

## May 2004



Chris Lane, Owner

### **Contra Costa Stationers Named Small Business of the Year**

The Board of Directors has designated Contra Costa Stationers as Lafayette's Small Business of the Year. Owner Chris Lane will be recognized at a luncheon presented by Contra Costa Council on Thursday, May 13, at the Concord Hilton. Previous recipients of this honor are

Larry Blodgett of Blodgett's Floor Covering and Mike Kearney of The Nut Factory.

Owner Chris Lane was both shocked and very pleased when Larry Duson, Lafayette Chamber President, called him with the good news. Chris said, "I know somebody must have done a better job" but he is very proud that his hard work has paid off and he has been honored in this way. He also attributes his success to a loyal group of customers, strong support from the Lafayette Chamber of Commerce and Caesar Perales, CPA, "who is largely responsible for the success of the store on the business side." Chris has been a Chamber Board Member for eight years and currently serves on the Board as an Advisor. He was Chamber President in 2002 and has actively participated on the Art & Wine Festival Committee since 1997, an event which now brings 70,000 people to Lafayette over one weekend every September.

Chris has been "in the business" for over 15 years, starting out as a stockboy in high school, and bought the store 11 years ago with a staff of three. When business hit an all time high, Chris expanded to a staff of eight but says that business fell off after September 11th. Nearly 20 months after that national tragedy, he has been able to pull the store out of its slump and get things back on track. "Business is considerably better than we've ever done." As owner and manager, Chris is responsible for training their very knowledgeable staff and says that his strategy for training "comes by doing." He feels that Contra Costa Stationers is unique in the high level of customer service that they are able to offer and that the staff knows the inventory very well.

As for retail competition with Contra Costa Stationers, Chris says there is some competition for gifts and cards but he tries to carry complementary products instead of competing items. Newly expanded areas for the store include scented soaps, candles, new greeting cards and later in the year, Chris hopes to offer a full line of wrapping paper, photo albums and scrap books. "We are in the process of remodeling the store in phases and just got a new front door." Another new feature is an in-store service for invitations and announcements with a large selection of themed stationary and boxed stationary will be offered in the future. With the upcoming holiday season, customers can choose from an expanded line of fine pens as a unique and personal gift. Congratulations to Chris and the entire staff at Contra Costa Stationers!

Those wishing to attend the Contra Costa Council's 3rd Annual Small Business Awards Luncheon on Thursday, May 13, may make reservations by calling (925) 944-8975. Registration and the opportunity to view the exhibit booths start at 10:30 a.m. Luncheon and presentation of awards is at 11:30. Cost of the luncheon is \$40. Plan to attend to help honor Lafayette's Small Business of the Year.

### **BUSINESS BUILDING BREAKFAST FORUMS**

**TUESDAY, MAY 4**

7:30 - 9 a.m.

**"The RIP Factor –  
How to Keep Your Business  
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**featuring Jeff Rubin  
with Put It in Writing**

Learn successful marketing techniques that only the most seasoned and reputable people know.

**Fish Ranch Restaurant**  
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**The Coaches Corner**  
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7:30 - 9 a.m.

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# Denny and Rose Get a Jump Start on Job Sharing

Virginia Fox, Prudential California Realty

Just when you thought you'd heard enough about staff changes at the Chamber office, Executive Director Ann Denny and Office Manager Karen Rose announce a first for the Lafayette Chamber...“Job Sharing”...as approved by the Board of Directors at their April meeting.

Desiring more time for her family and personal interests, Ann will move from full-time Executive Director to part-time “Executive Director Emeritus”, focusing her time on event sponsorships, the monthly Update newsletter, and communications/relationships. Karen will be promoted to Executive Director responsible for directing and overseeing the multi-tasks of budgeting and operations, Board of Directors, City of Lafayette liaison, community events and much, much more. “We’re pushing projects back and forth at each other right now,” Karen laughs.

“We’ve been joined at the hip for over 10 years,” Ann acknowledges. “Karen’s daughter has proclaimed us ‘twins separated at birth.’” As anyone knows who has worked with this dynamic team, she just might be right. Supporting each other through hearty humor and shared skills, Karen and Ann have had a long and successful history working together.

