

**Don't Just Sit There!**

by Don Davis



*Being a sufferer of a bad back, I thought I would share this information on the subject.*

**Don't Just Sit There, Office Workers**

By Ira Dreyfuss-Associated Press

White collar life can be bad for the back. Sitting all day at a desk, not working out, and then maybe golfing on the weekend is just asking for trouble, doctors say.

"The sitting position maximizes pressure on the lumbar discs in the lower back, and that leads to back problems in adults," said Dr. Vjay Vad of the Hospital for Special Surgery in New York, City.

Those who suffer through a day at the office make their problems worse by not doing exercises to strengthen the muscles of the lower torso.

"Part of the problem is that the discs do not circulate blood through veins and arteries, but get nutrients through fluid circulation that comes as the back moves," said Dr. Vert Mooney, an orthopedic surgeon at University of California. The lack of nutrient movement in and waste movement out reduces the discs' ability to maintain healthy strength.

"One of the things you must do is simple stretching exercises for the lower back," Vad said.

In most cases, low back pain goes away within a few weeks. Just 15 minutes of abdominal, back, hamstring and gluteal

exercise a day can help avoid back problems. Among the exercises are leg extensions and partial sit-ups. Weight training two or three times a week can also be valuable. Exercise can help people who have injured their backs avoid doing it again.

More than 2 million people seek care each year for lower back pain. Studies of first-time back pain patients found that people who did not exercise regularly after their injury had an 80% chance of needing more medical care and only 20% of exercisers did.

**PUT YOUR CELL PHONE ON ICE**

by Don Davis

*The following is a reprint of a useful tip regarding help in time of emergency.*

In a medical emergency, saving time could help save your life. Consider programming the listing "ICE" (short for "In Case of Emergency") into your cell phone.

The original concept, conceived by a paramedic, involved putting the acronym ICE in front of your designated emergency contact.

Follow these hints to get the best out of ICE:



- Make sure the person whose name and number you are giving has

agreed to be your ICE partner.

- Make sure your ICE partner has a list of people they should

contact on your behalf.

- Make sure your ICE person's number is one that's easy to contact; for example, a home number could be useless in an emergency if the person works full time.

- Make sure your ICE partner knows about any medical conditions that could affect your emergency treatment.

- If you are under 18, make sure your ICE partner is a parent or guardian authorized to make decisions on your behalf.

You'll help paramedics, police and firefighters get vital information they need if you require immediate medical attention.



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

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**PROPERTY NEWS**  
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**A WORD FROM ISIDORE**

Hello again! I am delighted to write this column and renew my contact with those friends who remember me.

In 1944 while serving with the army in France in World War II, I purchased a Voigtlander 2 1/4" x 2 1/4" reflex camera from a German POW the MP unit of our company was guarding.



Soon after I returned to civilian life in January 1946, I got married and, with the start of a family in 1948, began to make photography one of my favorite hobbies.

As many of you know, Penny, my wife of 56 years died in 2003, and I devoted a year of my mourning to writing the third of my books, "Remembering Penny W. Myers," published late in 2004. Part of the healing process required that I go through more than 100,000 photographs to select the ones that best illustrated our life together.

The book is filled with wonderful memories, photographs of our travels and our family taken throughout the years and places all over the world.

The next task I set for myself, following publication of the book, was to edit and organize the collection of photographs that remained. Since most were taken in the days before digital photography, I decided to retain 2,000 family photos and 500 of our travel photos. The remainder of the photos were purged. I also obtained the help of the School of Photography at Orange Coast College. They

reviewed the hundreds of photos that remained and selected about 100 of them to be made into 8" x 10" prints. To my great delight, they mounted an exhibit at the College last fall that included a selection of photographs taken in this country and throughout the world. Several of my Jewish friends who attended the exhibit suggested that the photographs be placed on



display at the new Merage Jewish Community Center of Orange County.

The exhibit will take place at the JCC from May 1st to June 15th, 2006. The JCC

*"...I purchased a...camera from a German POW..."*

## WORD (CONTINUED)

is located at 1 Federation Way, Irvine, CA., one block west of the intersection of Bonita Canyon and Turtle Ridge Roads. You are cordially invited to attend the exhibit or a reception to be held on May 7th from 1:00 to 4:00 PM at the JCC's Slutsky Art Gallery. Please call the JCC at (949) 435-3400 if you require any further information.



I am pleased to announce the completion of a new web site that showcases many more of the photos I have taken over the years. Please log onto [www.icmyerstravelphotos.com](http://www.icmyerstravelphotos.com)

## FAIR IN GOOD TIMES AND BAD

by Joe Erickson



If you've spoken to commercial or industrial real estate brokers, read the business section in the newspaper, or talked with other business owners you know that the real estate business in Orange County is very strong. For several years sale prices have risen dramatically. Now the leasing market is catching up.

Vacancy rates are at historic lows for both office and industrial properties. Some brokers are saying that double digit rental rate increases are now the norm. Business owners tell stories of rents doubling or increasing dramatically with very little notice from their landlords.

