

BUSINESS BUZZ

Business Buzz Putting a Personal Face on the Face of Business

Valerie Hotz



To send items for consideration, email Hotz at v.hotz@att.net.

Insight Resource Group

Scott and Valerie Mollahan have brought their 13 years of printing and promotional display experience to our doorstep. The couple recently established their small business, Insight Resource Group, at 3 Altarinda Road, Suite 301.

This dynamic team offers creative concepts for business promotion. "We specialize in design, creation, and production of custom-branded materials. Our work includes printing and designing promotions that will catch a customer's eye. This includes printing logos on hats, shirts, and pens, as well as packaging displays,"

explains Scott Mollahan. Foster's Wine Estate, Bay Alarm, and Leap Frog are among their major clients.

"We have four children, ages 2, 4, 6 and 8. Having our business located in Orinda allows me to stay at home with them as much as possible, as well as manage the office. This is a system that works very well for everyone," says Valerie Mollahan. "We have four terrific employees, Mary Jacodine and Michel Houston who handle promotions, and Dana Roberts and Robin Bateman, both of whom have a printing background. All of our employees were stay-at-home mothers and are reentering the workforce in a job sharing capacity. We are thrilled because they are bright and motivated, and they are pleased to remain local and have flexible

hours," says Valerie.

"Our clients were very supportive of us starting our business. Every job is a custom job, so we use our creative juices every day. We do a lot of jobs for clients who are located overseas, as well as for local clients," says Scott. Inside Resource Group places a priority on using eco-friendly products. "We encourage clients to select recycled products and self-sustaining fabrics. There is new technology today enabling the production of pesticide-free cotton, which we highly encourage. Recycled paper is very attractive and is reasonably priced," he adds.



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Scott and Valerie Mollahan from Insight Resource Group.

The firm works with a designer in a collaborative brainstorming process that generates appealing, in-store promotions. Recently, they created a six-foot tall nutcracker statue whose torso was storage shelves used for housing wine. "One of the neatest projects we have worked on was a student practice book for Leap Frog, which our children adored," says Valerie.

The Mollahans moved to Orinda in 1998. Their eldest child, Ben, is a second-grader at Glorietta School and Charlie is in the first grade. Four-year old Nick attends preschool and baby Anna is age 2. "This is a wonderful community. I enjoy coaching baseball through OBA. Valerie and I have competed in two, half-marathons, and I get out to the

golf course whenever I can," says Scott.

For more information about Inside Resource Group, please call 254-4114.

Union Bank Invests In You

With a history dating back to the 19th century, Union Bank is one of the 25 largest banks in the United States. This past winter, Union Bank opened a branch in Orinda at 140 Brookwood Road, Suite 101, as well as a branch in Moraga. The Orinda branch office features large, expansive windows overlooking nearby green hills. Light beige tile floors and lots of light combine to create a bright and inviting atmosphere.

"Our existing clients are so pleased we are here. I am looking forward to becoming active in the Chamber of Commerce and meeting local individuals and business owners," says Nicole Forthe, financial services officer. "We are a full-range bank, serving individual accounts, small business needs, real estate finance, corporate banking, investment, and financial management, personal and business trust services, as well as commercial banking needs. A dedicated priority unit is in place for those customers with sophisticated financial needs," explains Forthe.

"Part of the reason I joined Union Bank



VALERIE HOTZ

Union Bank employees, Nicole Forthe, Farideh Fakouri, and Mark Jepsen, invite local residents to stop by and become familiar with the bank's many programs.

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