Under Ann’s popular and well respected leadership, the Chamber has grown programmatically, financially, and in stature to be named #27 among the top Chambers in the Bay Area. Membership has increased from around 300 in 1993 to over 500 in 2003. Numerous programs, events and activities have been developed which continue to grow in popularity and results. In 1996, the Lafayette Art & Wine Festival was launched attracting 8000 that first year. Attendance now exceeds 70,000 and the Festival is recognized as one of the largest events in Contra Costa County. Additional highlights include the Lafayette Reservoir Run, now in its 12th year, and other community events whose proceeds are shared with the local schools and non-profit organizations.

Creative advertising campaigns for Shop Lafayette have been executed and, as if this weren’t enough, Ann has tirelessly given her time and support to local non profit Boards of Directors and other issues and causes that impact her “home town”.

“We’re fortunate to have Ann stay on in areas critical to the Chamber,” says current Board President Larry Duson. “She is a vital part of the organization and our community. This is a great way to keep her on board and give her the free time she deserves and wants,” he adds. “And with Karen and her tremendous experience and passion for the Chamber stepping up to Executive Director, this should be a smooth and seamless transition.”

“Our Chamber is unique,” says Ann. “I love the way we are integrated into the community and work collaboratively with the schools and the City of Lafayette for the benefit of all. We have very special relationships with the residents as well as the business community we serve.”

As for Karen, “I am so excited we can keep working together,” she says. “I’ve been here since 1991 and still love it. Our staff has such great spirit and we love spreading the friendliness around.”

A new Office Manager will be hired in the near future to complete the staff. All changes are expected to phase in smoothly and quietly by the end of May.

## MAY MIXER

WEDNESDAY, MAY 12 • 5:30 p.m.

HEALTHY LIFESTYLES

3598 Mt. Diablo Blvd.

## Lafayette Chamber of Commerce

### MISSION STATEMENT

To promote and maintain a healthy business climate and to preserve and enhance the quality of life in Lafayette.

### OFFICERS

#### President

Larry Duson, Bank of the West

#### 1st Vice President

Larry Blodgett, Blodgett's Floor Covering

#### 2nd Vice President

Budd MacKenzie, Attorney

#### 3rd Vice President

Stacy Spell, Oakwood Athletic Club

#### Treasurer

Caesar Perales, CPA

#### Immediate Past President

Jay Lifson, Lafayette Park Hotel & Spa

### BOARD OF DIRECTORS

Barbara Banis Smith, Sereta Churchill,

Mike Heller, Mike Kearney,

Timothy McKinley, Ute Medford,

Sandi Mitchell, Bonnie Ann Moore,

Cynthia Murdough, Wendy Tamis,

Jesse Wellen, Eddie Roodveldt,

Kristy Rodrigues, Edward Zeidan

### ADVISORY BOARD

Judy Carney, Steve Falk,

Dennis Garrison, Joe Heinz, Chris Lane,

Ed Stokes

### CHAMBER OFFICE STAFF

Ann Denny, Executive Director

Karen Rose, Office Manager

Elizabeth Peeke, Membership Services Director

### LAFAYETTE

### CHAMBER OF COMMERCE

100 Lafayette Circle, Suite 103

Lafayette, CA. 94549

(925) 284-7404

FAX (925) 284-3109

[info@lafayettechamber.org](mailto:info@lafayettechamber.org)

[www.lafayettechamber.org](http://www.lafayettechamber.org)

# 10 Reasons Why Supporting Local Business is Important



**Local Character and Prosperity** - In an increasingly homogenized world, communities that preserve their one-of-a-kind businesses and distinctive character have an economic advantage.

**Community Well-Being** - Locally owned businesses build strong communities by sustaining vibrant town centers, linking neighbors in a web of economic social relationships, and contributing to local causes.

**Local Decision-Making** - Local ownership ensures that important decisions are made by local people who live in the community and who will feel the impact of those decisions.

**Keeping Dollars in the Local Economy** - Compared to chain stores, locally owned businesses recycle a much larger share of their own revenue back into the local economy, enriching the entire community.

**Jobs and Wages** - Locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits than chains do.

**Entrepreneurship** - Entrepreneurship fuels America's economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class.

**Public Benefits and Costs** - Local stores in town centers require comparatively little infrastructure and make more efficient use of public services relative to big chain stores and strip malls.

**Environmental Sustainability** - Local stores help sustain vibrant, compact, walkable town centers - which in turn are essential to reducing sprawl, automobile use, habitat loss, air and water pollution.

