

business briefs

Absolute Center Holds Fundraiser for St. Jude's Absolute Center, 3658 Mt. Diablo Blvd. 299-9642

Ribbon Cutting, Thursday November 8th at 4:30pm
As part of its Grand Re-Opening week beginning November 5th, Absolute Center is sponsoring a special fundraising event for St. Jude Children's Research Hospital. The Proceeds from clients participating in any of the regularly scheduled classes, or any of the additional celebratory classes during the week will benefit the Research Hospital. St. Jude freely shares its discoveries with scientific and medical communities around the world. No family ever pays for treatments not covered by insurance, and families without insurance are never asked to pay. If you are interested in participating or making a donation, please call Katie Santos at (925) 299-9642. For a detailed schedule of class times, please visit www.absolutecenter.net.

New Hive? Queen Bee, 261 Lafayette Circle, Lafayette 283-7900

Ribbon Cutting Tuesday November 6th at 4:30pm
The official ceremony will be followed by an "Open House" week-end on Friday and Saturday, November 9th & 10th from 10:30am to 7:30pm Step inside and discover an array of accessories, table wear, home furnishings, ribbon, Itsabella Jewelry and one-of-a-kind holiday gifts. You will get 10% off your total purchases and will be treated to delicious refreshments.

Pet Pleasures! Lafayette Pet Shoppe, 3517 Mt. Diablo Blvd. 284-5212

Ribbon Cutting on Tuesday November 13th at 4:30pm
George Quintero the storeowner comments on his new business: "The experience is a little different here than in Moraga where I've had a shop for 15 years. Here we have the Petco clientele that had been coming for 16 or 17 years. They buy bigger items such as kennels, dog-houses, etc. For this first year, we are focusing on accommodating our customers and we won't sell live animals like the Moraga store does. We'll reevaluate the live pet situation next year."

Going Bug-y? Love Bugs Salon, 3746 Mt. Diablo Blvd., #203 283-7700

Ribbon Cutting on Thursday November 15th at 4:30pm
Mailana Mavromatis uses a Greek family recipe to concoct a non-toxic magic potion that helps get rid of lice. "The product does not kill the bugs," explains Mailana, "it suffocates the live ones and allows us to remove the nits that otherwise stick to the hair." One week later, patients are back, the situation is re-evaluated, and if the hair is not 100% clear a second visit will be needed. All services are performed in the charming and kid friendly salon.

News From the Three Chambers of Commerce: Lafayette Chamber of Commerce, 100 Lafayette Circle, Lafayette - www.lafayettechamber.org

- New members' reception on November 1st at 4:30 pm - Oakwood Athletic Club - 4000 Mt. Diablo Blvd.
 - Coffee with the Mayor on November 9th at 8:00 am - Lafayette Chamber Conference Room
 - 28th annual Community Thanksgiving Breakfast on November 16th from 7:30a.m. to 9:30a.m. Lafayette United Methodist Church, 955 Moraga Rd., Lafayette.
- For more information, please call (925) 284-7404
- Chamber Mixer Wednesday on November 4th at Minuteman Press at 5:30 pm - 3289 Mt. Diablo Blvd.
 - Entrepreneur's Club on Thursday November 15th at 8:30 am - Lafayette Chamber Conference Room

Chamber of Commerce of Moraga - www.moragachamber.org

- Chamber monthly meeting opened to all November 30th at Terzetto Cuisine, 1419 Moraga Way in the Moraga Center. Everyone is welcome.

Orinda Chamber of Commerce, 24 Orinda Way, Orinda - www.orindachamber.org

- Breakfast Meeting Thursday, November 15, 2007 from 8:00 to 9:30 a.m. Location: New Orinda City Hall, 22 Orinda Way - Sarge Littlehale Room. Limited Seating Available: Please call Monica Pacheco at The City of Orinda to make reservations. Telephone: 925-253-4211
- Shop Orinda kickoff event on November 17th (See story on page 4 and 13)

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

A Town Divided...By Speed Bumps By Lee Borrowman

Few issues in recent memory have caused the Town of Moraga to be so bitterly divided as the now infamous speed bumps on Camino Pablo. Mayor Mike Metcalf confirmed last week that the Town is in receipt of a letter from the Moraga-Orinda Fire District, in which the Fire District indicates the recently installed speed tables will have an impact on the response time of emergency personnel to the area.

Although Fire District

Chief Pete Nowicki downplayed the controversy in the past, the District's position appeared to have taken a turn at the last meeting of the Board. Nowicki could not be immediately reached for comment, and we were unable to obtain a copy of the letter or specific information as to the degree of impediment (stay tuned).

The Town recently took steps to modify the speed tables, smoothing them down to reduce their profile and installing better

An Extraordinary Story of Recovery, Friendship and Community Support By Sophie Braccini



left to right: Katie Santos, Louise McMenamin and Claudia Moose
Photo courtesy of Absolute Center

When three young women decided to create the Absolute Center, a yoga and Pilates studio in Lafayette, many were skeptical about their chances of success. They were three friends who had worked together at the Oakwood Athletic Club in Lafayette and who wanted to bring their own vision of fitness to fruition. Then, after three years and great success, adversity struck and their beliefs and values were tested along with those of their clients.

