

Generating Business Leads from Newspaper Articles

By Sophie Braccini



Ray Zegri at the Lafayette Chamber of Commerce Photo Barbara Gilmore

Ray Zegri, Audience Development Executive of the San Francisco Business Times, presented the talk, "Generating Business Leads from Newspaper 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 sections, pointing out opportunities to generate business or add power to one's job search.

"I'll never look at the paper the same way again," said Chamber Member and Massage Therapist Alexandra De Avalon at 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 business.

Indicating an article about a

group that is buying up hundreds of apartments in the area, he suggested that this could be an amazing opportunity for someone in 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 is a great time to contact these people—they are new in their jobs, they want to put their mark on their team; there won't be a better time to reach them."

The Entrepreneur's Club meets at 8:30 a.m. in the 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/contact-us/entrepreneurs-club/>. For more information about SFBT go to <http://www.bizjournals.com/san-francisco/>.

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business briefs

New Bike Store Opens in Lafayette

Traction Bikes
3568 Mt. Diablo Blvd.
www.tractionbikes.com

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 European 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 to have a custom bike assembled to order.

Coming Up in Moraga: Tangelo Frozen Yogurt

May Lo filed a conditional use permit request to operate a Frozen Yogurt retail store at 384 Park Street in the Rheem Shopping Center. The Planning Commission will consider the application at its March 6th meeting.

Changing of the Guard at Peacock Construction

Peacock Construction, Inc., a Lafayette-based construction firm specializing in commercial, institutional and industrial interiors, has elected Kyle W. 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, 5:30-7pm, 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@lafayettechamber.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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