**Competition** - A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term.

**Product Diversity** - A multitude of small businesses, each selecting products based not on a national sales plan but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

*From: Why Vermont's Homegrown Economy Matters, by Stacy Mitchell*

The Shop Lafayette momentum continues with the launch of Campaign 2004. This year's efforts will focus on the reasons why supporting local business is vital to our community. (See accompanying article "10 Reasons Why Supporting Local Business Is Important.")

The Lafayette Chamber, in partnership with the *Contra Costa Times*, will roll out a plan designed to fit the varying needs of our diverse business community. The program will run 12 times from May to December, educating consumers from Walnut Creek, Lamorinda, Montclair and Piedmont about the uniqueness of Lafayette and urging them to spend their shopping dollars here.


Jennifer Shaw, former editor of the *Contra Costa Sun*, has signed on to develop feature stories supporting the "10 Reasons" and citing specific local business examples.

The best part is that the cost of participation in the advertising campaign will be greatly reduced. Non-profit advertising rates will be available to individual businesses, and, as a part of their sponsorship, the *Contra Costa Times* will pick up our Shop Lafayette pages - and ads! - in their Piedmont, Montclair, and Walnut Creek weeklies. Merchants will also have the flexibility this year to opt in for only the issues they choose, enabling the timing of their ads to coincide with special promotions or events involving their business.

To learn more about the specifics of the campaign and to be assured of getting the dates for your ads that are best for you, drop by one of the information sessions scheduled at the Chamber office (100 Lafayette Circle) on Tuesday, May 11, any time between 1:00 to 5:00pm, or on Wednesday, May 12 between 1:00 to 5:00 pm. Refreshments will be provided by *Contra Costa Times*. For more information, call the Chamber office at 284-7404.

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# NEW MEMBER *Welcome*

## REAL ESTATE

### **Alain Pinel Realty**

Two Theatre Square  
Orinda, CA 94549  
(925) 258-1111 (Ph)  
(925) 253-8339 (Fax)  
susan@apr.com • www.apr.com  
*Susan Schlicher, Real Estate Agent*

New Lafayette Chamber member Susan Schlicher is a 26-year resident of Lafayette. She and her husband, John, have three grown children, Heather, Will and Kate. She volunteered and taught at her children's Lafayette schools. She was a class advisor and Parent Club President during their high school years. She is past president of National Charity League and continues to volunteer at "Meals on Wheels." Being such an integral part of her community gives her an edge at helping her clients buy and sell homes in Lamorinda.

### **Alain Pinel Realty**

Two Theatre Square  
Orinda, CA 94549  
(925) 438-2053 (Ph)  
(925) 253-8339 (Fax)  
lbrydon@apr.com  
www.apr.com  
*Lisa Brydon, Real Estate Agent*

Whether it is working with buyers or sellers, Lisa realizes that each client has their own specific wants and needs; she takes pride in her ability to listen to their individual concerns. Her goal is to make each client's experience exceptional! Lisa enjoys the challenge of matching people and their lifestyles with distinctive properties. Call today for a free estimate of value including a complete market analysis.

### **Alain Pinel Realty**

Two Theatre Square  
Orinda, CA 94549  
(925) 438-2056 (Ph)  
(925) 683-3979 (Cell)  
(925) 253-8339 (Fax)  
elauck@apr.com • www.apr.com  
*Ellen Lauck, Real Estate Agent*

Ellen Lauck joins a group of distinguished real estate professionals who are all part of the most sophisticated and technologically advanced marketing firm special-

izing in distinctive properties and estates. Alain Pinel Realtors are dedicated to excellence. Ellen would appreciate the opportunity to talk with you regarding any of your real estate interests. It would be her pleasure to assist you in having a smooth and successful transaction.

### **Sunrise Development, Inc.**

249 View Street  
Mountain View, CA 94041  
(650) 938-2249 (Ph)  
(650) 961-6452 (Fax)  
dan.zemanek@  
sunriseseniorliving.com  
www.sunriseseniorliving.com  
*Dan Zemanek,  
Senior Vice President*

Sunrise Senior Living is the nation's largest provider of senior living services. The McLean, Virginia-based company employs more than 30,000 people, operates over 360 senior living communities either open or under construction in the U.S., United Kingdom and Canada with a combined resident capacity of more than 40,000. Sunrise's senior living services are delivered by staff that are trained to encourage the independence, preserve the dignity, enable freedom of choice and protect the privacy of residents.