A year ago the youngest of the three, Louise McMenamin, was diagnosed with a rare condition: Aplastic Anemia, a bone marrow disease that, if left untreated, leads to death within six months. The cure for the acute form of the disease requires the suppression of the immune system with intense chemotherapy and a bone marrow transplant from a matching donor. McMenamin is of Northern European ancestry, an ethnically close-knit group and Stanford University Hospital was able to identify 12 potential donors. With the help of one of these donors, McMenamin had the transplant and after a year, is considered cured.

Since her diagnosis and during the long months of treatment, her two business partners pulled together and organized a support group for McMenamin. In many business relationships, when a partner suffers a severe and debilitating disease they often leave the venture to face their situation on their own. For Claudia Moose and Katie Santos, McMenamin's partners, that was not going to be the case. They made sure McMenamin stayed part of the team and organized a fundraiser to help support their friend through treatment and recovery. "Oakwood Athletic Club was very supportive," says Moose, "they let us hold the main event at their facility and took care of a lot of the material part of the organization,

like flyers and paraphernalia." Santos adds, "The most amazing thing was the response of our clients; they contributed beyond our wildest expectations, and so did members of the community at large." Ultimately, they were able to raise \$125,000 for McMenamin.

Today, the three women are working together moving on to a new phase of their venture. They plan to triple the size of their facility to accommodate an increasing demand for classes and training sessions. This rapid growth is the confirmation of their early success when, in 2003, they reached their profitability level after only 6 months. "The popularity of the Absolute Center comes from its very personal approach to reconditioning," explains Santos. Clients are not members, they are clients; they choose programs and classes with specific trainers. They have a choice of Pilates, yoga or a mixture of both to create a personalized, functional integrated training program.

In November, the Center will hold a grand opening week to celebrate the expansion with free classes and a fundraiser to benefit St. Jude Children's Research Hospital.

Absolute Center is located at 3658 Mt. Diablo Blvd, Suite 101 - (925) 299 9642.

Shop Orinda!

A portion of each sales tax dollar paid in Orinda, stays in Orinda; for each \$100 spent, about \$1 feeds the city's budget.

The "Shop Orinda" logo was created by Cedric Cheng Design. Cheng discussed the logo with the Chamber, and proposed different options. "The graphic the Chamber chose uses the visual of the Orinda Theater," says Cheng "one of the last standing buildings of Art Deco design in the area, a landmark that gives the town its special identity."

The logo is being printed on thousands of environmentally-friendly reusable shopping bags that will be sold by local merchants for \$1/ea. The official rollout event will take place on November 17th. "We've made

... continued from page 4

our best effort to get every-thing ready for the holiday season," confides Kattenburg, "and we are very proud that the black and silver bags will be here on time."

"We are very excited to partner with the Orinda Chamber on this important development effort," said Mayor Glazer, "when you shop Orinda you support local business and you contribute significant tax dollars to fix our roads." Miller enthuses, "We're absolutely thrilled to be partnering with the City of Orinda on this important campaign. As the Chamber's primary mission is to advocate for the business community, what better way than to get the "Shop Orinda" message into thousands of local hands in time for the holiday season."

ORINDA TAXI

(925) 482-7112

24/7 Airports & Local • Hybrid Vehicle
www.orindataxi.com

ESPINOZA'S

Custom Upholstery • Quality Labor Since 1969

Restoration Services for

Sofa • Loveseat • Chairs



French or Victorian Antiques
Wood Repair • Spring Retie
Cushion Refill Service
Dining Chair(s)

- Your Fabric Or Ours -

3655 Foothill Blvd • Oakland, CA 94601
Pick-up or delivery **510-535-9807 • cell 510-228-5789**

Investor Special



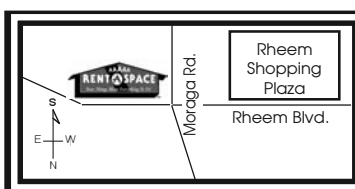
Homes need some work,
Lowest prices in town,
\$250,000 to \$800,000.
FREE Recorded Message
800-552-0473 ext 9900

Visit www.NorCalDistressedHomes.com

AT 5A WE'VE GOT STORAGE, LOCATION, CONVENIENCE, SAVINGS...plus



Serving Moraga for over 12 years and still going strong!



Newly Reduced Prices
on all our overstock units
Good while supplies last!
example: 8 x 7 Tall, up reg. \$168
NOW \$89*

- This price is just an example of many units reduced up to 50%
- Manager on-site; Video Surveillance cameras on 24 hrs. a day
- Refer a friend who rents a new unit and receive a \$25 gas card
- Security individual ID gate code, convenient location close to freeway
- Over 30 sizes, with a size and price to fit every budget

NOW you can rent or make payments 3 ways FAST...use 5A's convenient new ARM paystations, pay at the gate, or on-line www.5Aspace.com

MORAGA (925) 631-7000
455 Moraga Rd. Ste. F www.5Aspace.com

*May not combine w/ other offers. Reduced rates good on selected units while supplies last. Offer expires 11/30/07

THERE'S A NEW NEIGHBOR

in your neighborhood.
Call or visit me today.



Mike Rosa State Farm Agent,
1042 Country Club Dr Suite 20 • Moraga
license # 0F45583 • 925-376-2244 • Mike@MikeRosa.org

LIKE A GOOD NEIGHBOR STATE FARM IS THERE.®

Providing Insurance and Financial Services

©2006 11/04 State Farm Insurance Companies • Home Offices: Bloomington, IL • statefarm.com