

**Correction, issue date Sept. 11, 2013, The New Buzzword is Entomophagy:** The website for Chirp Farms contained an erroneous character. To purchase cricket snacks, visit [www.ChirpFarms.com](http://www.ChirpFarms.com).



## COMPLETE TREE CARE

**Proudly serving the East Bay since 1965!**

Fully Insured ❖ Certified Arborists ❖ License #655977  
**(925) 254-7233 ❖ [www.treesculpture.com](http://www.treesculpture.com)**

# Nick Gerber Brings Microweber to America

By Sophie Braccini

Building a web presence for a new service or non-profit can be daunting or costly, or both. There is rarely a way around it. As Moraga entrepreneur Nick Gerber was wrestling with the problem for himself, he stumbled across a technology created by two Bulgarian engineers, Peter Ivanov and Boris Sokolov. He found their tools, in his own words, fantastic, so he contacted them and proposed a joint venture to spread Microweber. For all intents and purposes the service is free, at least up to a certain size, and Gerber plans to link it with his other products such as his accounting software.

"This is meant to be exceptionally easy," says Gerber. "If you know how to drag and drop, you can build yourself your own website."

Building a website is indeed easy. You can get a free site name through Microweber ([www.microweber.your-name.com](http://www.microweber.your-name.com)), buy a unique domain name through them, or transfer an existing domain hosted by another service provider. From there, interactive menus take you through the steps of

personalizing the free templates and adding more functions and pages. A caveat though, Microweber is an open source product, so it works better with open source operating systems such as Mozilla Firefox or Google Chrome.

Once in the product, the template is easily customizable; you can change everything if you like, adding pages, menus, hierarchies. "We have something that's called 'live edit,'" says Gerber, "you can add titles, pictures, videos, menus, add pages, a contact form, a shopping basket, social media links, or a blog." And of course the sites are "mobile-ready."

People can open shop using Microweber; the shopping basket function creates a data file that is sent to your email, and a Paypal button can be added. Microweber creates application programming interface (API) files that can be used to manage inventory. This function allows linking to complementary software to manage other processes such as client management and shipping.

Microweber will also provide an

interface with Gerber's other brain child, Numia – a free accounting software for small businesses. "A non-profit can even download the Microweber program that's open source and play with it," adds Gerber. Advanced API function requires purchasing premium services.

Now Gerber's job is to promote Microweber. "I am the chief cheerleader," he quips. He believes that the product is so attractive that it will lead to the creation of a giant community. "People can even make money with us by creating their own templates using Microweber and selling them through us," he adds.

Microweber profits come from hosting sites with private domain names and from users purchasing premium services, such as bigger space, support from Microweber, or advanced API functions.

Check it out at [www.microweber.com](http://www.microweber.com).

*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

**Wells Fargo Advisors Opens New Office in Theatre Square**  
2 Theater Square, Suite 210, Orinda  
(925) 253 4306



From left: Gary Ledbetter, Scott Hampton, Alan Metheny and David Clarke.

Photo provided

The new Wells Fargo Advisors in Theatre Square boasts professional wealth management counselors with vast experience. Over the years Alan Metheny, a 30-year wealth management veteran, has observed an evolution in his clients' requests. "People used to have their mind set on some specific stocks," he says, "now they are looking at investments all over the world." As for how much money clients need to retire, he says, "it depends on your lifestyle and expectations." Many factors have to be considered when people prepare for retirement, he adds, such as the continuous increase in health care costs and longer life expectancy. "We help our clients keep track of the goals, not take too much risk, but not panic either," he adds. During the 2008-09 financial meltdown, his advice to clients was to stay the course. "If there is one thing that this crisis taught us, it was the importance of being diversified." An Orinda resident, Metheny has three kids – two at Miramonte High School and one in college. His partners at Wells Fargo Advisors are David Clarke, Scott Hampton and Scott Hampton Jr., Gary Ledbetter, and Mark Passalacqua.

