



Winter 2006

# Corridors



Ralph Bruksos of  
Training Consultants:  
Reinvention  
Through Change

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The Vance Corporation



Training  
Consultants

# Becoming a Change Master

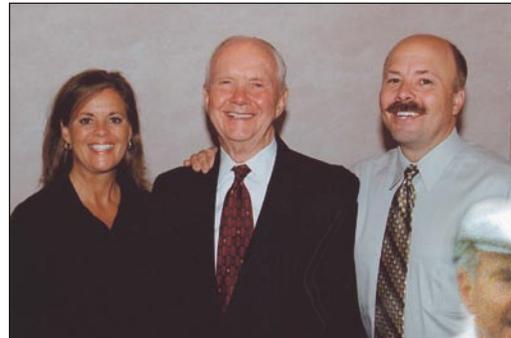
One of the ways Ralph continually improves is through a rigorous fitness program. On Monday through Friday, he wakes up at 2:45 AM to exercise; on the week-ends he sleeps in an extra two hours. "I run four days per week because I'm preparing for yet another marathon," he says. (Ralph has run in more than 40 marathons to date.) The other three days Ralph swims, bicycles or plays golf.

After his workout during the week, Ralph heads for the Plaza 600 Building, flips on the lights in suite 1320 and puts in a full day as a management consultant at his company, Training Consultants. Since 1973, Ralph has coached executives in one-on-one sessions as they work to resolve issues within their companies. Ralph also speaks at conventions, conducts sales and training seminars, and facilitates meetings.

"One of my earliest clients – and now a long-time dear friend – used to introduce me as a 'third eye' in his company," Ralph says. Ralph helped that client, the owner of a heating and air conditioning company, to transform his business from

a five employee company with \$100,000 in annual revenues into a 50 employee, multi-million dollar success story.

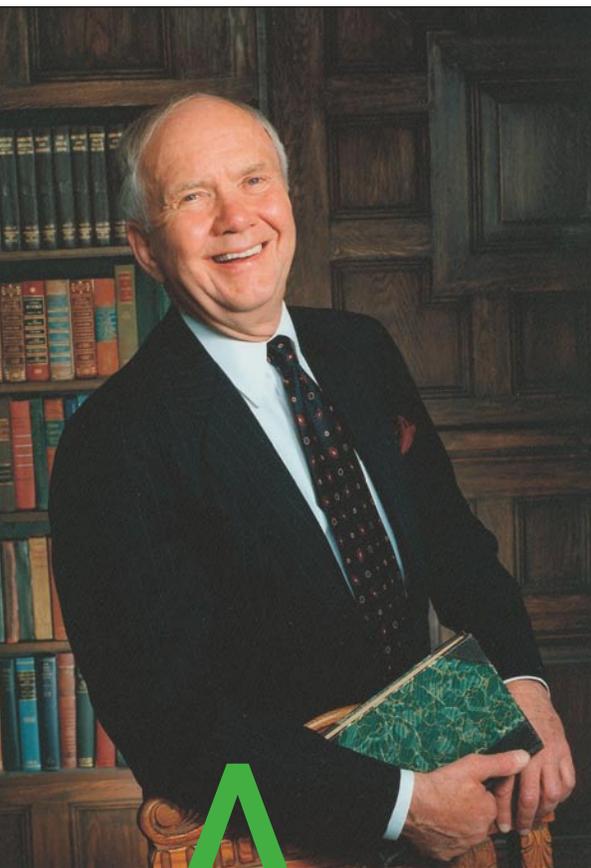
But Ralph quickly deflects praise for the company's achievement. "That success was a testament to my client's ability as a leader. He asked me for help and then he guided his company through a series of changes to reach his goals," Ralph says.



Ralph with his daughter Cynthia Rose-Bernasconi and son Jon Bruksos



**Ralph continually challenges himself to overcome his fears and resistance to change.**



**A**CCORDING TO RALPH BRUKSOS, AUTHOR, TRAINER AND CONSULTANT, SECURITY COMES FROM BEING IN MOVEMENT TOWARD GOALS, NOT IN HAVING ALREADY ACHIEVED THEM. "AT AGE 74, I AM WORKING TOWARD TRUE NOBILITY, WHICH I DEFINE AS CONTINUALLY CHOOSING TO IMPROVE MYSELF, TO GROW AND BECOME A BETTER PERSON," HE SAYS.



