

Inter-Cal Connection

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SUNRISE FESTIVAL

Undergoes Remodel & Name Change

Since the 1970's Sunrise Festival Shopping Center, corner of Greenback and Sunrise in Citrus Heights, has flourished with tenants, expanded in size, remodeled, changed tenants, and remodeled again. 2011 is bringing even bigger changes to the Center with not only a large remodel, but also the renaming of the Center to Citrus Town Center.

Construction on the remodel is currently underway with Moorefield Construction and is expected to be completed in early fall. No longer are the vibrant bright colors led by the "Festival" name, but rather rich, deep earth tones will now compliment new stone and stucco facades. The Center will also feature some artistic flare with custom made benches, murals and free standing water features. The unique benches will be sculpted by none other than Sacramento's own Terrence Martin of Jagged Edge, fresh from a season of Turf Wars and House Crashers on the TLC Network, and will not only be functioning benches, but artistic and sure to strike up a conversation with Citrus Town Center shoppers.

Also new to Citrus Town Center is Sprouts Farmers Market who will open to the public in February 2012. This will be Sprouts' second store in the greater Sacramento region and a much needed grocery store in the Citrus Heights area. Sprouts Farmers Market carries all natural meats, fresh seafood, bins full of bulk foods as well as an extensive selection of natural and organic grocery items. We are also in lease negotiations with several other merchants who will open about the same time as Sprouts.

"We share in the merchants' and city's enthusiasm to have Sprouts Farmers Market as such a great anchor in a Center that will now have a "town center" feel to it," said Jason Bollinger, Asset Manager for Citrus Town Center. "We look forward to providing our shoppers with an atmosphere of not only great shopping and dining, but also a place to attend many events throughout the year," he added.



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pet food express

Coming soon

Comes to Loehmann's Plaza
& Fountains at Roseville!

Pet Food Express, an upscale pet boutique, is moving into the market from the Bay Area. The first store will open soon within Loehmann's Plaza, occupying approximately 7500 square feet. Its second store to open shortly thereafter at Fountains, will occupy the former Orvis building (13,466 square feet) as Orvis has relocated to another space within the center.

Who is behind the success of Pet Food Express? Michael and Mark! The story told, Michael as a young boy was not allowed to have a dog. So he began bringing home stray cats. At the age of 16, however, Michael got his first dog, a German shepherd. Years later, while attending college he started a dog training business in order to supplement student loans. By the 1980's the business became the largest professional dog training company in Northern California. The first 'brick and mortar' store opened in 1980 (then called Pro-Train). In 1986, Michael changed the name to Pet Food Express. Michael and Mark met in 1992 while attending a trade show, bringing together two 'masterminds' in the pet food industry.

Pet Food Express has received numerous awards, a few of which are...

- Best Independent Chain (2009, 2010 and 2011)
- 2010 Retailer of the Year
- Best Bay Area Pet Shop, 2010
- Best Pet Supply Store in the US, 2010
- Best Place to Work, 2010
- Best Locally Based Chain, 2010

Pet Food Express truly becomes involved in the community with its annual K-9 Fundraiser (protective vests for K-9 dogs), Annual Giving Tree (collects toys for shelter animals and monetary donations for animal rescue groups and shelters), to name a few. In 2010 alone, the chain donated more than \$1 million dollars to pet rescues and shelters. Pet Food Express truly LOVES animals!!!

A variety of pet food products are offered, in addition to unique pet toys and services. Their self-service pet wash is so nice, so much so that customers would enjoy the pampered service! The pet wash stations have raised beds (alleviates back strain), tie-downs to keep your pet secure, a variety of all-natural shampoos, air dryers, towels... and, aprons to keep the customer dry from a shaking dog. Michael and Mark have thought of everything!

Customer service is outstanding! Every employee goes through a training program specific to Pet Food Express. The employees love animals. Make it a point of visiting one of the stores soon. It will become obvious to you why the store is so successful. You will become another happy customer.

Yard House

To Open at Fountains at Roseville

Yard House's 13,000 square foot restaurant will open at the Fountains on June 26th, after six months of renovating the interior of the former Smith



and Hawken building. Yard House is the creation of founder Steele Platt, who came up with the concept shortly after relocating from Denver to Southern California in the early 1990's. Platt wanted to create a restaurant that offers one of the largest selections of draft beers, but maintained a diverse menu of American fare that is not your typical brew food. Adding to the ambience is the personal selection of classic rock music that plays on the state-of-the-art sound system. The flagship Yard House opened in late 1996 in Long Beach along the waterfront. The restaurant is of course named from the 3-foot tall glass containers (originally designed in Great Britain) which serves the over 105 beers on tap. The glass-enclosed keg room is truly the pulse of the operation as it houses as much as 5,000 gallons of beer at a time. "It was very interesting during construction to watch the three miles of individual beer lines stretch overhead from the glass keg room to the island bar," said Gloria Wright, Manager of Fountains at Roseville. "We are thrilled that Yard House will open their only Sacramento area location here at Fountains" Wright added.



