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From Hollywood Glitter to Downtown Lafayette

Emmy-nominated hairstylist comes to Lamorinda

By Sophie Braccini



Caroline Wiseman curling a client at Shelby Sexton's in Lafayette
 Photo Sophie Braccini

When you see her, it's easy to believe that Caroline Wiseman was an actress as well as a hairdresser and makeup artist in Hollywood. The pretty mother of two Burton Valley School students comes out very sunny-looking, charming and real. Maybe it is that genuineness that drove her and her family to relocate to a more down to earth location – Lafayette. Here, far from the celebrity hair that earned her an Emmy nomination in 2010, she wants to establish herself as a creative and productive member of the commu-

nity. Wiseman started her hairstyling career in Santa Monica. She was raised in New Orleans and knew she wanted to follow an artistic path. She thought of architecture or the graphic arts, but while in Santa Monica City College she heard of a cosmetology school where she could get a hairstylist license. She registered without telling her family. "I had been cutting hair since I was 12 and made some money with it in high school, but I was seeing it more as a hobby than a job," she says. She was lucky after

graduation to get an apprenticeship with a talented professional in Beverly Hills; that's where she met and worked with her first celebrity, Kelly Preston.

Her website, CarolineWiseman.net, has pictures of all the celebrities she worked with. The Emmy nomination came from a full year of doing the hair of Leah Remini, co-hostess of The Talk on CBS (also known for her role in The King of Queens). "Every morning she would show up with her hair wet and no make-up," recounts Wiseman, "I challenged myself to do something different for her every day." Wiseman believes that hair is the first element to express a personality, "Hair and make-up can really change the mood of someone," she believes, "but it has to be in accordance with each individual personality and lifestyle." The Emmy nomination validated her work, since it arises from a vote from hairstyling professionals. But Wiseman felt it was time for a change.

"I had many fun and stimulating professional years in Los Angeles," says Wiseman, "but after my daughters were born my perspective changed, I was getting tired of constantly having to reinvent myself, of the harsh competition, the expensive and stressful lifestyle. We were ready to simplify our lives and I want to be more of a mother and a wife."

Wiseman's husband, Michael, is a former Burton Valley student. He became an actor in Hollywood, so it

made sense for the couple to live there. "But every time we came to Lafayette to spend time with Michael's family, the children never wanted to leave and asked why we couldn't live here, so we finally decided to take the plunge."

The Wisemans moved to Lafayette a month ago and Caroline rented a station at Shelby Sexton Salon. "I'm starting to build my clientele through word of mouth," she explains, "my family is very loud and talks about me everywhere, and I'm also starting to auction \$100 gift cer-

tificates at each PTA meeting." Wiseman is discovering what it means to be part of a community and already wants to give back, "I never had a community in Los Angeles, I am so happy to discover that here."

Reach Caroline Wiseman at (818) 442-1843. Shelby Sexton Salon is located at 33 La Fiesta Square in Lafayette (in the corner, between Red Wagon and Teacake Bake Shop.)

Lamorinda Weekly business articles are intended to inform the community about local business activities, not to endorse a particular company, product or service.

business briefs

Gebhardt Group Completes Office Relocation
3470 Mt. Diablo Boulevard, Suite A210, Lafayette
(925) 283-9150, www.gebhardtgroupinc.com

Gebhardt Group, Inc., an independent wealth management firm in Lafayette, announced its office relocation and expansion to Corporate Terrace in downtown Lafayette. Gebhardt Group, Inc. supports sustainable building practices. As Gebhardt Group, Inc. continues to grow, the new space also supports future expansion plans. "We are excited about our business development opportunities in the next few years. We have a growing client base and ultimately need to hire additional advisors to meet demand. Markets continue to be in turmoil and families need more help than ever and we want to be prepared to do so," said James Gebhardt who founded the firm in 2005. He attributes the growth of his company to the holistic approach to the financial process that defines the practice.

Staci Ericson Campaigns for the Most Polite Halloween Ever
www.gollygee-pers.com

The Lafayette mom who created the card game Golly Gee-pers!, a game that encourages kids to use good table manners, wants this Halloween to be the most polite ever. "Imagine it's Halloween night and the door bell rings. You grab the candy bowl and open the door. A group of trick-or-treaters dressed as witches, goblins and rock stars sing out, "Trick-or-treat?" Each one selects a piece of candy, the usual routine, and then something different happens. The trick-or-treater hands you a folded piece of paper. It's a thank you note!" says Ericson. To support her campaign for a very polite Halloween, Ericson has posted free thank you notes on her website that can be downloaded and printed.



From left: Jessica Darfler, Ashleigh Ericson and Siena DeCarlo
 Photo provided

Collector's Choice Antiques
3574 Mt. Diablo Boulevard, Lafayette

Collector's Choice invites you to an afternoon tea, finger sandwiches, and vintage fashion show on Saturday, November 12th from 2-4:00 p.m. RSVP by November 1st, (925) 299-9400. Cost: \$20 per person. All proceeds benefit the Lafayette Library and Learning Center.

News from the three Chambers of Commerce Lafayette

- Lafayette Chamber of Commerce raises money to get the Christmas lights back this season. In order to make necessary reductions in the city's budget, the City Council approved the elimination of funding for the lights this year. "We could be without our lights if we don't act now," says Lafayette Chamber of Commerce Executive Director Jay Lifson. "We are inviting everyone to join the downtown businesses and make a donation to help keep the city bright. We need to raise about \$8,000 to keep the lights on and maintained." Simply send a check to the Lafayette Chamber of Commerce – 100 Lafayette Circle #103, Lafayette, CA 94549 – for any amount and the Chamber will work with the City to keep the lights on.

- 19th Annual Reservoir Run on Sunday, October 30, 6:30-10 a.m. For more information go to lafayettechamber.org/events/reservoir-run. Registration table opens at 6:30 a.m. (see article page A2)

Moraga

This year's 23rd Annual Hospice Moraga Tree of Lights will be held on November 13th at 5:30 p.m. at the Moraga Commons Park. The Chamber is looking for Moraga businesses to be event sponsors and be featured in the Hospice of the East Bay's program and newsletter.

Orinda

Chamber Ribbon-Cutting Event at the Christian Science Reading Room & Bookstore on Wednesday November 16th starting at 3:00 p.m., 24 Orinda Way (next to Library). The Christian Science Reading Room & Bookstore, recently relocated to the Christian Science Church just down from Orinda City Hall offices.

If you have a business brief to share, please contact **Sophie Braccini** at sophie@lamorindaweekly.com

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