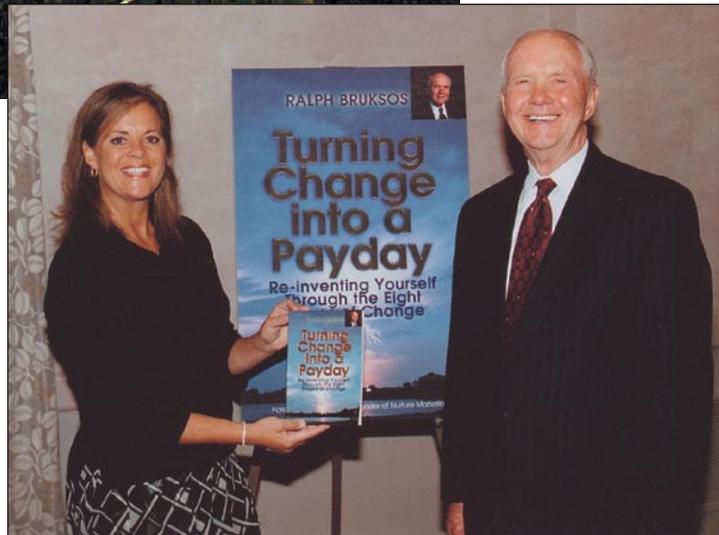
Ralph helps people in need by sponsoring this half-way house on Capitol Hill.

## Student of Life

Instead Ralph attributes his own success to his lifelong commitment to learning. "I'm a permanent student – a man who is deeply curious, mostly about how people deal with change," he says. In his office, Ralph is flanked by floor-to-ceiling shelves of books about management, success, human development, leadership and goal setting. "I've read them all and discussed them at length with an executive round table group that I started years ago," he said.

In fact, not long after starting Training Consultants, Ralph had an epiphany about how he handled change. "I was in lockstep in my life. Everything was 'fine' but I wasn't doing anything new," he says.

So Ralph began challenging himself to overcome his fears and resistance to change. "I was deeply afraid of heights, for example, so I decided I would attempt to parachute from an airplane. By facing my fear head-on, I found that it actually disappeared," he says. Ralph has applied the same principle



Ralph recently penned a book about managing change.

to master public speaking, to navigate the waterways of Puget Sound and to climb a mountain.

## Sharing his Perspective

Recently, Ralph compiled his experiences working with more than 100 companies as well as his wisdom about change into a book entitled, *Turning Change into a Payday: Re-inventing Yourself Through the Eight Stages of Change*.

The book relates numerous stories from Ralph's life and the lives of his close friends, clients and even acquaintances as they have encountered change and made choices about how to put that change, whether imposed or elected, to good use in their lives. In each chapter, Ralph provides his seasoned perspective from examining his own life.

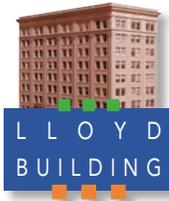
"Above all, I hope that people who read the book come away with one important message: the possibility that they are totally responsible for their lives and can make positive changes," Ralph says, noting that the book offers a step-by-step process for

how to do it. "I've seen it work countless times in my life," he adds.

It is clear that through all of his experiences, Ralph has emerged as the type of person he most reveres: a change master. But, despite this position, Ralph insists the one thing he will never

change is his long-time tenancy, now 33 years, with The Vance Corporation.

"I wouldn't dream of changing a perfect relationship," he says.



Nonprofit  
Recruitment Services  
& MEMconsultants

# Meeting the Need

Laura Retzler, founder and principal of Nonprofit Recruitment Services, and Mary Murray, owner of MEMconsultants, are sharing office space on the 4th floor of the Lloyd Building to help nonprofits address these challenges.