### **Prudential California Realty**

816 Avalon Avenue  
Lafayette, CA 94549  
(925) 283-7000 (Ph)  
(925) 283-7022 (Fax)  
jcollin7@aol.com  
www.prurealty.com/  
jamescollins  
*James M. Collins,  
Realtor-Associate*

### **Bella Chasqui Staging® and Designs**

3434B Mt. Diablo Blvd.  
Lafayette, CA 94549  
(925) 858-2363 (Ph)  
Kclutts@pacbell.net  
*Kim Conti Clutts, Owner*

Ever wonder why homes in your neighborhood will list for different prices and/or why one takes longer to sell than another?

That's where Bella Chasqui Staging® and Designs comes in. But you ask, what is Staging? Staging is the process of preparing any home for sale, regardless of price or location. When you get ready to place your home on the market it becomes a "product." We help you prepare your home, your product to be seen in the very best light. It needs to be priced right yet look better than all the other "products." It is not uncommon for the seller of a Staged home to obtain thousands of dollars more when, in fact, the cost to prepare the home is a fraction of that.

## RESTAURANTS

### **Cybelle's Pizza**

3531 Plaza Way  
Lafayette, CA 94549  
(925) 283-4616 (Ph)  
*Bill Neuburger, Owner*

## SPORTS BAR

### **The Coaches Corner**

3707 Mt. Diablo Boulevard  
Lafayette, CA 94549  
(925) 962-9724 (Ph)  
(925) 283-2739 (Fax)  
Williambrew@aol.com  
*William Brew &  
Chris Whirlow, Owners*

## LAW

### **Bassi Martini & Blum, LLP**

351 California St., Ste. 200  
San Francisco, CA 94104  
(415) 397-9006 (Ph)  
(415) 397-1339 (Fax)  
jhuie@bmb-law.com  
www.bmb-law.com  
*Jeremy Huie, Attorney*

We are a law firm established by trial law specialists to focus on complex civil litigation and related matters. We have tried over 100 cases for a diverse nationwide clientele, including private and municipal clients throughout Contra Costa. Call Jeremy Huie, a Lafayette resident and graduate of Stanley and Acalanes, at (415)397-9006 for more information. Specializing in business litigation, employment law, environmental law, products liability defense, public

entity law, real estate law, and asbestos defense.

## ACCOUNTANT

### **Comyns Smith McCleary & Deaver, LLP**

3470 Mt. Diablo Blvd., #A-310  
Lafayette, CA 94549  
(925) 299-1040 (Ph)  
(925) 299-1100 (Fax)  
*John Comyns, Partner*

## INSURANCE

### **State Farm**

315 Village Square  
Orinda, CA 94563  
(925) 254-2520 (Ph)  
(925) 254-2657 (Fax)  
kimberly.enright.sed8@  
statefarm.com  
www.statefarm.com  
*Kimberly Enright, Agent*

Kimberly Enright recently opened her State Farm Agency in Orinda. A longtime Orinda resident, Kimberly provides a broad range of insurance and financial services solutions. She has an extensive background in financial services, including mutual funds and State Farm Bank. This is in addition to solutions in life, health, long-term care, disability, auto, home and renters insurance. Kimberly offers a complementary Insurance and Financial Review to ensure that her clients' needs are met.

### **California Insurance Center**

1340 Treat Blvd., Suite 480  
Walnut Creek, CA 94596  
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(925) 299-0328 Fax  
mrobertson@cic-ins.com  
www.cic-ins.com  
*Mike Robertson,  
Executive Vice President*

## FINANCIAL

### **Cypress Mortgage**

3220 Brookwood Drive  
Lafayette, CA 94549  
(925) 381-4874 (Ph)  
(925) 887-7770 (Fax)  
*Brian Parnell, Loan Processor*

Brian Parnell has been a Lafayette resident for six years and is actively involved in coaching Pee-Wee Soccer and T-Ball. Brian is a self-employed/small business owner lending expert. He specializes in developing

lending solutions that large institutions don't have the expertise to offer. There are no application fees and pre-approvals are free. Brian can offer zero-point and zero-free options, first-time homebuyers programs and limited documentation loans.

