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## business briefs



Rheem Theatre

### Rheem Theater Falls - Will it Rise, Again?

Despite the best efforts of a supportive community, Jim Sheehan, co-manager of the Rheem Theatre, has announced that the Moraga landmark will close its doors on April 16th. Sheehan is also a partner in the Orinda Theatre, which has been able to maintain a higher margin of profit. "Orinda is close to 24 so it has the potential to attract people from out of the area," says Sheehan, "additionally, Orinda has better sound and image quality than Rheem."

What's next for the classic art deco theater? Mahesh (Mike) Puri, who owns the theater property, was scheduled to meet with two members of the Lamorinda Wine Growers Association, Carol Haag and Joao Magalhaes, on Friday, April 9th, but the meeting was postponed. Reached via email, he indicated that he was open to discussing anything. "We just want to save the theater and would like to work on any possibilities," says Haag. The Rheem Theater has some valuable community attributes, such as the beautiful dance floor in the main theater that will once again be used on Sunday, April 25th from 2:00 to 5:00 for a dance featuring the Mike Vax Jazz Orchestra. Town Council Member Howard

Harpham proposed the creation of a non-profit association that would raise money to re-invest in the theater. "Nobody wants to see that place die," agrees Chamber of Commerce president Edy Schwartz, "and the coming weeks will hopefully bring positive developments. It will take a dedicated and knowledgeable group of people/investors to salvage the situation." Residents who are interested in supporting the theater can contact the Moraga Chamber of Commerce (Edy Schwartz, edy321@comcast.net) or Carol Haag at haagassoc1@aol.com.

### Women's Seminar:

#### Your Business Plan is Like a Bra - It Supports Your Every Move

Camille Rose is the owner of the Lafayette business Get a Gofer, that runs errands for busy Lamorinda residents, but that is not enough for her. She wants to support other local business women in their endeavors and is proposing a business planning seminar in which participants will start the business plan writing process. "I'm a serial entrepreneur myself," says Rose, "and I like to help people, especially women in business. I've had my own tribulations, starting your first business is a scary thing, but I built my self confidence, and now it is very gratifying to help other people live their dreams." Rose believes that her workshop is designed for women at any stage of the launching process. "Even if they're not looking for venture capital or bank loans, going through the business planning process is instrumental to anyone's success," she says. The seminar is on May 15, 2010 from 9:00AM - 11:00AM at Bing Crosby's Restaurant & Piano Lounge in Walnut Creek, Cost: \$31.00. The price includes a business plan template, a social media communication plan, fresh fruit and pastries. Learn more at <http://www.pinkpurse.org>. Registration: 787-8906. Reach Rose at [camille@pinkpurse.org](mailto:camille@pinkpurse.org).

### New Broker at Village Associates

Tel: 254.0505 office; 510.282.4420, cell;

[www.terribateswalker.com](http://www.terribateswalker.com)

Terri Bates Walker grew up in Orinda and graduated from Miramonte High School in 1989. After college (U.C. Davis, B.A. 1994), she graduated from law school (McGeorge School of Law, J.D. 1997) and practiced law with a small real property firm in San Francisco for about three years before getting her real estate broker's license. In 2001, she started selling residential real estate in the Piedmont and Oakland areas. When she moved back to Orinda in 2005, she branched out and started selling homes in the Lamorinda and Walnut Creek areas and recently joined Village Associates. "I absolutely love selling real estate," says the mother of three boys, ages 3, 6 and 10, "We live in an outstanding community with incredibly beautiful homes."

### News from the three Chambers of Commerce

#### Lafayette

- Friday April 16 at 8:00 a.m. Coffee with the Mayor in the Chamber Conference Room
- Wednesday April 21 at 12 noon Green Committee in the Chamber Conference Room
- Friday April 23 at 8:00 a.m. Business Issues / Govt. Affairs

Meeting in the Chamber Conference Room

- Sunday April 25 at 11:30 a.m. Lafayette Earth Day at the Plaza Park

Moraga

Monday April 19th from 6:00 p.m. to 8:00 p.m. Moraga Chamber Mixer at the Moraga Country Club. Frank Melon and his staff will wine and dine members and guests for an evening of tasty appetizers and good wine. Along with networking, Professor Mary Coe of St. Mary's College will give a brief overview of a class project she will be leading in January 2011. The students will first work with the SMC community to discover how their needs are met in Moraga. The second phase will be to work with Chamber members to create winning marketing strategies to engage the college with Moraga businesses and with the community as a whole. Please RSVP at [Edy321@comcast.net](mailto:Edy321@comcast.net).

Orinda

- Saturday, April 17th, 8:30 a.m. to 1:00 p.m. Orinda In Action, Community Fun/Service Day. Check in at Library Plaza 8:30 - 9:00 a.m. and get specific project assignment. Wear a suitable work attire; e.g. boots and gloves for creek projects. If you have hand tools that might be useful, bring them; if you know who your Project Leader/Manager is, coordinate with him; if you have power tools (e.g. weed eater, blower etc.) let us know. Heavy-duty plastic bags for debris and trimmings will be provided. Additional perks: Listen to great music, enjoy free bagels and (Peet's) coffee, savor free lunch provided by the Farmers' Market and local pizzerias, and earn a free "Orinda in Action" T shirt (FCFS).

- The Chamber of Commerce is continuing its support of the Annual California Independent Film Festival that runs this year from Thursday, April 22nd until Sunday, April 25th at the Orinda Theatre. For more information, go to [www.caiff.org/specialevents.html](http://www.caiff.org/specialevents.html).

Reach the reporter at: [info@lamorindaweekly.com](mailto:info@lamorindaweekly.com)

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