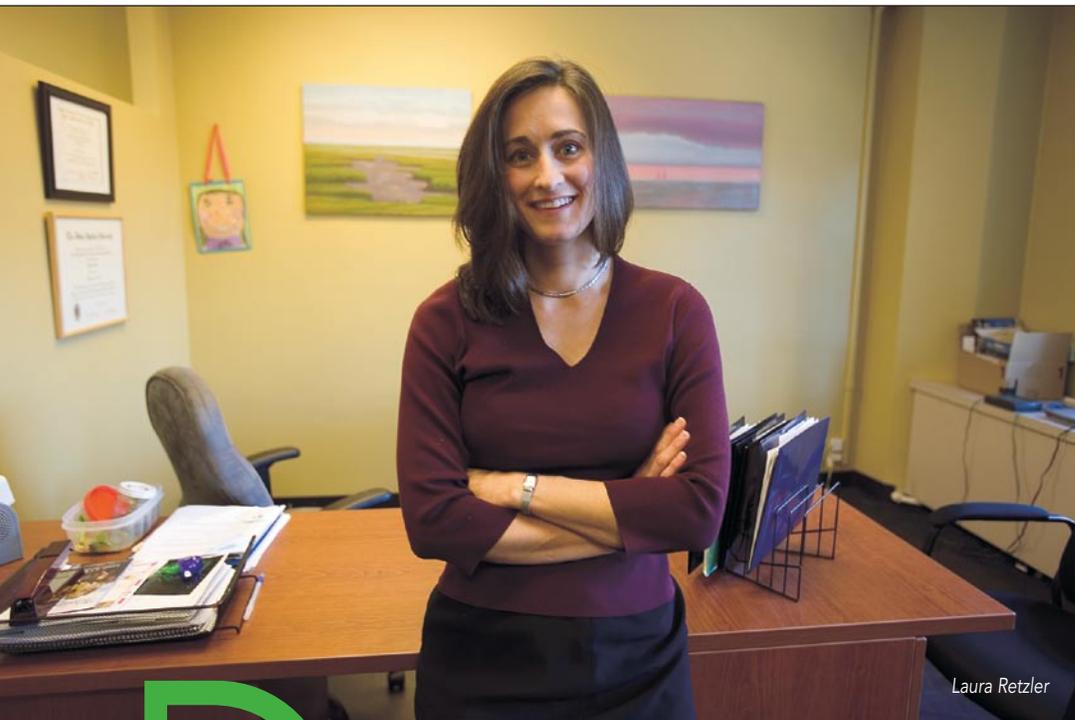
nonprofit's board and employees to develop a job announcement, and helping determine salary and benefits. It also encompasses searching and pre-screening candidates, and guiding the nonprofit through the hiring process.

"Nothing helps a nonprofit organization excel more than a great executive or development director," Laura says. She notes that it is becoming increasingly common for a nonprofit to look for a leader who is successful with major gifts fundraising. "In this time of donor fatigue, nonprofits need an extrovert who is comfortable raising money and motivating others to do so, too," she says.

Nonprofit Recruitment Services leads searches for nonprofits working in the areas of human services, youth, health, education, the arts, advocacy, international aid and the environment. The company – comprised of Laura, three other staff members and two graduate interns – offers a two-year guarantee to nonprofits for the candidate they choose to hire. The guarantee shows just how committed Laura is to finding the right person for the job. "So far, we've only had to redo one search and that is pretty impressive for a sector that has high turnover," Laura says.

## Assessing and Improving Programs

MEMconsultants, which Mary runs as a sole proprietorship, is dedicated to helping nonprofits evaluate and improve their programs. "The business practice of benchmarking is becoming more prevalent in the nonprofit sector. Organizations are using it to evaluate services and show progress toward goals to compete for donor contributions and grants," Mary says.



Laura Retzler

**D**ESPITE SEATTLE'S PHILANTHROPIC TENDENCIES, BEING A NONPROFIT IS SIMPLY NOT GETTING ANY EASIER. IN FACT, DEMANDS ON NONPROFITS HAVE BEEN INCREASING FOR SOME TIME. THESE DEMANDS INCLUDE THE NEED TO PROVIDE BETTER SERVICES, COMPETITION FOR DONOR DOLLARS, RECRUITING AND RETAINING TALENTED PEOPLE, AND MEASURING EFFECTIVENESS.

"We met through Solutions for Good, an alliance for nonprofit consultants, and decided to share office space starting last summer," says Laura. "The Lloyd Building is a good fit for us and for our businesses because a number of nonprofits are here," she adds.

## Locating and Placing Leaders

Nonprofit Recruitment Services, started by Laura in 2000, offers executive-level recruiting services for nonprofits in the Puget Sound area. "Our role is to simplify and guide the process for a nonprofit to attract and hire great people," Laura says. This includes collaborating with a

# ds of Nonprofits



Mary balances work and motherhood by bringing baby Nathan to the office.

But measuring effectiveness in a nonprofit can be difficult, especially in areas that are hard to quantify, such as creative expression or improved self-esteem. MEMconsultants helps nonprofits figure out realistic and practical ways to measure what they do. "Options include well-written surveys, follow-up interviews, focus groups and observations that help nonprofits collect, analyze and report real data," Mary says.

