

Moraga

Champagne Design

... continued from page A5

She chose to use "Champagne," her maiden name, for her business.

"My business grew quickly from my first client," she remembered. Mary McElhiney was the marketing director of ERS Inc. at the time, and she brought McAuliffe on board to create all their marketing materials, trade show signage, and other support graphics. From that first contract and through referrals, she obtained big corporate clients in the communications industry, and during the tech boom, she expanded rapidly. Then in 2007, the family moved from Alameda to Moraga "for the schools," she said. At first McAuliffe was quite distressed because most of her corporate clients were on the other side of the tunnel "and here we were, in the middle of nowhere," she said with a smile.

For McAuliffe, the breakthrough happened as soon as she joined the Moraga Chamber of Commerce and began offering her graphic design services pro-bono for the local organization. "Edy Schwartz was the president at the time, and she became a big advocate of mine," she said. McAuliffe also expanded her marketing graphic design business to the online world and to web design, something she considered a natural extension. At first she conceived the visual and functional aspects of the sites, while she worked with contractors for the technical aspects of development. She now does some of the development herself.

The majority of Champagne Design clients are small and medium-sized local businesses. "For example, I did all of Stat Med's graphic, print and web design," she said, referring to the emergency medical service that opened two years ago in Lafayette. McAuliffe said she likes working with new businesses and concepts, because she can create a very homogeneous image that can

be incorporated into all of the company's visuals, either online or in print. "Lynn helped me design our Stat Med logo, as well as set up and launch our website, and designed graphics for our signage," said Dr. Samaniego, founder of Stat Med. "She has a creative insight, and a wonderful way to guide you to a professional product. She is easy to work with, and full of great creative ideas."

McAuliffe also works with social media for some clients, even with app creation such as the upcoming "Explore Orinda" app for the Orinda Chamber of Commerce that will allow people to instantly check everything that's happening and available in the city at any given time.

"I continue to volunteer for the Moraga Chamber of Commerce and also for Town Hall Theatre in Lafayette," says McAuliffe, who loves theater and is presently working on THT's next season brochure.

Champagne Design is not McAuliffe's only business. With business partner Sue Tenerowicz, she created Spell-It-Out-Photos, a service that allows people to create displays using pictures of natural elements that represent letters. Then even more recently she started Walls of Quotes, where people can order famous quotations printed on hangable wood panels, with a wide choice of formats and colors.

McAuliffe was honored on May 8 at the East Bay Leadership Council's 15th Annual Small Business Awards Luncheon.

Champagne Design:
champagnedesignco.com,
phone: (925) 377-1997
Spell-It-Out-Photos:
spellitoutphotos.com
Walls of Quotes:
wallsofquotes.com

Moraga

Saint Mary's Commencement Weekend May 22-24

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Commencement Mass
6:30 to 7:30 p.m. Friday, May 22

Undergraduate Commencement
9:30 a.m. to noon Saturday, May 23

Graduate & Professional Studies Commencement
10 a.m. to 12:30 p.m. Sunday, May 24

Orinda

Crime Cam Pilot Program

... continued from page A6

Regarding the Reconyx cameras, she said while there "is generally an exception for investigatory files and investigative records so that you cannot use the state Public Records Act to learn about strategies of the police," the law isn't clear whether or not Reconyx camera pictures would fall within that exception. Adding that it's "entirely possible" that the city could be required to disclose the photos to anyone asking to see them, she said state law "probably needs some updating to keep up with the technology that we have today."

Asked by Mayor Steve Glazer if the city would be required to turn over data to anyone who might, for example, use the Public Records Act to request every image captured by a specific camera from a specific Orinda neighborhood, Wolff said, "Folks are entitled to records essentially in the way that we keep them. So, if somebody has a big enough storage device, they could potentially ask for every picture we have, or they could ask for pictures in a certain date range. And if we don't catalogue the pictures by which camera they came from, then we wouldn't be able to deliver the data to them that way. We would only be able to deliver the data in the way that we keep them."

As to the length of retention, Wolff said that one part of the government code states that records must be retained for one year while

another section indicates that the city might be allowed to purge photos after 90 days "if the city keeps another record, such as written minutes or audio recording, or other event." Asked whether or not the city could encrypt the data, Wolff said encryption would be prohibited by law if the images are determined to be part of the public record.

During deliberations, Council Members Dean Orr and Eve Phillips advocated for a more limited crime cam program - one that would initially use only Reconyx cameras, saying a smaller pilot would give the city the chance to test the cameras without venturing into the arena of ALPR use, where the city would likely have less control over how data would be shared by law enforcement agencies outside of Orinda.


Vice Mayor Victoria Smith observed that the police chief's proposed crime cam program "has evolved over time, and is well thought out," and noted that, in numerous communications received from the public about the matter, the full pilot program "received significant majority support."

In the end, council members voted to approve the one-year pilot, 4-1, with Phillips voting no, and stipulated that all data obtained from the city's Reconyx crime cameras will be retained for the minimum period of time required by state law.

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