

# New Businesses 'Springing Up' in Lamorinda

By Sophie Braccini



Care Indeed young ladies in Orinda, from left: Dee Busos, Amrita Sanyal, Winnie Abenoja  
Photo Sophie Braccini

New businesses are coming to Orinda, the gateway east of the Caldecott Tunnel. "We chose Orinda because we want to offer our services

to Orindans, and because it's a great place to access the three Lamorinda communities and beyond," says Dee Busos, CEO of Care Indeed. A nurse

by training, the young woman started the in-home care service only a few years ago in Palo Alto, but decided to move her company as she began getting more clients east of the tunnel.

Care Indeed is not a new concept. The business services adults in their homes, mostly older adults, who need various degrees of assistance. "What is different with us," says Amrita Sanyal, who's been working with Busos since they met while working for another employer, "is that some of our caregivers are nurses who can take charge of the medical needs of the clients who need it." Busos explains that both she and Sanyal got frustrated with their inability to change the company's culture at their previous jobs. "We were tired of the high turnover of the care givers, the recruitment was not discriminate enough, personnel were not treated right and the overall service suffered as a result." That's why she decided to start her own business two years ago.

Care Indeed employs 25 nurses and 60 other employees. They answer their phone 24/7 and can tailor their service to a wide range of needs, including dementia patients who need a permanent presence.

A few blocks from Care Indeed, Dr. Laurie Langford opened her own veterinary hospital, Theater View Veterinary Clinic, at the end of April. She

has been working in Orinda for 15 years, but says, "It was time for me to become my own boss." She found a quiet place at 1 Bates Blvd., Suite 200 in Orinda where she thinks her favorite patients, local dogs, cats and 'pocket-pets' won't be stressed. But there are plenty of challenges, too. She's noticed a growing problem with fleas and ticks. "It started last year," she says. "It seems that fleas are getting resistant to the topical products that worked well before." She thinks that there is a lot of work for vets around here, with all the animals people love to keep.

A few miles away in Lafayette, Renee DeWeese and Rena Wilson met a few years ago at an audition for a production of Peter Pan. They are both actresses; Wilson has a special talent for singing, while DeWeese is a great dancer. After helping each other to ace the audition and playing together in that production, they realized their abilities complement each other. They incorporated an art education program for children and organized after-school programs in Lamorinda elementary and middle schools a year ago.

Now they are taking the next step and opening their first studio in Lafayette, the Lamorinda Theater Academy. "We are about the process more than the product," says Wilson. They teach children how to dance,

sing and act first. "We emphasize training," she adds. "It is like a foreign language, you first have to learn the language of theater."

DeWeese and Wilson are both local gals. The first was raised in Moraga and the second lives in Lafayette. They want to grow and nurture the next generation of budding artists in this area. They say the program nurtures a child's passion and helps to build their self-confidence. The summer camp programs are taking registrations and are starting to fill. The classes include tap, jazz, contemporary dance, hip hop, acting for the stage and film, audition technique, creative dance for toddlers, group voice, yoga, and private voice and piano instruction, and will begin next month. Free classes are offered the last week of June.

For more information, go to www.lamorindatheatreacademy.com. The Lamorinda Theater Academy is located at 83 Lafayette Circle, next to Lamorinda Music. Care Indeed is at 61 Moraga Way in Orinda (above Peet's Coffee), (925) 317-3080, www.homecareorinda.com. For more information about Theater View Veterinary Clinic call (925) 317-3187 or visit www.theaterviewvetclinic.com.

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

### Small Business Awards Luncheon



Orinda winners of the Small Business Award, Republic of Cake co-owners Peter McNiff and Chih-Chung Fang  
Photo provided

The traditional Small Business Award luncheon, organized by the Contra Costa Council, recognized individual business owners in each community May 4. In Lamorinda the Chambers of Commerce nominated Republic of Cake in Orinda, 5A Rent-A-Space in Moraga and Chevalier Restaurant in Lafayette. "Philippe (Chevalier) has many regulars that rave about his food, the service and the friendly relaxed atmosphere he has provided for diners in Lamorinda," said Lafayette Chamber Executive Director Jay Lifson.

In Orinda, Candy Kattenburg, the Executive Director of the Chamber is a big fan of Republic of Cake. "The reason why we chose Republic of Cake is not only because they make delicious cupcakes, but because their new original business has made Theatre Square livelier, and because they give back a lot to the community," Kattenburg said that co-owner Peter McNiff is heavily involved with the city in any way that can improve Orinda.