As a company, we have worked with our lessees in both good times and bad. In difficult economic times we have helped keep a number of our lessees in business by postponing rent increases and loading them into the final period of their lease terms after the businesses have had time to recover.

Now in good times, while we do increase our rents to allow our company to make acquisitions and grow, we do not take our lessees for granted. We do not push existing lessees out to make our buildings available for sale, redevelopment or to provide for higher rent paying uses.

Lessees have asked us many times to lower rents during recessionary times. But we can honestly say that no lessee has ever asked us to charge more rent during boom times even though the lessees know they pay below current market rents.

We are in business for the long run. Maintaining the good will of the business people to whom we lease allows us to extend leases, grow our lessees into larger buildings, keep our vacancy rate low, meet new lessees through word of mouth, and maintain our reputation as a highly desirable company to lease from.

Count on us to be your partner in good times and bad. Higher rents may be coming but we will always be competitive and will never take advantage of you.

## DEALING WITH THE CITY

by Joe Erickson

A requirement of doing business involves meeting with officials of many different city departments. The vast majority of these city officials whose job classifications include building inspectors, code enforcement officers, police and fire inspectors and public works officials are honest, hard-working employees. These employees' responsibilities include providing for the safe occupation of buildings, the elimination of blight and the maintenance of roadways.

Over the years, our lessees have told us of their varied experiences with city officials. There seems to be one common thread in the stories of lessees with positive outcomes.

In their dealings with city officials, positive outcomes are highly likely when the lessees treat the city officials as they would want to be treated if their roles were reversed.

Respect and a willingness to cooperate are key. Adversarial attitudes rarely help. We have found that most city officials will offer advice that saves both money and time.

For instance, a building inspector will often use his expertise to solve a tenant improvement problem if

given the opportunity. A code enforcement officer may allow for more time to correct a condition if he senses a spirit of cooperation from the business he cites. A public works official may consider various alternatives to set back and right of way issues when the affected business owner is willing to discuss the issue in a dignified manner.

In short, it is important to treat all people with respect. This includes city officials.

## TIPS FOR BUSINESS SUCCESS

by Joe Erickson

We know that for our company to grow we must treat the companies in our portfolio of properties as our partners. We succeed when these businesses prosper and retain our company as their lessor. We never take their goodwill for granted.

I was impressed by an interview in the December 19, 2005 edition of the Wall Street Journal with Gary Kelly, the Chief Executive Officer of Southwest Airlines. Mr. Kelly's philosophy of doing business is similar to our own. Your company may also benefit by adhering to Mr. Kelly's Five Tips as modified to suit the needs of your business..

1. Compete every day for every single passenger.
2. Recognize that change is inevitable – if competitors change for the better, so will we.
3. Remember that price alone is not sufficient to generate loyalty.
4. Be in business to make profits, not grow for growth's sake.
5. Stay sharp – and humble.

## PREFERRED LIST

We receive calls frequently from our tenants for referrals for vendors of various trades to perform work on their buildings. This is a short list of companies that have done good work for us.

RJ Electric  
(714) 744-5881

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Coast Plumbing\*  
(714) 241-1414

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Oasis Air  
(949) 420-1321

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American Alarm\*  
(714) 547-7474

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CPR Construction\*  
(714) 558-6859

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Superior Property Services\*  
(714) 285-1200

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Controlled Key Systems  
(949) 756-1121

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Bourett's Glass  
(714) 871-9040

We prefer to do business with companies that lease from us whenever possible. \*Indicates a tenant.

## LANDSCAPE CHANGES

You may have noticed a change in the crew that services your landscaping. Beginning in March of this year, Vista Del Verde became our landscape maintenance contractor.

Many of our vendors have served our properties for a number of years and we don't make changes often. We are confident that Vista Del Verde will provide the level of service and quality you have come to expect and deserve.



## TENANT NEWS!

Since our last property newsletter in September 2005, we have attracted several new companies to our portfolio.

We welcome three new tenants.

Warner-Susan Business Park  
**RvToyOutlet.com**  
Fountain Valley  
**Fountain Valley Bodyworks**  
**Tech 101-Arcus**

We thank many of our lessees for extending their leases.  
Warner-Susan Business Park  
**Tomorrow's Look**  
**Quantum Services Technology**  
**Restoration Technology, Inc.**  
**Seven Locks Press**  
**Softwarehouse International LP**

Grand-McFadden Business Park  
**American Balloon Supply**  
**Community Property Repairs**  
**Diversified Litho Services**  
**Feedback Foundation, Inc.**  
**Merry Maids**  
**Superior Property Services**

Fountain Valley  
**Fountain Valley Transmission**  
**Headed Reinforcement Corp.**

Costa Mesa  
**Promark**  
**Mina Products**

Newport Beach  
**Philip MacDonald Company**  
**SDC Partners**

West Segerstrom  
**Above All Awnings**  
**G&D Upholstery**