### **Charmian Dobell, CPA**

Personal Financial Assistance  
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Lafayette, CA 94549  
(925) 283-2847 (Ph)  
Charm10@pacbell.net

Charmian Dobell, CPA provides personal financial services in the privacy and convenience of your home. Business services provided include trust and conservatorship accounting, bill paying, reconciliation of bank and portfolio accounts, and organization of financial records for taxes. Specializing in providing assistance to senior citizens, Charm has a background in personal, business and trust accounting with a local CPA firm and has been a Lafayette resident since 1965.

### **EDUCATION**

#### **St. Anselm's Preschool**

682 Michael Lane  
Lafayette, CA 94549  
(925) 284-7244 (Ph)  
(925) 284-7345 (Fax)  
anselms@yahoo.com  
www.stanselms.ws  
*Jane Ord,*  
*Chairman of the Board*

### **Wendy Stewart, M.A.**

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*Wendy Stewart M.A.*

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ed, or have experienced significant illness, trauma or disability which impact school or work success.

### **OPTOMETRY**

#### **Herbert Monroe, M.D.**

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Lafayette, CA 94549  
(925) 284-1500 (Ph)

### **FRIENDS**

#### **Robert J. Peeke**

511 Hawkridge Terrace  
Orinda, CA 94563  
(925) 254-4208 (Ph)

### **AUTOMOTIVE**

#### **Nick's Exclusive Service**

3360 Mt. Diablo Blvd.  
Lafayette, CA 94549  
(925) 283-5233 (Ph)  
(925) 283-1258  
nicksmercedes@  
nicksmercedes.com  
*Lynn Anderson,*  
*Manager of Operations*

Nick's Exclusive Service for Mercedes, a full service automotive center, has been in Lafayette since 1988. They have kept a loyal following from Nick's Berkeley and Oakland centers, added wonderful customers from Lamorinda and look forward to cultivating new clientele by providing personalized and timely service. They strive to identify and meet the needs and expectations of their customers and to be the best independent Mercedes Service Center in the county.

### **EXECUTIVE COACHING**

#### **Masheroni Consulting**

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Cmasch@sbcglobal.net  
www.andwings.com  
*Cindy Masheroni,*  
*Executive Coach/Life Coach*

Cindy Mascheroni provides Executive / Life Coaching services for women who want to be more authentic, passionate, and effective leaders and live a more balanced and fulfilling life. As your coach, she will work with you to develop a confidential, honest, and collaborative partnership in which you explore and clarify your vision, values, and

goals, face your current realities, deal with self-defeating beliefs and attitudes, embrace your strengths, and take action to live your dreams.

### **RETAIL**

#### **Lafayette Used Book Store**

3569-E Mt. Diablo Blvd.  
Lafayette, CA 94549  
(925) 284-2233 (Ph)  
lafayetteusedbooks@sbcglobal.net  
www.lafayettebookstore.com  
*Dave Simpson, Owner*

The Lafayette Book Store is the oldest bookstore in Contra Costa County (over 40 years old!), and now we're also the newest. Owner Dave Simpson is proud to announce the opening of the Lafayette Used Book Store at 3569 Mt. Diablo Blvd. (in the same building as the existing store, next to Postino Restaurant). In addition to offering an excellent selection of used and value-priced books, manager Jo Anne Retzlaff has assembled a compelling collection of rare, collectible, and historic titles. Also, the Lafayette Used Book Store buys books, paying the highest prices in Contra Costa County.

### **MUSICAL SERVICES**

#### **The Art of Music School**

1003 Carol Lane  
Lafayette, CA 94549  
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*Paul Schmidt, Teacher*

A wholistic, caring and relational approach to learn about rock, folk, pop, blues and rhythm & blues (America's indigenous musics), The Art of Music School offers private lessons for guitar (acoustic and electric), drum kit, vocal style, songwriting, and piano for beginners to professionals in a style that nourishes both the technical and creative. Created and taught by Paul Schmidt. "Schmidt does a fine job"-*Smithsonian Institution.*

### **FLORISTS**

#### **Floral Arts**

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Lafayette, CA 94549  
(925) 284-5765 (Ph)  
(925) 284-3995 (Fax)  
*Ellie Nowrouzi, Owner*

### **DRAPERIES/INTERIORS**

#### **The Treasure Trove**

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La Fiesta Square  
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(925) 283-2252 (Ph)  
(925) 283-9070 (Fax)  
*Anna Webb &*  
*Susan Cowell, Owners*

### **WIRELESS**

#### **Cingular Wireless**

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www.cingular.com  
*Scarlet Tanner, Store Manager*

Cingular is the second largest wireless company in the nation, a joint venture between SBC Communications and BellSouth. Cingular is the only U.S. wireless carrier to offer Rollover™, allowing customers to keep unused minutes. You can choose from National plans with no roaming or long distance charges, regional plans in CA/NV/WA/ID, plans with free nights and weekends, earlier night and weekend hours, and family plans - all on the largest digital network in California. Please come visit and speak with our friendly staff about our wireless phones that can send corporate e-mail, photo, text, instant messaging, surf the Internet and download games and music ringtones, too.