In Moraga, Brad Noggle was named business person of the year and naturally the Chamber nominated his business 5A Rent-A-Space to be part of the Contra Costa County celebration. "Brad has been so intricately involved in the

Chamber activities for the past four years," said Moraga Chamber's Kathe Nelson. "He has run the Community Faire Car Show single-handedly for the last two years, he consistently reaches out to other businesses and fosters business-related networking, and he serves the community in many ways, with the Lions, with e-waste recycling events, with the Santa event."

### Shelby's AIDS Foundation Fundraiser on May 17

**2 Theater Square in Orinda, Suite 152 (925) 254-9687, www.shelbysseatbetter.com**  
From June 3rd through June 9th Shelby's Carlos Rangel will be riding his bike 545 miles, from San Francisco to Los Angeles in the AIDS/ Life-Cycle 11. "I've committed to raising \$10,000," he says. In support to Rangel's big challenge, Shelby's is organizing a fundraising event May 17 from 6 to 9 p.m. where art pieces, wine and gift certificates from Theater Square merchants will be silently auctioned at the restaurant. Additionally, 25 percent of the restaurant's sales that day will go to sponsor Rangel's ride. "The funds raised will enable the San Francisco AIDS Foundation help those impacted by HIV to get the treatment and care they need and provide targeted prevention efforts," says Rangel.

### Nifty E-Waste Recycling Center Opens in Lafayette

**3467 Golden Gate Way, Lafayette (925) 294-9086**  
Futures Explored, Inc., a non-profit corporation that provides life skills and work-related training to adults with developmental disabilities, announced that it has opened new Nifty E-Waste Recycling Centers in the East Bay, including one in Lafayette. The new centers offer individuals and businesses a convenient way to recycle unwanted electronics safely and responsibly. The recycling service is free of charge, and

drop-off centers are located next to Nifty Thrift. "Nifty Thrift stores have always been about the concept of 'shop and drop', where anyone can shop for household and personal items, and also conveniently donate items of their own, including books, furniture, jewelry, clothing and collectibles," said Will Sanford, Executive Director, Futures Explored, Inc. "And now with Nifty E-Waste, we've expanded that concept to include recycling of electronic items. It's all part of a broader effort to help the community reduce, reuse and recycle." Nifty E-Waste Recycling Center is open Mondays, noon-5 p.m. and Tuesdays-Saturdays, 10 a.m.-5 p.m.

### News from the Three Chambers of Commerce Lafayette Chamber of Commerce

Tonight! May Mixer, Wednesday, May 9, 5:30 to 7 p.m., Round Table Pizza, 3637 Mt. Diablo Blvd.

Taste of Lafayette. A tour of Lafayette's finest dining establishments and the opportunity to sample the signature cuisine of each restaurant, Tuesday, May 15, 5:30 to 9 p.m. The tour begins at Elam and Margaret Brown Plaza (corner of Moraga Road and Mt. Diablo Blvd.) From there, ticket holders will go at their own pace to any, or all, of the participating restaurants. The evening wraps up back at the Plaza with dessert and coffee, more music, raffles, silent and live auction. The Taste benefits the Lafayette Community Foundation and the programs and services of the Lafayette Chamber of Commerce. Cost is \$45 per person, reserve by mail to Chamber Office or register online at Lafayettechamber.org

Social Media Strategies Workshop, Wednesday, May 16, 8 a.m., Lafayette Library & Learning

Center, 3491 Mt. Diablo Blvd. Learn steps to create and Optimize online business profiles. Free to Lafayette Chamber members.

### Moraga Chamber of Commerce

Moraga Community Faire, May 12 (see page B1), 11a.m. to 4 p.m., Rheem Center.

### Orinda Chamber of Commerce

Chamber Ribbon Cutting Event for Orinda Florists, May 4, 3:30 p.m., 99 Brookwood Road #2, Orinda.

Chamber Ribbon Cutting Event for All-In-Fitness, May 18, 4 p.m., 1 Orinda Way Suite #2, Orinda.

Heads up for the most patriotic 4th of July parade ever to be held in Lamorinda. Orinda Chamber is inviting businesses in the three communities to join a friendly 4th of July Lamorinda decorating contest. The winner will be honored with a banner on a float or car in the parade and will win a free ad in the Lamorinda Weekly and the Orinda News. "We want the businesses to go all out, honoring our soldiers and our vets," said Chamber Executive Director Candy Kattenburg. Decorations should be up from June 27 to July 4 and will be judged on June 30. Only one business from the three cities will be selected. "We want to have an inclusive parade, and get everybody in Lamorinda into the spirit," she added.

If you have a business brief to share, please contact **Sophie Braccini** at [sophie@lamorindaweekly.com](mailto:sophie@lamorindaweekly.com)

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