**Kenny Lau Named Moraga Employee of the Month for September**

Kenny Lau, who has been serving patrons at the popular Moraga restaurant, Chef Chao, for almost 30 years has been named the Moraga Employee of the Month for September. Lau's familiar face and outgoing personality has made him one of the most popular servers in the local restaurant community. He goes out of his way to get to know his customers. "Kenny is so friendly with our customers that many will always ask for his station because of his personality," said owner Henry Chao. "He has been with us for over 25 years and is a large part of our success." Lau will receive Safeway and T.J. Maxx gift cards, which will be presented by the Rotary Club of Moraga and the Chamber of Commerce at the Moraga Rotary luncheon Oct. 1.



From left: Henry Chao, Kenny Lau and Frank Melon

Photo provided

**News from the Three Chambers of Commerce**

Tri-Chamber Mixer and Film Festival Kick-off. The Orinda, Lafayette, and Moraga Chambers join together to kick-off the California Independent Film Festival from 5:30 to 7 p.m. Wednesday, Oct. 23 in the lobby of the Orinda Theatre, 2 Theatre Square, Orinda.

**Lafayette**

Ribbon Cutting at California Human Resources LLC at 5 p.m. Thursday, Oct. 24 at 201 Lafayette Circle, Suite 200.

Chamber Mixer at 5:30 p.m. Wednesday, Oct. 9 at the Lafayette Library and Learning Center, 3491 Mt. Diablo Blvd.

**Moraga**

Membership meeting at 7:30 a.m. Friday, Oct. 25 at the Hacienda de las Flores. Roger Poynts will make a presentation of his project for the 'painted rock' property.

**Orinda**

Orinda Chamber Member Luncheon at noon Friday, Oct. 25 at the Orinda Country Club. Tickets and reservation at [OrindaChamber.org](http://OrindaChamber.org).

If you have a business brief to share, please contact **Sophie Braccini** at [sophie@lamorindaweekly.com](mailto:sophie@lamorindaweekly.com)

## All Raingutter Systems

**925-381-7620** Serving Contra Costa & Surrounding Areas

Over 20 yrs Experience  
Local Family Owned

---

Seamless Gutters • Roofs • Flashing • Dry Rot

Lic #793315

### New Installations Repairs-Cleaning Dry Rot Gutter Screens with Micro Mesh

**We Do It All  
We Do It Right!**

Free Estimates - Call 925-381-7620  
Licensed-Bonded-Insured

## WHETHER YOU'RE MOVING OR JUST CLEANING...

WHEN YOU  
NEED THE  
RIGHT  
SUPPLIES,  
  
5A'S GOT  
THE  
ANSWER...

- FILE BOXES W/LIDS • WARDROBE BOXES • TAPE
- SMALL, MED., LARGE BOXES • BUBBLE WRAP
- DISH PACKS W/INSERTS... **PLUS - GET A DISCOUNT COUPON FOR MERCHANDISE AT [WWW.5ASPACE.COM](http://WWW.5ASPACE.COM)**

AND WHEN YOU NEED A PLACE TO STORE, 5A'S GOT SPACE!

4 X 6 UNITS REG. \$82. NOW \$65. <sup>60</sup>	PRICES HOLD 2 MONTHS! BUT UNITS ARE LIMITED, SO RENT NOW! EXP. 9/30/13
8 X 8 UNITS REG. \$159 NOW \$127	

20% DISCOUNT ON SELECT ADDITIONAL UNITS

GIVE US YOUR OPINION!

Like us on Facebook

follow us on twitter

Blogger

USE OUR  
FREE VAN  
TO MOVE IN!

ASK FOR YOUR 2013 NEIGHBORHOOD COUPONS WHEN YOU COME VISIT US!

MORAGA RD

RHEEM SHOPPING CENTER

RHEEM BLVD

455 MORAGA ROAD, SUITE F

(925) 631-7000

WWW.5ASPACE.COM