



**Cara O'Callaghan and Elizabeth Gaynes** have launched Adorably Local, a line of T-shirts for infants and children featuring Santa Barbara-style logos. O'Callaghan is the owner of Pegggers 'n Proud, a maternity T-shirt company. Gaynes, a former UCSB student, returned to Santa Barbara after spending more than 10 years in the LA. entertainment industry. [www.adorablylocal.com](http://www.adorablylocal.com)

**Wendy Van Diver**

has been named director of development at Casa Serena, a women's residential recovery program in Santa Barbara. Van Diver formerly served as president of the parents' auxiliary board of Laguna Blanca, and she has been a freelance copywriter, editor, grant writer, among other things. Van Diver resides in Montecito and is the mother of four children and one stepchild.

[www.casaarena.org](http://www.casaarena.org)



**Victoria Charters**, Coastal Woman sales rep and future Oscar winner, landed a role in *The Cookie Thief*, a short film by Adam Davis, which stars Academy Award Nominee Eric Roberts. Charters is a graduate of the American Academy of Dramatic Arts. She currently performs regularly with her improv group, Caught in the Act, and is recording voice-overs for a variety of clients. Coastal Woman is very proud of her. [www.victoriacharters.com](http://www.victoriacharters.com)



**Mary Blair** has been elected president of Hospice of Santa Barbara's board of directors. A member of Hospice of Santa Barbara's Auxiliary for 10 years, Blair has also served as auxiliary president. Blair is secretary to the California Academy Foundation board that supports the Multimedia Arts and Design Academy at Santa Barbara High School. She is also a member of National Charity League and liaison to the Storyteller Children's Center. Blair has lived in Santa Barbara since 1978 and is married with three children.

**Anna Munoz** has been promoted to manager of visiting care and companions for Visiting Nurse & Hospice Care of Santa Barbara, which offers non-medical personal care services at home. Munoz joined the organization with 16 years experience in the health care field as administrator of a local residential care facility, and she is a member of the Santa Barbara Association of Health Care Providers. Munoz is responsible for the daily operation of the program, including a satellite office located at Maravilla Senior Living Community. [www.vnhcsb.org](http://www.vnhcsb.org)



**Betsy Wise**, tennis pro and yoga enthusiast, has launched the ZENnis program at Cathedral Oaks Athletic Club in Goleta. ZENnis integrates the breathing and relaxation methods of yoga with the movements and rhythm required in tennis. Wise has taught tennis clinics and private lessons for the past seven years at Cathedral Oaks. [www.zennis.net](http://www.zennis.net)



**Loretta Redd**, Loretta Redd is the new executive director for the Alzheimer's Association California Central Coast. Redd, a retired Air Force officer, holds a doctorate in educational psychology, ran for Santa Barbara City Council and has a broad background with nonprofit organizations. The Alzheimer's Association California Central Coast offers support, services and the latest information in treatment and medical research to Alzheimer's sufferers and their families. [www.centralcoastalz.org](http://www.centralcoastalz.org)

**Sally Reagan** has joined Women In Tax, Inc., a women-owned organization specializing in serving entrepreneurs. As an enrolled agent licensed by the IRS to practice tax, Reagan specializes in preparing individual tax and small business tax returns and tax planning. She received her bachelor's degree from the Illinois Institute of Technology in computer science and her master's degree in clinical psychology from Antioch University. Reagan is also well known as a Fiesta costume designer. [www.womenintax.com](http://www.womenintax.com)

**Agnes Efron and Jana Brody** have opened Artful Studio, featuring "paint jamming" art parties. The pair offers paint jamming at their studio or at baby showers, birthdays, conference seminars, team building conferences or other events. Efron moved to Santa Barbara after spending five years working in Hong Kong. Brody's background is as an artist, art consultant and art teacher. [www.paintjamusa.com](http://www.paintjamusa.com)