, "at the time the demand for contemporary design was null. I have seen my clients' preference evolve from the more traditional taste, to the casual period, and now we have reach a transitional age. People want a decor that's not as stark as contemporary, but with cleaner lines and delicate finishes." The new Lafayette store feels much larger than the video store ever seemed. The space is separated by a few metal grates and the visitor can move easily from one atmosphere to the next, ranging from contemporary style to furniture that is evocative of an affluent countryside or Tuscan-inspired estate. Everything on the floor, from the lamps to the beds, tables and sofas are for sale, but there is more to the new Lafayette store. "All of our employees are professional designers," said Puccetti. When we

Free Tax Planning Webinar

Wednesday, January 26th at noon, Ballou Plum will be hosting, at no cost to attendees, a Tax Planning Webinar featuring Lafayette based tax expert Linda LaHonta, CPA. For information about how to participate, please email plan@ballouplum.com. There will be space for about 100 live attendees. You can also view the webinar at www.ballouplum.com a day or two after the event if you are unable to attend.

News from the three Chambers of Commerce

Lafayette

- Entrepreneur's Club on Thursday, January 20,
8:30am in the Chamber Conference Room
- Green Committee Meeting on Tuesday, January 25 at
noon in the Chamber Office
- Business Issues Meeting on Friday, January 28, 8am
in the Chamber Office
- First mixer of 2011 on February 9, 5:30-7pm at Wells

Fargo Bank.

Moraga

Chamber General Meeting on January 28, 7:30-9am. The first General Meeting of the year will be held at the Hacienda, 2100 Donald Drive. Roos's muffins and delicious coffee will be served.

Orinda

Orinda Chamber Luncheon on Friday, January 28, 2011, noon-1:30pm at the Orinda Country Club, 315 Camino Sobrante, Orinda. RSVP: Highly Recommended - To purchase tickets online go to the Chamber web site at www.orindachamber.org. The cost is \$30.00 per person. The guest speaker is Tom Franier, co-owner of Semifreddi's Bakery. He will be talking about "Slow Capitalism." When he started Semifreddi's with his sister and brother in law in 1984, Franier learned quickly that baking great bread and pastries requires both patience and know-how. "Lesson #1 was that you have to let the dough rise slowly and consistently," he says. "The same lesson applies to running a successful company. Since 1984, Semifreddi's has grown slowly and consistently to become one of the San Francisco Bay Area's premier artisan bakeries."

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