

business briefs

New businesses and ribbon cutting:

Aspen MedSpa 3579 C Mt. Diablo Blvd., Lafayette (925) 283-6975 – www.aspenmedspa.com

On August 9th at 4:30 PM, during its ribbon cutting ceremony, Aspen MedSpa will demonstrate its new "Clarity Pro System," a computerized facial analysis tool that uses fluorescence spectroscopy and artificial intelligence to quantify skin damage, wrinkles and inflammation, thus tailoring and measuring the perfect skin treatment. "The Nature of Science and Beauty" salon that just opened is the only local facility where medical cosmetic treatments are performed by Dr. William Birdsong. Services include Botox, Laser treatment, Dermal Filler, etc. The esthetic services include various type facials, microdermabrasion peel and waxing.

Barnes Capital LLC 3503 Mt. Diablo Blvd., Lafayette (925) 284-3503 – www.barnescapital.com

Daniel Barnes held his ribbon cutting ceremony on Thursday, July 12, at 4:30pm, surrounded by fellow Lafayette Chamber members. Barnes, who held various research positions on the buy-side and sell-side of Wall Street, aims to provide superior portfolio management to individuals and business owners. He specializes in "Rising Paycheck Strategy," a money management technique that is intended to protect Baby Boomers' retirement income. Barnes' customer approach is one client at a time, and the Wealth Counsel Services offered by Barnes Capital focuses on determining each individual's optimum financial path. Finally, Barnes Capital offers business services consulting to help local businesses improve the financial and operational parameters of their business.

Diverse Business News:

The Beauty Source 528 Center St., Moraga (925) 376-0802

The Moraga store will be moving about 2 miles south from the Rheem Shopping Center to the Moraga Center between Asia Palace and the Hallmark Store. The move is scheduled to take place in the beginning of August.

Nowville at Orinda Chiropractic 89 Moraga Way, Suite A, Orinda www.nowville.com

Nowville Town Social will be on Tuesday, July 31st at 5:30PM. Nowville is an innovative online "town like" business community that introduces new business friends. Come see for yourself at a social organized at Dr. Kevin Gong's office in Orinda.

The Nurture Center 3399 Mt. Diablo Blvd., Lafayette (925) 283-1346

The Nurture Center, a parent resource center and retail store for new and expecting parents in Lafayette, is celebrating World Breastfeeding Week, August 1st thru the 7th. This event is sponsored by the World Health Organization & UNICEF. It's celebrated in 120 countries around the world. Stop by between August 1st and 7th to receive a free gift bag filled with goodies and to be entered in a drawing. Nurture Center Hours are Monday thru Friday, 9:30am - 5:30pm, and Saturday 10am - 5pm.

Business Network Int'l - BNI - a business networking organization offering members a structured environment for the development and exchange of business referrals. Two BNI chapters are located in Lamorinda: Lafayette BNI Chapter: Meeting every Wednesday morning at 7:00 AM Postino Restaurant, 3565 Mount Diablo Blvd, Lafayette Info: Thomas L Madden at (925) 284-7105 or at thomadden@yahoo.com. Orinda BNI Chapter: Meeting every Friday morning at 8:00 AM Orinda Country Club, 315 Camino Sobrante, Orinda Info: Robert Jacobus at (925) 254-4820 or at info@redcarpetca.com.

News from the three Chambers of Commerce:

Lamorinda Tri-Chamber Mixer Wednesday, August 8 - 5:50 to 7:00 p.m. Location: La Finestra Ristorante, 100 Lafayette Circle, Lafayette, CA

Lafayette Chamber of Commerce - www.lafayettechamber.org

Chamber of Commerce of Moraga - www.moragabiz.com:

Barbecue in the Commons - July 27th, starting at 5 PM, the Chamber of Commerce of Moraga invites all members and their families to a mixer-barbecue at the Moraga Commons. Bring a side dish and the Chamber will do the rest.

Orinda Chamber of Commerce - www.orindachamber.org

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

Tri Chamber of Commerce

Evening Mixer

By Sophie Braccini

A lost tradition is being revived in Lamorinda as the three Chambers of Commerce prepares to hold a joint "mixer." The reunion will take place on Wednesday, August 8th, from 5:30 to 7 PM, at the Lafayette Chamber of Commerce office and the adjacent La Finestra Ristorante. Both are located at 100 Lafayette Circle in Lafayette. Jeff Assidi Chef/owner of La Finestra will be providing appetizers and a no-host bar on the shared patio, so guests can enjoy the afternoon shade. This is an opportunity to meet neighboring businesses from all three areas. Admission is free to everyone. A raffle will be held for a \$1 a ticket for items donated by Chamber Members.

According to Jay Lifson, Executive Director of the Lafayette Chamber, "This event is an effort to give all our members an opportunity to meet new and interesting people; it's an enriching experience for all."

Jenny Boyd, President of the Chamber of Commerce of Moraga, would like to see more of these events throughout the year, and adds, "I encourage all of our members to attend, it's a

wonderful chance to network with the other Chambers' members."