Inter-Cal's New and Renewal Tenants

New Tenants

- Crazy 8 – Fountains at Roseville
- Me Gusta Kids – Fountains at Roseville

Renewal Tenants

- Ambrosia Nails – LakeCrest Village
- Maly's – Folsom Faire
- Play It Again Sports *relocation* – Greenback Square
- Round Table – Folsom Central
- Dr. Alas – Ming Around the Corner
- Le Petit Chateau *relocation* – Fountains

Historic Wagon Train Makes Its Way to County Fair

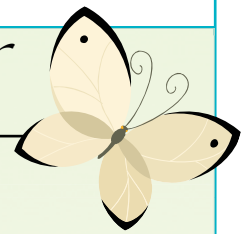
The Highway 50 Association Wagon Train began in 1949 to commemorate the 100th anniversary of the California Gold Rush. In its 62nd year, the wagon train departed Zephyr Cove, Nevada on Sunday, June 5th and traveled west over the mountain passes until it reached Placerville on Saturday, June 11th. The citywide Placerville event began at 10 am on the eastside of town and proceeded through "Old Hangtown" until reaching its final destination, Inter-Cal's County Fair Shopping Center. The merchants of County Fair have hosted the wagon train's dinner/dance in the Center's parking lot over the past several years; an event that has always proved to be a smashing success.



Well-known townspeople shared valiant tales of the struggles of the early emigrants while traversing the "Roaring Road," now known as the Echo Summit and Highway 50 Corridor. It may surprise you, but movie star Burt Reynolds officiated as the wagon train's Grand Marshall in 1964.

On June 11th County Fair spectators enjoyed numerous activities throughout the afternoon and into evening, including ferris wheel rides, carnival games, a bounce house, and mechanical bull riding. To date, the Highway 50 Association Wagon Train is known as the ONLY bi-state historic event.

Get Connected



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DOLLAR TREE



NEW PROGRAM TO HELP SMALL BUSINESSES REFINANCE

Small businesses with commercial mortgages or balloon payments set to mature before December 31, 2012 may be able to refinance with a new type of 504 loan under a program recently announced by the Small Business Administration. The SBA began accepting applications under this program on February 28.

The program, which will run only through September 27, 2012, is structured like the traditional 504 – borrowers commit at least 10 percent equity and work with approved third-party lenders and developers – but does not restrict the use of the loan to expansion of the business.

“The economic downturn of recent years and the declining value of real estate have had a significant, negative impact on many small businesses with mortgages maturing within the next few years,” said Karen Mills, an SBA administrator, in a prepared statement. “As a result, even small businesses that are performing well and making their payments on time could face foreclosure because of the difficulties they face in refinancing and restructuring their mortgage debt. This temporary program is another tool SBA can provide to help these small businesses remain viable and protect jobs.”

The SBA says it will consider expanding the program later on to cover businesses with balloon payments due after year-end 2012, or to any that can otherwise demonstrate a need sufficiently urgent. “We are making this initial restriction to make sure our funding goes first to small businesses with the most need,” said Steve Smits, an associate administrator.

Borrowers will be able to refinance up to 90 percent of current appraised property value or 100 percent of the



outstanding mortgage, which is lower, plus eligible refinancing costs. Existing 504 projects and government-guaranteed loans are ineligible.

AFTER DEFEATS AND VICTORIES, A FRESH START

Don't wallow or gloat for long – each day should be a blank slate.

Don Shula is a legend – an incredibly successful professional football coach. He holds the NFL record for most career wins, 347 over 32 seasons. He led the Miami Dolphins to two Super Bowl victories, including the one that capped the only perfect season in NFL history.

How did he do it? By not dwelling on the past. Shula had a “24-hour rule,” a policy of looking forward to the next challenge instead of dwelling on the previous victory or failure. The coach allowed himself, his coaching staff and his players a maximum of 24 hours to celebrate a victory or brood over a defeat. During those 24 hours, Shula encouraged them to feel their emotions of success or failure as deeply as they could.

But the next day, it was time to put it all behind them and start concentrating their energy on preparing for their next game. His philosophy was that if you keep your failures and victories in perspective, you'll do better in the long run.

Every morning brings new potential, but if you dwell on the misfortunes of the day before, you tend to overlook tremendous opportunities. Instead of seeing the possibilities for success, you hesitate, concentrating on the dark clouds rather than the silver lining.

