



**EXPERIENCE MATTERS**

Linda Ehrich  
Realtor  
93 Moraga Way  
Orinda, CA 94563  
925.698.1452  
Linda@LindaEhrich.com  
www.LindaEhrich.com  
DRE# 01330298



LINDA EHRICH



**Community Garage Sale**  
May 18<sup>th</sup> Register for Free  
[moragagaragesale.com](http://moragagaragesale.com)

**moragarec.com**  
925-888-7045



## Moraga's small businesses utilize the talents of Saint Mary's College



Photo Vera Kochan

Consulting teams hard at work offering small business solutions.

By Vera Kochan

Saint Mary's College ChangeMakers has partnered with The Moraga Chamber of Commerce to present the first, and hopefully annual, Small Business Catalyst Program.

The event, held April 17 at the SMC campus, utilized members of the Graduate School of Business to help local businesses with 15 or less employees solve various challenging issues that may arise within the course of daily operations.

SMC undergraduates, grad students, faculty and alumni were called upon to provide their input and expertise in a roundtable format with six individual business owners who had, prior to the event, provided the consulting team with pertinent background information and expectations. Through discussions and a diagnosis,

a game plan was formulated to help the business owner address and overcome any success-hindering issues.

Areas of possible troubleshooting were: financial, accounting support and analytics for sound decision making; business development challenges; marketing with media and social media; computer and online support; conversion of online business or home-based businesses to brick and mortar; competitive market research; organizational and structural management and; international growth opportunities.

SMC Director of Marketing and Outreach for Graduate Business Programs Bill Flitter stated, "I was initially worried - it being our first time - but I'm very pleased with how things turned out." Flitter co-organized and acted as Master of Ceremonies.

...continued on Page A12

## Mobile Moraga app making headway



By Vera Kochan

Back in February, Parks and Recreation Director Breyana Brandt first presented the idea of a new work order management system to the Moraga Town Council.

The free app's features would allow a user to click onto whatever issue needs attention by the Public Works Department or the Parks and Recreation Department. Problems such as traffic signal issues, potholes and more would be re-

ported by the touch of a fingertip.

An additional feature lets the user go one step further to target the exact geo-location of the problem and either upload or download photos for a more detailed explanation of the issue.

The final weeks of testing the app and the work order system occurred in April involving the town staff and the Parks and Recreation Commission. "The app has been submitted to Apple and Google for approval," Brandt explained, "and we will go 'live' once the free app is available for download in the app stores."

"The Beta testing," acknowledged Brandt, "has prompted some improvements and resolved some initial glitches so we are prepared for a smooth launch. The work order system, known as 'report an issue,' has specifically been refined to include 10 categories in which residents can report concerns to the town." These categories are: potholes; storm drains and creeks; streets; trash; parks and trails; hazards; graffiti; facility and building issues; public works (general); and animal control (referred to the county).

The new app will provide additional information about the town and the Moraga community. Features such as town news, social media and live stream feeds will also be available to users.

Brandt stated that there will be a general town booth during the May 11 Moraga Community Faire at the Rheem Shopping Center, between 11 a.m. and 3 p.m., where attendees can get additional information about the new Mobile Moraga, as well as free giveaway items.

THE *Beaubelle* GROUP

GLENN AND KELLIE BEAUBELLE  
925.254.1212 | [THEBEAUBELLEGROUP.COM](http://THEBEAUBELLEGROUP.COM)  
CABRE# 00678426, 01165322

COMPASS



ORINDA - Coveted Country Club Location  
Over 5,800sf of living space, and almost an acre-and-a-half, this exquisite estate shines with recent updated throughout. 6BD, 6.5BA, \$5,250,000



LAFAYETTE - Picturesque Park-like Gardens  
Beautifully updated, single-level rancher located on almost a quarter acre. Walk to trails and swim club and minutes to school and town. 3BD, 2BA, \$1,050,000



LAFAYETTE - Walk to Trails and Town  
Beautifully updated view property offers appx. 1,900sf of single-level, light-filled living space on more than a quarter acre. 4BD, 2.5BA, \$1,395,000



LAFAYETTE - 1.36 Acres in Burton Valley  
Modern ranch style home showcases a premium lot and plans from the Talon Group to expand the residence to 3,655 square feet. 4BD, 2BA, \$1,595,000



LAFAYETTE - 3 Acre Estate with Panoramic Views  
Single-level Mediterranean villa stretches out to more than 6,600sf. Breathtaking sunrises and star-studded night skies. 6BD, 7.5BA, \$5,295,000



ORINDA - 1 Level Acre in Prestigious North Orinda  
Grand opportunity, work to be done, bring your contractor. Over 4,500sf of living space and surrounded in park-like landscape. One-of-a-kind setting. 3BD, 3.5BA, \$2,950,000