

TENANT NEWS!

During the second half of this year, four companies executed new leases and are now operating their businesses in buildings in our portfolio.

At Warner-Susan Business Park, we welcome **Dean Miller Hawaiian Islands Prints** and **Vacuum Metal Deposition**. In our Susan Street building we welcome **Carl's Furniture** who entered into a direct lease.

In free-standing buildings at Fountain Valley, we also welcome **American Tufters dba American Carpet Mills**.

We also are pleased to have the opportunity to continue our relationships with long-term lessees who extended their leases: **MBC Applied Environmental Sciences** at Redhill-Fischer Business Park, **SDC Partners, Inc.** and **B/T Western Corporation** at Upper Newport Plaza, **Seven Locks Press** at Warner-Susan Business Park, and **Wearbest Fashions, Inc.** in a free-standing building in Santa Ana.

ON THE WEB

by: Don Davis

In August 2002 we launched our web site, **www.icmyers.com**. The primary purpose of the site is a marketing vehicle for our company and vacant properties. The site allows us to communicate information about the services we offer, our staff and useful information about the company such as copies of our newsletters and press releases.

Many of the companies in our portfolio also have sites which we list here for your use.

- Acumen Tech**
www.acumenstencils.com
- All American Balloon Supply**
www.allamericanballoon.com
- American Alarm Systems**
www.800amalarm.com
- Amrex**
www.amrexsports.com
- C&A Products Co.**
www.collinsaikman.com
- CMS Peripheral**
cmsproducts.com
- Collins & Aikman Corp.**
www.powerbond.com
- Comstar Industries**
www.comstarindustries.com
- Dean Miller**
www.deanmillerprints.com
- Dempsey's World Record**
www.dura.net
- Ecola Services**
www.ecolatermite.com
- Familyhood, Inc.**
www.familyhood.com
- Feedback Foundation**
www.ocweb.com/feedback
- Headed Reinforcement**
www.hrc-usa.com
- ICM-JAE Investments, Ltd.**
www.icmyers.com
- Imagyn Medical Tech**
www.imagyn.com
- Islands Restaurants**
www.islandsrestaurants.com
- JB Graphix**
www.jbgraphix.com
- Kingston Technologies**
www.kingston.com
- Maximum Security Corp.**
www.maximumsecurity.com
- MBC Applied**
www.mbcnet.net

- Melmarc Products**
www.melmarc.com
- Mina Product**
www.minaproducts.com
- Pacific Life Insurance**
www.pacificlife.com
- PBR, Inc.**
www.pbr.com
- Polyclad Laminates, Inc.**
www.pyclad.com
- RAL Holdings LLC**
www.ralotter.com
- Restoration Technologies, Inc.**
www.resttechnologies.com
- Seven Locks Press**
www.sevenlockspress.com
- Smart & Final Iris**
www.smartandfinal.com
- Software Int'l L.P.**
www.softwareoutlet.com
- Superior Pressure Washing**
www.4superior.com
- The Sofa Man**
www.thesofaman.com
- The Tribune / LA Times**
www.tribune.com
- US HealthWorks of CA**
www.ushealthworks.com
- Valley Crest Landscape**
www.valleycrest.com

Property News is published for the use of tenants and other business associates of Isidore C. Myers - Joseph A. Erickson Properties, Inc. All rights reserved, 2002. Your comments and suggestions are always welcome.

Isidore C. Myers - Joseph A. Erickson Properties, Inc.
2 Upper Newport Plaza Dr.
Newport Beach, CA 92660
(949) 752-2100
Fax (949) 851-8156
email: icmyers@pacbell.net
web: www.icmyers.com

Isidore C. Myers - Joseph A. Erickson Properties, Inc.
PROPERTY NEWS
The Best Foundation for Your Business Location™

In this issue:

- Page 2**
Honesty Exemplified
Lease & Marriage
Time to Say Goodbye
- Page 3**
Spotlight on a Tenant
- Page 4**
Tenant News
On the Web

A WORD FROM ISIDORE

The year 2002 will go down in infamy as the year of corporate greed and loss of public trust. Our company shall never be involved in a business scandal because we do business by the Golden Rule, "Do unto others as you would have others do unto you."



My business career began in 1939. It encompassed the Great Depression, World War II, many phases of the business cycle, changes in the tax laws, and America's leap forward during the second half of the 20th Century. My business career encompassed the eras of Horse and Buggy, the Ford Model T and our present information revolution.

Our company's policy is to establish the best possible enduring relationship with all those with whom we have direct or indirect business. The following are policies we strictly follow:

- We do all possible to avoid misunderstandings and conflicts that may lead to misunderstanding or litigation.
- We employ professionals who possess impeccable integrity and have proven record for honest business ethics.
- We avoid doing business with people or companies involved in practices that are shady, misleading, and/or may lead into litigious situations.
- The promise of confidentiality is not an excuse to screen the Company, its personnel or others from engaging in perjury, unlawful and/or unethical acts.
- We do not condone or engage in unlawful and/or unethical acts. If there is a higher ethical standard, we shall abide by it.
- We do not approve of actions that breach fiduciary duty, or is a conflict of interest, criminal, fraudulent, illegal, unethical or willful negligence.
- We do not participate or act as an accomplice to unethical practices even with the assurance of complete confidentiality.