Next step in the downer process is the vibes you send out to your customers. Your usual enthusiasm is seriously compromised because you are waiting for rejection. And that's exactly what you'll deserve.

Snap out of it! You've had plenty of success before. This episode was just a bump in the road. Don't turn it into a detour.

Buck Rogers, former vice president of marketing at IBM and author of “Getting the Best Out of Yourself and Others,” has this advice to stay motivated: “To be successful, you have to believe you can change the conditions in your life. You have to get out of the back seat of someone else's car and get behind your own steering wheel. You can't wish away the things in your life that make you unhappy and you can't daydream your hopes into reality... Make things happen.”

On the opposite end of the spectrum is the spectacular victory – the referral that turned into your biggest account, the employee of the month award, the amazing idea that turned your company around. Do you think now is a good time to coast or to rest on your laurels?

Absolutely not! Celebrate with your coworkers, go home and take the night off, and then come back to work in the morning ready to do an even better job the next day. You are on a roll. Don't waste the momentum.

Your bragging rights expire after 24 hours. It's fine if others want to congratulate you. Be gracious, thank

them and get back to work. A great accomplishment shouldn't be the end of the road, just the starting point for the next grand destination. Success breeds success.

Zig Ziglar says he is often challenged by people who want to know what motivation is. He relates a great example: "there are those who say that when someone goes to a motivational session they get all charged up, but a week later they're back where they were before they attended the session. In short, motivation isn't permanent, right?"

"Of course motivation isn't permanent. But then, neither is bathing; but it is something you should do on a regular basis."

Make that "regular basis" every 24 hours. The 24-hour rule allows you to look at each new day as a blank slate. Take along lessons from the past. You can learn as much, or more, from failure as from success. But don't live in the past. Build on what you know so that you don't repeat mistakes. Resolve to learn something new every day. Because every 24 hours, you have the opportunity to have the best day of your life.

TIPS FOR USING ADS TO YOUR ADVANTAGE

Make sure your ads promote your company as effectively as possible

For every 100 ads that run, only 10 are effective. About 85 sink beneath the waves unnoticed. The other five are noticed and give such negative sparks they work against the advertiser.

The Super Bowl presents an unequalled showcase for television ads – so much that folks who don't care about the game watch just to see the commercials. The great ones run on air and online for weeks after, getting plenty of buzz. For those ads, the



The only problem is, they make their living selling the wrong kind of words as far as advertising copy is concerned. They sell big words and technical words – and lots of them. Advertising people sell tiny words, and as few of them as possible. They know effective advertising isn't about products; it's all about the benefits people get from the product.

Rule 3: Hire an advertising manager. This is a tough one because so many corporate cultures are committee-driven rather than research-driven. It's true that too many

investment of \$3 million for a 30-second spot, not to mention the \$1 million to produce it, is worth it. Those that bombed will just leave their sponsors baffled, wondering where they went wrong.

SO WHAT'S THE DIFFERENCE BETWEEN GOOD AND BAD ADVERTISING?

Advertising is one of those soft sciences in which many people regard themselves as experts. The results often are ads designed for a target audience of one – the guy who pays the bills. Agencies may offer strong opinions, but there aren't many that are going to refuse clients who insist on having their own way just because the ads are stinkers.

How do you avoid the pitfalls of bad ads?

Rule 1: Stay out of the picture. There are many egotists who insist on having their own faces leering out from amid assembled multitudes of refrigerators or used cars because "the public knows me," or the agency couldn't talk them out of it. Consider this: Is it more important to sell your face or your product?

Rule 2: Don't be your own copywriter. This is the common failing of glib corporate types who make their living selling words to other people.

cooks spoil the stew. An ad stuffed with everyone's idea of what's most important results in visual and verbal clutter.

Rule 4: Don't play it safe. The most common mistake of all is the "safe" ad. It doesn't make any obvious mistakes. It just isn't interesting enough to be noticed amid the multitude of ads clamoring for attention

Rule 5: Hire an agency the same way you buy a suit. First consider quality. You can define quality as demonstrated success in working with companies similar to your own, and winning awards for those campaigns.

Rule 6: Make sure you have a fit. You want an agency that isn't so big you'll be lost in the shuffle but big enough to include the range of talents or media-buying capabilities you need. You want to make sure that personalities mesh. And make sure there are no conflicts of interests.

Rule 7: Set the price of the contract. Agencies can and do make a profit on your account. Remember, it's all negotiable. The good agencies will be open with you and discuss their fees.

Quality advertising shows your commitment to your product or service. Advertising puts a face on your company. Put your best face forward.

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