

business briefs

Susan Foord Expands and Gives Back

Susan Foord Catering, 965 Mountain View Dr Lafayette (across from Trader Joe's) 299-7616
 Foord started by adding seating in her small Lafayette catering and café store, in what she calls 'the library' (she keeps all of her cookbooks there). "We added tables and chairs and have become more of a café," she says, "and we've seen our business grow as a result." Foord added new entrees as well such as a Neiman Ranch hamburger and a fried chicken sandwich. Foord is not only about cooking, she's about social justice as well and since her facility was growing, she decided to give back to the community. Last Friday, April 10, was the first of her "giving back one bite at a time" events. Foord offers her space for non-profits to organize their own events, with raffle, music or whatever they need; she sells "one buck a bite" plates and "one buck a drink" beverages. The first non-profit to take advantage of the program was the California Autism Foundation. Foord intends to host such events twice a month. On top of this operation, Foord has a special fund raiser going right now to benefit Acalanes High School. Every Wednesday for 8 weeks she will give 5% to the school of every purchase made by all customers mentioning Acalanes.

Community Marketing at Work: Keeping Order Creates Synergy with Fitness Partner

www.keepingorder.com

Lee Ann Kleinfelter is a networker. The Lafayette businesswoman is a productivity consultant who belongs to many business groups, where she meets other entrepreneurs with whom to share ideas and opportunities. At one of these meetings, she met fitness consultant Ben Jackson of Danville. Talking together, they realized that their clients were the same kind of individuals. "People who tend to strive to be fit and in shape also want to be 'fit' in their office," says Kleinfelter, "these people value time spent in being fit and staying organized." Most of Kleinfelter's clients are business owners who need assistance in improving their processes as they grow, "they want the right furniture, the right systems to match their unique ways of thinking," explains Kleinfelter. They want to be better at what they do, doing more with less, in all areas of their lives. Jackson agreed that his clients, who want to be fit and trained, are great potential customers for Kleinfelter. The director of New Direction Fitness lets Kleinfelter talk to all the trainers and have them present to their clients Keeping Order services. The second step of the partnership will be to bring the gym into the office. As a personal trainer and coach, Ben Jackson is developing creative options for those who will want to stay fit while working. Kleinfelter will be the speaker at the coming Orinda Chamber luncheon (see below).

Catherine Hall Wins Two 1st Place Awards in Photography Album Competition

Studio 3400 Mt Diablo Blvd Suite 9A, Lafayette, (917) 922-9216, www.catherinehall.net.

Catherine Hall of Lafayette has received special honors in the Wedding & Portrait Photographers International (WPPI) 2009 Awards of Excellence Album Competition in Las Vegas in February. Hall received first place in both Wedding and Non-Wedding categories. She received as well an Accolade of Excellence in the Multiple Photographers or Studio category. Hall competed against an international field of photographers to win such honors. The Awards of Excellence Album Competition awards are presented each year at the largest trade show, educational platform and convention in the United States for professional photographers. The 2009 competition included 196 albums in 5 different categories submitted by photographers from all over the world. Hall is an internationally renowned photographer based in Lafayette, CA and New York City, NY.

Living Lean Expands Lamorinda Partnerships

104 Via Floreado, Orinda 360-7051

Over a year ago, Sheena Lakhota started to create partnerships with local restaurants and stores so her clients could eat "lean" on the go. The first places to offer "lean" meals and products were Rising Loafer and Diablo Foods in Lafayette, Quenchers, Caffe Teatro and Gepetto's Caffe in Orinda. She has now extended her reach to Moraga with an agreement with Terzetto, and in Orinda both Shelby's and Casa Orinda are adding "Living Lean" items to their menus.

Jim Colhoun, Prudential California Lafayette

999 Oak Hill Road in Lafayette, CA 94549, phone 925 962-6101

Prudential California Realty has named Jim Colhoun the firm's number one agent for 2008, marking his second consecutive year as top agent out of more than 1500 agents. Colhoun has been with Prudential California Realty's Lafayette office for 20 years. "Jim is someone who truly enjoys working every day as a Realtor," said Ed Krafchow, president and chief executive officer. "The mark of a great agent like Jim is that he thrives in good markets as well as down markets because he brings value to his clients. Jim has built a very strong client base during the past two decades." Colhoun has received the National Legend Award for achieving the National Chairman's Circle five times. He is a Certified Fine Homes Specialist and a Relocation Specialist who has achieved more than \$300 million in sales. Colhoun resides in Moraga.