### **MARKETING**

#### **Mediacool**

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Lafayette, CA 94549  
(925) 284-7596  
mediacool@mindspring.com  
*Alison Gibson, Owner*

26 award winning years in television and corporate video production including commercials, drama and documentary in the Netherlands, Italy, and the US for ESPN, HBO, PBS and many Bay Area corporations. Alison takes your ideas and translates them into concise, compelling visuals. Marketing, sales or commercial presentations - she makes your project fun and affordable. Her new specialty: biographies of family, pets and loved ones - a unique gift for those you care most about!

## Change for Change Week Announces Showing of "Osama"

The Lafayette Park Theater and MGM have joined in the effort to support the Village of Lalander, Afghanistan. They have arranged for the showing of the movie, Osama, at **7 p.m. on Thursday night, May 13th**, at the Park Theatre. All proceeds from the show will be contributed to the Change for Change fundraising effort. Osama is the first Afghan film shot in Afghanistan since the fall and rise of the Taliban. It's a "moving and true story" about a young Afghan girl who must take on the role of a boy to save her family under the rule of the Taliban. Osama received the "Best Foreign Language Film" award at the 61st Golden Globe Awards. Tickets for the show will be \$4 for adults and \$2 for students.

Change for Change week begins May 10th. Information regarding the village of Lalander can be found at the website [trustineducation.org](http://trustineducation.org). Sponsors of the fundraising effort and their supporters have vowed to "Let No Change Be Left Behind" and the Chamber encourages all businesses to participate. For further information and volunteers call 299-2011.

## Ribbon Cutting



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## Focus on the Arts

**Gold Coast Chamber Players present a Jubilant Mendelssohn String Octet that will leave you breathless!** The local performance is scheduled for Saturday, May 8, at 8:00pm at Lafayette's Town Hall Theatre, 3535 School Street. Tickets are \$25 for general admission, \$22 for seniors, and \$10 for students and reservations may be made through the Town Hall ticket office, 283-1557. For additional information, check out The Gold Coast Players website, [www.gcplayers.org](http://www.gcplayers.org)

## INTERESTED IN JOINING A NEW LEADS GROUP?

This has proven a successful way to gain leads and further the success of your business and we currently have openings for a new Leads group. We have filled spaces in the following industries: Financial Services, Real Estate, Mortgage, Insurance and PR/Marketing. **If you are in another area of business, please contact the Chamber Office at 925-284-7404.**

## HOME-BASED BUSINESS ALLIANCE UPDATE...

Home Based Building Alliance will now be meeting on the third Friday of the month so please make the change on your calendars. It's a great support group of brainstorming and networking for those people who work out of their homes. Our next meeting will be Friday, May 21 at Bank of the West, 8:30-9:30 a.m.

## NEW OPPORTUNITY with the AMBASSADORS COMMITTEE!

The Lafayette Chamber welcomes your participation as an Ambassador by volunteering with one of the most visible and active Chamber committees. We're looking for enthusiastic and energetic professionals to represent the Chamber and their business at all of our social events throughout the year. Requirements include attendance at a monthly planning meeting and monthly mixers. **Please call Ambassador Chair, Lyle Miller, at 925-639-4907 or the Chamber Office at 925-284-7404 for more information.**

# A Taste of Lafayette: An Evening of Great Food, Music, Prizes, and Fun!

Fifteen local restaurants will open their doors to 450 guests on Tuesday, May 18, for the 2nd Annual Taste of Lafayette. This downtown party debuted last year to rave reviews and tickets for this year's event are going fast. Last year's "Taste" sold out completely.

With food choices ranging from Mixed Vegetable Pakaros to Prime Rib, Hors d'oeuvres Style, Sourdough Crusted Chicken Breast with Bernaise Sauce to Risotto al Zafferano con Zucchini, and more, there is something to tempt every palate.