Recently, Mary helped ArtsCorp, a provider of in- and after-school arts classes at no cost for young people, to fine tune its survey processes and work to define the components of creativity into measurable qualities, such as critical thinking and following your own sense of what is right and wrong. "ArtsCorp is not settling for easy answers. It wants to answer how the program is helping to improve the self-image of young people," she says.

## Community Builders

Beyond their role as women entrepreneurs helping to make the nonprofit sector better, Laura and Mary also strive to improve the larger community in which they live.

Laura is an active volunteer and board member in several nonprofits, including Leadership Tomorrow and Sightline. She is also a mother to two young daughters and commutes almost everywhere solely by bicycle.



Laura and husband Henry are dedicated bicycle commuters.

"That's my tandem and trailer parked on the corner," Laura says with a laugh, explaining that she and husband Henry live, work and recreate with their children all in approximately a five-mile radius. "Proximity makes it easier to stay balanced," she says. For example, Laura can volunteer at her daughters' school during lunch because it is only two blocks from the office.

Likewise, Mary is balancing her role as a new mother with other community-based pastimes, including her longtime interest in primates. "I'm currently helping a nonprofit establish a primate sanctuary in the Northwest. Until recently, I also served as a regular volunteer at the Woodland Park Zoo in the orangutan exhibit," Mary says.

Given their interest in the community at large, it is no surprise that Laura and Mary chose Vance as a landlord. "They are responsive, accessible and genuinely committed to improving their tenant community. I like that in my building management company," Laura says.

# Improving Parking Options

**In** SEPTEMBER, IMPARK, AN INDUSTRY LEADER IN PARKING MANAGEMENT, TRANSFORMED THE PARKING EXPERIENCE FOR TENANTS WHO PARK IN THE SURFACE LOTS OR GARAGE OWNED BY VANCE. "I THINK YOU WILL FIND IMPARK'S FOCUS ON CUSTOMER SERVICE AND TECHNOLOGY OPTIONS WILL HELP MAKE PARKING EASIER AND MORE PLEASANT," SAYS ED DANYLUK, GENERAL MANAGER.

Changes in the Midtown Garage focused on maintenance and safety. Impark cleaned up the lot, improved stairwells and relocated the payment kiosk next to the entrance for easy self-service. Impark will also be adding a valet return service in the garage to

help people retrieve their cars after parking.

## Convenient Payment Options

The most noticeable improvement is that Impark accepts major credit cards, debit cards, cash and coin via automated kiosks in each lot. Monthly parkers can register and pay online for monthly parking. The price for monthly parking has not changed.

People can also pay using their mobile phone. Customers can visit [www.impark.com](http://www.impark.com)

and set up a wireless account. After reaching the parking lot, people can call Impark, pick

the lot number and indicate the parking duration.

"When the time is running low, Impark will call your mobile phone and ask if you wish to pay for additional time," says Ed.

Impark introduced a similar program for online payment in October.

If you have questions or feedback about parking in Impark's lots, visit the Impark retail outlet at 1700 Seventh Avenue,

Suite 106 or call 206/381-1789.



Jorge Muratalla, Harold Delos Reyes and Ed Danyluk of Impark



Over Labor Day weekend, Impark resurfaced and re-stripped the Midtown, Lloyd and Bank of America Lots to maximize the number of parking stalls available for car commuters. "We also restructured the Tower Lot to make it more accessible for parkers and more efficient for the attendant to manage," Ed adds.

**Need Help?**  
 Call Parker Pete at 877-771-PETE.  
 Impark will dispatch someone to help customers who lock their keys in the car, run out of gas, need a jumpstart or have a flat tire.

**By** THE END OF 2007, VANCE TENANTS WILL BE ABLE TO SHOP AT WHOLE FOODS AT WESTLAKE AND DENNY, DINE AT RESTAURANTS OVERLOOKING LAKE UNION, OR RELAX ON THEIR LUNCH BREAK AT SOUTH LAKE UNION PARK – ALL BY RIDING THE SOUTH LAKE UNION STREETCAR.

The 1.3 mile route between the Westin Hotel and the Fred Hutchinson Cancer Research Center will connect “Midtown” (where Vance’s five buildings are located) with the South Lake Union, Denny Triangle and Cascade neighborhoods. The streetcar line is designed to reduce dependency on cars in South Lake Union and provide people with more transportation options.