We practice what we preach. Ask anyone who does business with us.

"We practice what we preach"

HONESTY EXEMPLIFIED

by: Joe Erickson



In his column, Isidore Myers' writes of ethics and honesty in business. In our business, there are numerous examples of lessees and vendors acting ethically in the normal operation of their businesses.

One company that exemplified Isidore's ethical way of doing business is Superior Pressure Washing, who is both our lessee at the Grand-McFadden Business Park and a vendor providing cleaning services to our office buildings in Upper Newport Plaza. An incident happened one night when a late-night crew employee of Superior Pressure Washing found and returned several pieces of expensive jewelry in the women's restroom that an employee in the building left inadvertently. (As a postscript note, the employee who returned the items to its owner hesitantly accepted a small reward.)

In terms of our business relationship, we will continue to value the ethical practices and procedures implemented by Superior Pressure Washing as both our lessee and vendor.

As Isidore pointed out, an ethical company has a competitive edge over a business that does not enjoy a good reputation.

LEASE AND MARRIAGE

by: Joe Erickson

An article in the October 28, 2002 edition of the Wall Street Journal, "The Unprofitable Customers," published useful information for us as well as many of the companies in our portfolio. Prior to entering into a lease, we try to learn about prospective lessees through background checks and we encourage them to learn about us as well. We thoroughly analyze companies' businesses and their ability to meet their financial responsibilities under the terms and conditions of their leases, in both good times and bad. Financial statements must show adequate profitability and the balance sheet must show that a company has "staying power." We speak with references provided to us, visit their current facility and, most importantly, meet in person with a company's personnel before we enter into a binding lease agreement. We determine if their use of our premises is compatible with businesses in the Park.

Sometimes we enter into binding leases with companies that have had setbacks. We respect companies that have informed us that they made mistakes, learned and corrected the problems prior to entering into a lease with us. We understand that every business will have problems. Their honesty and integrity is important to us.

Once leases are negotiated and executed, we expect

the lessees to honor their commitment with the same diligence as we do. Every aspect of our lessor / lessee relationship is documented in lease agreements that have been refined over the years to reflect our experiences and cover virtually every aspect of our relationship. Our good name and reputation is our most important asset. We are business people and know that all companies meet challenges each business day. We have always viewed our relationship with our lessees as being similar to a marriage with commitment.

Our lease is a two-way street. We grow with lessees when times are good and we will do whatever we can to assist companies when they are having difficulties. For every company that has grown with us, there is one that has moved to a smaller space in our portfolio. Any time during your lease term, or as soon as you know you will require a larger space or would like to discuss extending your lease for a longer term, please contact us. We are here to serve you. Let us know what is currently happening in your business. When a company has been working with us in good faith, there is little we will not do to assist you.

TIME TO SAY GOODBYE

by: Joe Erickson

There are always risks in every business. Entering into leases with companies that do not honor

their lease commitments is one of the risks that occur for us occasionally.

In our business, our lessees are our customers and livelihood. We bend over backwards to accommodate their needs. There have been times, however, that our efforts have not been reciprocated. When all of our efforts fail, and business with a difficult lessee becomes unprofitable and unsatisfactory, we end the relationship.

The Wall Street Journal article offers advice to companies in all businesses who are faced with customers' unreasonable demands.

- Sort customers by revenue and review the breakdown of the costs of serving their accounts.
- Discontinue discounts for customers that are unprofitable to deal with.
- Make difficult customers pay for all of your services.
- Re-negotiate unprofitable contracts.

When all of your efforts fail, it is time to stop doing business with your customer. The article recommends several ways to handle it.

- Send the customer to a competitor.
- Let the customer "fire" himself.
- Let the customer know, personally or in writing, that the relationship is not working.
- Don't renew the contract.

We have had few cases in the past wherein lessees did not abide by their leases and to continue the relationship was not worth while. Sometimes in business you must make the tough choice and discontinue a relationship. That is better than enduring the agony. Life is short!

SPOTLIGHT ON A TENANT

by: Don Davis



We are pleased to welcome **Pacific Life Insurance Company** as the newest tenant in our Redhill-

Fischer Business Park in Costa Mesa, California. Pacific Life, the 15th largest life insurance company in the nation, selected



3040 Redhill Avenue for the new home of their corporate printing and fulfillment center. At the heart of this state-of-the-art operation is "Stella" named after the character in the 1951 movie "A Streetcar Named Desire." Stella is a 30-foot long IBM print-on-demand press capable of printing 1 to 10,000 pieces of personalized literature directly from a computer. Print jobs are controlled by an inventory control system that receives orders, checks stock and ultimately orders the printing to be done as needed. Once

printed, the documents are packed and shipped to locations nationally.

After executing the lease at 3040 Redhill, Pacific Life completed an extensive renovation of the facility under a very tight schedule to meet their current and future operational needs.

On October 1, 2002, Pacific Life had an Open House to showcase their new fulfillment center. What became very apparent is the comfortable working atmosphere highlighted by humming bird feeders hanging in front of the building and the custom conference table handmade by **Sam Piper**, Director of Office Services, and a few other employees skilled in woodworking. The day-to-day operations of the facility are handled by **Robert Coffman**.

It is a pleasure to interact with a company that holds itself to very high standards of professionalism in all aspects of their business. We look forward to a long and enduring business relationship with Pacific Life.