The evening begins at the Margaret and Elam Brown Plaza (corner of Moraga Road and Mt. Diablo Blvd.) at 6:00 p.m. with registration, beverages and music provided by Generations in Jazz. Between 6:30 and 8:30 p.m., ticket holders can visit any or all of the participating restaurants. Continuous van service is available along the route for those who wish to hop on and off between restaurants. During the course of the evening, volunteers from the Lafayette Community Foundation will be selling raffle tickets for an amazing array of prizes. Finally, at 8:30 p.m. guests return to the Plaza for coffee, raffle, and a silent auction, again conducted by and for the Community Foundation.

Our thanks for special contributions go to Pacific Union Real Estate Group and Allegro Printing for the Taste of Lafayette program, to Pepsi Cola Bottling Group for drinks, to Prudential California Realty for hosting the wine reception, and to Diablo Foods for the shuttle service for the evening. And, of course, a very big thank you to all the restaurants who so graciously opened their doors for our event.

**Tues., May 18  
6 - 9 p.m.**

Featured restaurants on this culinary tour include:

- **A.G. Ferrari**
- **Baja Fresh**
- **Chow**
- **The Great Wall of China**
- **El Balazo**
- **La Finestra Ristorante**
- **Lisa's Tea Treasures**
- **Mangia Ristorante**
- **Panda Express**
- **Peacock Indian Cuisine**
- **Per Tutti**
- **Petar's**
- **Postino**
- **Susan Foord Catering & Chow, Ciao!**
- **Villagio**

For more information or to order tickets, call the Chamber office (284-7404) or use the flyer included in this newsletter to place your order.

## Business Brief

**French for Fun Featured in National Educational Publication.** *Education Week*, "American Education's Newspaper of Record", spotlighted the pre-school program at Lafayette's language and cultural center in their March 24 edition. In the article which focused on the growing interest in foreign language instruction in pre-school, *Education Week* reported that "many of the young children who attend the center's full language-immersion classes become bilingual by the time they are ready to enter kindergarten - a skill that an increasing number of parents want their children to acquire." Congratulations to Catherine Jolivet-Johnson and her incredible staff. For more information on French for Fun, call 283-9822.

## Lamorinda Mixer AT SAINT MARY'S COLLEGE

Bringing together the Moraga Business Association, the Orinda Chamber of Commerce and the Lafayette Chamber of Commerce was the focus of the April Mixer hosted by Saint Mary's College of California. Our thanks to the generosity of the staff at Saint Mary's for providing such a special venue with wonderful food and beverages provided by Sodexho Catering.



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**May**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 <b>Leads Group</b> Noon Desco Plaza, Rm. 265 <b>Ambassadors Meeting</b> 4:30 p.m., Chamber	4 <b>Business Building Breakfast Forum</b> 7:30 - 9 a.m. Fish Ranch Restaurant	5 <b>Executive Board</b> 8:00 a.m., LPH&S <b>Ribbon Cutting</b> Noon Cingular Wireless 3592 Mt. Diablo Blvd.	6	7	8
9	10 <b>Mayor's Breakfast</b> 8 a.m., LPH&S <b>Board of Directors</b> Noon, LPH&S	11 <b>Tech Tuesday</b> 8 a.m., Chamber <b>Shop Lafayette</b> 1-5 p.m., Chamber	12 <b>Shop Lafayette</b> 1-5 p.m., Chamber <b>Mixer - 5:30 p.m.</b> Healthy Lifestyles 3598 Mt. Diablo Blvd.	13	14	15
16	17 <b>Leads Group</b> Noon Desco Plaza Rm. 265	18 <b>"A Taste of Lafayette"</b> 6 - 9 p.m. Lafayette Plaza	19	20	21 <b>Home Based Business Alliance</b> 8:30 - 9:30 a.m. Bank of the West	22
23	24	25 <b>Tech Tuesday</b> 8 a.m. Chamber	26	27	28	
30	31 <b>Memorial Day- Office Closed</b>	<b>June</b> TUESDAY JUNE 1 <b>Business Building Breakfast Forum</b> 7:30 - 9 a.m. The Coaches Corner	TUESDAY JUNE 1 <b>Ambassadors Meeting</b> 4:30 p.m. Chamber	MONDAY JUNE 7 <b>Leads Group</b> Noon Desco Plaza Rm. 265	WEDNESDAY JUNE 9 <b>Mixer</b> 5:30 p.m. Per Tutti Restaurant	