News from the three Chambers of Commerce

Lafayette Chamber of Commerce

- New Member Reception, Thursday, April 16, 5:30pm, Bank of the West, 3583 Mt. Diablo Blvd.
- Ribbon cutting ceremony for Kattenburg Architects, 11 Moraga Way, #3, Orinda on Thursday, April 23 starting at 4:30pm.
- Business Issues/Government Affairs Meeting - Friday, April 24 - 8am, Lafayette Chamber Conference Room.

Moraga Chamber of Commerce

- Chamber mixer on April 28th at 6 p.m. in the new professional condo building at 533 Moraga Road (across from the Rheem Shopping Center). Elena and Larry Hood will host and give a tour of the building. Wine and appetizers will be provided. During the meeting, Larry Tessler and Grant Stubblefield will propose a training on professional networking, how to use a mixer or an event, like the Moraga Community Faire, to "reach beyond the booth" and introduce yourself and your business to the community.

Orinda Chamber of commerce

- Orinda Chamber Luncheon Friday, April 24, Noon to 1:30 at the Orinda Country Club, 315 Camino Sobrante. Luncheon Presentation: Guest speaker Lee Ann Kleinfelter, owner of Keeping Order, is an expert in implementing personalized time-saving strategies for corporate executive and business leaders. She is a member of the National Association of Professional Organizers and a certified "Eyes of a Stranger" assessment consultant. Cost \$30.00. Please RSVP 925-254-3909.

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

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NovelX, Opening New Windows for Nanotechnology

By Sophie Braccini



Jim Rynne (left) and James Spallas (left) look at the inside of a mySEM
 Photo Sophie Braccini

How cool can an electron beam be for a non-scientist? Extremely! Projected onto a surface, the beam triggers the electrons of the object to react. Measure this reaction and you obtain the image of the object in detail to the atomic level: you are viewing the image at the nanoscale (1 nanometer = 1/1,000,000 millimeters or 1/100,000 of a human hair).

This is the technology used by Scanning Electron Microscopes (SEM). The best optical microscope can magnify by 1000x, while the SEM will magnify by 250,000x. This technology has been commercialized for more than forty years, but the hardware requires a lot of space and it's very expensive.

In Lafayette an innovative company, NovelX, has created mySEM, a SEM that's the size of a desktop printer, costs less than a tenth of current SEM models, and produces the same high quality imaging required by the most demanding of researchers. That's why NovelX, which is finishing up its second round of financing, has a long list of customers from research labs and industry R&D departments who want to get their hands on their microscope.

"Nanotechnologies have an enormous potential to create new tools, products and technologies that will address some of our biggest challenges" says Jim Rynne, Vice President of Business Development with NovelX, "what we are providing these researchers are the performing and affordable picks and shovels to dig that gold."

According to a recent Princeton paper, "waiting for access to imaging equipment often presents a major road block in research and development cycles...most SEM's are housed in large core research fa-

ilities and are not easily accessible to the researchers that desperately need them."

The uniqueness of NovelX comes from the new technology that the two founders of NovelX, Dr. Lawrence Muray and Dr. James Spallas, have developed by combining their expertise. Muray's background is in advanced electron beam lithography and electron beam tools, while Spallas' expertise lays in semiconductor fabrication and micro-machining MEMS devices. The result is the patented NovelX Stacked Silicon technology, a miniaturized device at the core of the mySEM that achieves sub 10nm resolution.

MySEM has other competitive advantages such as the low voltage imaging that allows a delicate address of the surface that's viewed. Bigger SEMs that use high voltage require the coating of non-conductive samples so the electron beam does not damage them. Low volt-

age is particularly appropriate for the observation of surfaces, such as cells.

NovelX has sold its Beta systems to UC Berkeley, UC San Francisco, Stanford University and the Naval Postgraduate School. AT UCSF, before getting their mySEM, researchers had to book time with an institution that had a large SEM and physically transport their experiment either down to the Peninsula or over the bridge. "Not only didn't they have the budget to buy a big system, but they didn't have the space and the infrastructure that's required," explains Rynne.

NovelX's clients are starting to publish results including imaging obtained using mySEM. As a result, the company is receiving multiple awards, and getting a lot of coverage in scientific publication. Their first financing came from a DARPA (Defense Advanced Research Projects Agency) grant; they now need \$1.5 million to expand production and ramp up sales. NovelX will seek an additional \$2M to finance additional growth and achieve breakeven in 2011. Lafayette angel capital group Keiretsu Forum has taken a keen interest in them and is helping to secure the money necessary for the expansion.

"We have now stepped out of the Beta phase to enter the limited production chapter of our history," says Rynne. The Lafayette resident, and father of two Burton Valley Elementary school students, estimates the potential market for mySEM to \$400M. According to the Princeton paper, the market size is in the thousands of units; NovelX has no choice but to grow.

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