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True Green in Lafayette

By Sophie Braccini



Mollie Kastner presents Elmwood Stationers' green options

Photo Sophie Braccini

The 2011 Green Awards were presented by Lafayette Mayor Carl Anduri at a City Council meeting in mid-April. In the business category, the two businesses that were recognized are mainstream and successful in the community: Elmwood Stationers and Chow Restaurant. Both locally owned (with one or more other Bay Area locations), these two businesses 'do green' because they believe in it, and because it serves a growing demand.

Andrew Hahn opened the Lafayette Elmwood Stationers store less than two years ago. "Sustain-

ability is something we've practiced from the get-go in our Lafayette store, starting with our remodel," says Hahn, who recycled the carpet, and ensured toxin-free paint and fluorescent light bulbs.

What is relevant to customers today is the wide range of sustainable products that the store carries. "40 percent of our products are recycled," says Hahn. Entering the store, the first display on the left boasts fun and colorful shoulder totes made of 95% recycled material. The store is full of sustainable options for everyday stationery needs. Printing paper comes in sur-

prising options – sugar cane paper is offered along with 100 percent recycled copy paper.

Sugar cane paper is made of bagasse, the fibrous residue left over after the sugar cane has been crushed and the sugar extracted. The paper can be composted and it reduces the stress on our forests. "Sugar cane paper looks like any other paper; it's the same price, great quality; people just don't know about it," says Hahn.

Further exploration of the store reveals other interesting items such as binders, folders and wine bags made of bamboo, and "Plant-me"

greeting cards for mailing, that are made of a paper containing seeds that will sprout into flowers if your addressee plants the card after reading.

"Large companies are also coming with sustainable alternatives," adds Hahn, "Scotch has an eco-friendly tape and Westcott offers clean earth scissors."

Very popular in Lafayette and beyond, Chow Restaurant was nominated three times for the Green Award. "They have such a commitment to sustainable practices," says Sustainable Lafayette's Steve Richards, "but they do not really advertise it. It's only fitting that we recognize them."

Tony Gulisano opened the first Chow in San Francisco in 1997. "Chow promotes sustainability through many different avenues in their restaurants," says Richards, "from the organic local ingredients they select, to the food-scrap recycling program in which they were one of the first to participate in Lafayette."

2011 Green Award winners include:

- John Kiefer
- Rebecca Calahan Klein
- Contra Costa Jewish Day School
- Springhill School
- Chow
- Elmwood Stationers
- The Urban Farmers
- Allied Waste Services (Tim Argenti)

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

business briefs

Patxi's Pre-Opening Fundraising
3577 Mt. Diablo Blvd, Lafayette

Its management recently confirmed: Patxi's Chicago Pizza on Mount Diablo Boulevard will open late May. "We extend an invitation to Lamorinda charities to enroll in the '52 Weeks of Giving' fundraising campaign for 2011," said Bill Freeman, Patxi's co-founder and CEO. "Patxi's will host weekly community fundraisers, donating ten percent of all sales for that day (including pick-up, delivery and dine-in) to organizations dedicated to education and children's health and welfare in the Lamorinda area." Local organizations interested in participating can register at: <http://patxispizza.com/52weeks.html>.

New Tutoring Service Coming to Lafayette?

Mathnasium, an afterschool tutoring center for first through twelfth graders, filed a request for a land use permit at 3435 Mt. Diablo Blvd, (near the gazebo on the east end of the city). The center would provide tutoring in a group setting, with lessons of about 1.5 hours in length. Mathnasium is part of a national franchise. There are approximately 13 locations within 100 miles of Lafayette, including centers in Walnut Creek, San Ramon, and Pleasanton.

Flare De Hair Celebrates Its Grand Re-Opening
3420 Mt. Diablo Blvd., #C, Lafayette, 284-3230

In the spring of 2004, Martha Ceron opened her own studio in Lafayette, Flare de Hair on Golden Gate Way. She brought 24 years of styling expertise and training at Vidal Sassoon, Paul Mitchell and Bumble & Bumble. She recently moved closer to Brown Avenue on Mt. Diablo Blvd. (next to Bo's Barbeque) and is celebrating the recent remodeling of her shop with a "Hair and Scalp Treatment" event on Saturday May 14, from 10am-4pm. Call for reservations.

New Sales Associate for Coldwell Banker Orinda
5 Moraga Way, Orinda
(925) 253-4600

In her new position, Melanie Snow will specialize in residential sales in Orinda, Moraga, Lafayette, Pleasant Hill and Walnut Creek. Prior to joining Coldwell Banker Residential Brokerage, Snow worked as an agent for Terranomics Commercial Real Estate Company.

New from the three Chambers of Commerce

- Lafayette**
- Monthly Mixer tonight, May 11, 5:30-7pm at Clocks, Etc. at 971 Moraga Rd, celebrating this business' 35th anniversary.
 - 9th Annual "Taste of Lafayette" on Tuesday, May 17, sponsored by the Lafayette Chamber of Commerce and the Lafayette Community Foundation. Taste of Lafayette

is a tour of Lafayette's finest eateries that lets you sample the signature cuisine of each restaurant. Tickets will be available online on the chamber web site at www.lafayettechamber.org.

- "Online Business Profiles Matter: Easy Steps to Leverage Yours" workshop on May 18 from 8- 9:30am, presented by Robin Fox, Social Media & Inbound Marketing Coach at the Lafayette Library & Learning Center, Arts & Science Classroom.
- Ribbon Cutting at Zahra Boutique Salon, 3578 Mt. Diablo Blvd., on May 26 at 5pm.

Moraga



Winetasting at last year's faire

Photo Andy Scheck

- 5th Moraga Community Faire on Saturday, May 14th, 11:00am-5:00pm at the Rheem Shopping Center, sponsored by the Chamber. There will be great bands, (noise level lower than last year), food, wine, climbing wall, jumpies for the kids, and a classic car show. A total of 80 booths are scheduled to feature many of the Moraga retailers, organizations, sports groups, and artists.
- General Chamber Meeting, May 20th, 7:30-9am at the Hacienda de las Flores. Scott Webber, guest speaker and owner of Ampelus Technology in Orinda, will discuss online community marketing and the different platforms available to small business owners.

Orinda

- After hours mixer on Thursday, May 19, 5:30-7:30pm at Union Bank of California, 140 Brookwood, #101, Orinda.

If you have a business brief to share, please contact **Sophie Braccini** at sophie@lamorindaweekly.com or call the office 925-377-0977

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