# Generating Business Leads from Newspaper Articles

By Sophie Braccini



Ray Zegri at the Lafayette Chamber of Commerce

Photo Barbara Gilmore

ay Zegri, Audience Development Executive of the San Francisco Business Times, Articles" to a packed house at the Lafayette Entrepreneur's Club on February 16. Armed with a copy of that publication, he walked the audience through its different secto generate business or add power to one's job search.

the same way again," said Chamber Member and Massage Therapist Alexandra De Avalon at the meets at 8:30 a.m. in the end of the meeting.

Zegri came to the Lafayette Chamber with a well-rehearsed message: people who regularly read the paper will find an infinite source of information that will allow them to proactively contact potential clients and grow their

Indicating an article about a francisco/.

**New Bike Store Opens in Lafavette** 

In mid-February Mike Bran opened Traction Bikes

in Lafayette. Bran opened his first shop in Pleasant

Hill some 30 years ago. He felt that it was time for

him to move to a more bicycle-friendly community

and Lafayette was at the top of his list. "There are

other bicycle shops in this city," says Bran, "but we

believe that there is room for different styles here."

Bran carries brands that he says are not to be found

anywhere else in Lafayette. "We have more Euro-

pean brands here," he says, adding that people can

also custom build their very own unique cycle in his

store. "There are online operations that let you do

that, but here you can test it," explains Bran, "you

can pick whatever components you need and like."

Bran believes that it does not cost that much more

Coming Up in Moraga: Tangelo Frozen Yogurt

May Lo filed a conditional use permit request to op-

erate a Frozen Yogurt retail store at 384 Park Street in the Rheem Shopping Center. The Planning Com-

mission will consider the application at its March

**Changing of the Guard at Peacock Construction** Peacock Construction, Inc., a Lafayette-based con-

struction firm specializing in commercial, institutional and industrial interiors, has elected Kyle W.

to have a custom bike assembled to order.

**Traction Bikes** 

3568 Mt. Diablo Blvd.

www.tractionbikes.com

group that is buying up hundreds of apartments in the area, he suggested that this could be an amazpresented the talk, "Generating ing opportunity for someone in Business Leads from Newspaper the air conditioning or door repair business, as certain members of the audience were, to generate business. News briefs about recent promotions or new hires can be useful, he said, because "this tions, pointing out opportunities is a great time to contact these people—they are new in their jobs, they want to put their mark "I'll never look at the paper on their team; there won't be a better time to reach them."

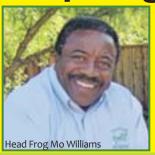
> The Entrepreneur's Club Lafayette Chamber Office on the 3rd Thursday of each month. It is open to all businesses, large or small, Chamber members or not. For more information go to http://lafayettechamber.org/contactus/entrepreneurs-club/. For more information about SFBT go to http://www.bizjournals.com/san-

business briefs

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Peacock as president and chief executive officer. Previously, Peacock served as a Vice President of the firm which serves San Francisco and the East

Bay. Bill Peacock, who previously served as president and chief executive officer, will continue as chairman of the company's board of directors. A privately owned firm, Peacock Construction, Inc. was founded 30 years ago, and has extensive experience with office and retail construction, restaurants, retail show rooms, banks, brokerage offices, labs, medical office buildings and hospitals. The company employs an in-house crew able to construct complete build-outs or respond to simple service requests.

#### **Support our Schools Total Integrity Insurance Services** 1480 Moraga Rd., Suite I-222

Local insurance broker offers a way for families to support their schools without opening up their wallets: Henry Yang, Managing Broker at Total Integrity Insurance Services, is proposing a "Support Our Local Schools" program, supported by Total Integrity. "The company will donate 10% of net income, from every single policy issued, to the school, school district, or education foundation of the client's choice," said Wang. For more information: http://www.SupportOurLocalSchools.com/ or contact henry@totalintegrityinsurance.com, (925) 247-4356.

# News from the three **Chambers of Commerce**

## Lafayette

Chamber Mixer at the Round Up Saloon, March 14, 5:300-7pm, 3553 Mt Diablo Blvd.

Ribbon Cutting for Pedder, Hesseltine, Walker & Toth LLP, March 8, 5pm, 3445 Golden Gate Way.

The Secrets of with High-Powered Email Marketing Campaigns, March 7, 8am at the Lafayette Library & Learning Center, 3491 Mt. Diablo Blvd. Don Wexler will present the tools and ingredients to create a dynamite email campaign. Attendees will learn about the entire process—from building a list to formatting the actual email. As a bonus, Don is offering to review existing promotional emails. Don Wexler is the founder of and chief strategist for Blast My Biz, an online marketing company and a partner in mobile text (sms) marketing platform.

Social Media Workshop on March 21 at 8am at the Lafayette Library and Learning Center. Improve your online image with by Social Media Coach Robin Fox. RSVP

workshops@lafayettecahmber.org.

Celebration Dinner for the 2012 Lafayette Citizen of the Year, Gayle Uilkema, on March 23 at the Lafayette Park Hotel. Contact the Chamber at 284-7404 for reservation details.



Tracy Hughes-Matson, owner of Soccer Post, celebrated with the Lafayette Chamber and guests at a ribbon cutting ceremony for her new location at 3400 Mount Diablo Boulevard, Ste. 2. Photo Barbara Gilmore



Benci Lavorini, owner of European Tile & Marble Co., celebrated with the Lafayette Chamber and guests at a ribbon cutting ceremony for the expansion of their location at 3400 Mount Diablo Boulevard, Ste. 5.

Photo Andy Scheck

## Moraga

"Shred Fest" event, Saturday, March 3 at 455 Moraga Rd., 10am-1pm. Protect yourself from identity theft by safely destroying your unwanted documents containing personal data. The event is held in conjunction with 5A Rent- A- Space and the E-Waste Event. In addition, you will receive a free complimentary guide on record retention requirements, "How long do I have to keep what records?" Sponsored by Hall of Taxes. All net proceeds will go to Rescue One Moraga which supports the Moraga/Orinda Fire District. \$5 per bankers box. For more information call Peggy Hall at (925) 388-1040.

## Orinda

Save the date for the 3rd Annual "Live at the Orinda" on Friday March 2nd from 6:45pm at the Orinda Theatre. Tickets: Advance Open Seating \$35; \$40 at event. Age: 17 and older. Online tickets and more information at orindachamber.com.

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



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