Candy Kattenburg, Executive Director of the Orinda Chamber of Commerce, is very excited about the event and wants to thank the Lafayette Chamber and La Finestra for hosting. "It's all about networking and getting more business," she concludes.



Paperweight - Elegant Stationary and Personalized Gifts in Lafayette

By Sophie Braccini



Lauren Woolsey and Kaaren Brickman discussing card designs with a client

Lauren Woolsey has known Kaaren Brickman for years, and has repeatedly suggested she take her home-based stationary business to the next level and open a retail store. Over coffee last January, the two friends started developing the project as a common venture. The hardest part was to find the right place for the store. They wanted to be located on Lafayette's business corridor, in a cozy spot where customers would feel welcome and comfortable. They found the ideal cottage-like office on Mt Diablo Blvd where they now operate Paperweight.

Paperweight sells stationary, custom invitations and personalized gifts.

The friends both reside in Lamorinda where they're busy raising young children. Before opening Paperweight, Brickman was in sales and marketing for a wholesale gifts firm. After having her first child, she ran a home based stationary business for seven years. Woolsey was a kindergarten teacher who started working part time at Growing Tree Preschool in Moraga after her children were born. They both come from families of business owners and entrepreneurs and

have always known that this was the direction they wanted to go. Both are grateful for the support of their friends and families. "We couldn't do it without them," acknowledges Woolsey.

They help customers with all kinds of events. It could be a baby shower, a child's birthday, a wedding, a graduation party, an anniversary, or any other type of celebration. Brickman and Woolsey like to brainstorm with customers to define the event, its tone, possible themes, and options that meet client budgets and expectations.

Their main strength is their approach to a customer. As Woolsey explains it, "you get a free flow of ideas on top of your purchase," and they know that the experience their customers receive in their store cannot be replicated by any online "print-it-yourself" service. "When a customer came in needing to create an invitation for a couple going to France and Germany for their anniversary," recalls Woolsey, "we discussed possible ideas and came up with a passport theme carried all through the party decorations."

Brickman recalls another client who was planning a party for a remarried couple. After hearing the customers' story, she proposed a very charming stationary featuring two pearls at the top with the

simple message, "The perfect pair." This theme was used for centerpieces as well.

Another asset is the enormous collection of stationary they have access to: more than 30 different lines, either on their walls or in catalogs. Depending on your budget, you have a choice of using thermography, letterpress, engraving or flat printing. Flat printing can be done in-house and takes a few days while the other techniques require 2-3 weeks.

Woolsey and Brickman can be found in their shop located at 3678A Mt Diablo Blvd (across the street from the Diamond K Supply Yard), Tuesday-Friday from 10:00-4:00, or at other times by appointment; call 925-283-0344.



Summer Sales in Lamorinda: Let's Go Shopping!

By Sophie Braccini

Need a fun little outing for mother, daughter and girlfriends around town? Go shopping! This is the time of year when your local store managers need to make room for the fall fashion season. To that end, many stores are offering bargains that make the local shopping experience affordable and guilt free.

Let's start in Orinda, at Mccaoulou's, 250 Village Sq, which has a number of interesting items on sale, including cute summer hand bags, sun hats and tank tops at 50% off. Summer jackets are marked down to about \$20. There are also a number of adorable kids' items on the Super Sale Merry Go Round. You can check the other two local Mccaoulou's in Moraga and Lafayette, each of them can be a bit different in their selections.

One of the town's favorites, BB Gear, at 2

Theater Square, will start its half yearly sale soon. Get ready to check out the very special attire for casual or special occasions, at 50%, 60% and even 70% off.

In Moraga, at the Rheem Shopping Center, stop first at Lori's Perfect Tan, 552 Center street to get that perfect fit swim suit now on sale in the "values to go" section for around \$10. TJ Maxx, 472 Center Street, has a special junior clearance, you'll find charming summer tops in the \$10 range and large fashionable sunglasses for \$8.

In Lafayette, Specialtees at 979 Moraga Rd is having its Half Yearly Sale until July 30th. Some of the creative apparel can be purchased for half of the original price. This includes jackets in the \$250 range, a few dresses for less than \$50, and some tops for about \$100.



Jodi Weis with her daughter Kirstin Ricker and soon to be grandson (due in Nov), found what they were looking for at Jodi's favorite store, Erin Paige Boutique in La Fiesta Square.

Close by, Chico's, 3537 Mt Diablo Blvd., is having its summer clearance and will take an additional 30% off selected items. Colorful t-shirts are priced at \$19.99, jeans at \$33.99 and tops around \$30. Further west at 3541 Mount Diablo is Solo, a European style store. The summer sale will be going on until mid-August. Selected items are 50% off and with some beautiful silk cocktail dresses priced around \$120.

This little strip of Mount Diablo ends with Pendleton, the store of the original American wool blanket. Here, you'll find an assortment of selected items at 50% off. Examples include shirts for \$44.99 and suits for \$84.99. Finally don't forget to stop at Sandy's Unique Boutique at 3569 Mt. Diablo Blvd where the sales rack always carries that special attire like the cutest of dresses for \$65. Happy shopping!

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