### Groundbreaking Ceremony

On July 7, the Build the Streetcar committee and several dignitaries kicked off the building phase of the streetcar project with a groundbreaking event and block party. More than 350 streetcar supporters attended to hear Mayor Greg Nickels, Senator Patty Murray, Deputy Secretary



Jim Falconer

## Streetcar Project Kicks Off

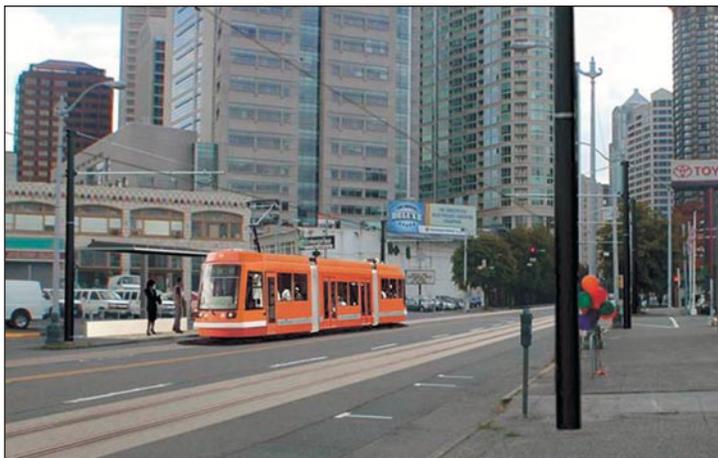
of the US Department of Transportation Maria Cino, Congressman Jim McDermott, State Representative Ed Murray and several members of the Seattle City Council discuss how the streetcar will spur economic and residential development in the surrounding neighborhoods.

Jim Falconer, co-owner of The Vance Corporation and chairman of the Build the Streetcar committee, also spoke at the event. “Along with thanking the public officials and committee staff members for their tireless efforts to date, I reiterated my confidence that Mayor Nickels will build the streetcar on time and within budget,” Jim said.

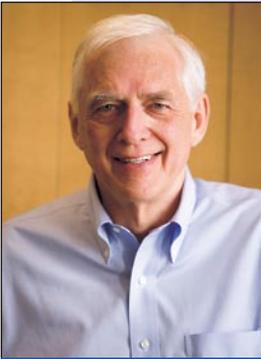
The Build the Streetcar committee – composed of approximately 50 property and business owners near where the streetcar will run – will help to pay \$25 million toward the project through a neighborhood property tax. The city, state and federal governments will fund the remaining \$25 million needed to complete the project.

At the end of the groundbreaking event, attendees enjoyed a twist on the more traditional shovel in the ground; they watched Mayor Nickels and Senator Murray weld together the first section of rail for the streetcar track. The streetcar will run on fixed-rail tracks embedded into the pavement. The line is expected to accommodate more than 330,000 passengers in the first year.

*Continued on page 8*



## IT Tips: Protect Communications Access



Russ Hare has helped Vance manage its IT function since 1999. He is responsible for monitoring Vance's systems 24/7, maintaining IT connectivity between buildings, managing the security camera system, and administering Vance's network servers and workstations.

To maintain Internet, phone and fax access during a minor emergency, Vance encourages tenants to follow the business practice of IT redundancy. Installing duplicate communication lines will help you stay in contact with customers if one route is temporarily disabled.

Vance IT manager Russ Hare offers these tips:

- Install two separate Internet access routes, such as an additional T1 line or wireless access, as well as an additional phone and fax line.
- Obtain telephone service from a separate vendor or over a separate cable to the office.
- Host all telephone equipment, Internet routers and connection points in your office.
- Consider having your website and e-mail hosted by a hosting company.
- Regularly consult a professional to protect telecommunication and data systems.

Also please follow Vance policy and contact us before scheduling vendors to work on telephone or data systems in your office space or building.

## Vance Launches Web Site

Visit The Vance Corporation on the web at [www.vancecorp.com](http://www.vancecorp.com). Our new site features information about properties, available office space and the Vance team. Readers can also view the current issue of *Corridors*. Happy surfing!

## Warm Welcome to New Tenants!

### Tower

Right Systems, Suite 1007

### Plaza

Ferring & DeLue LLP, Suite 1115

### Lloyd

Children's Trust Foundation, Suite 906

## Streetcar Project

Continued from page 7

### Construction Update

In September, the City of Seattle and its contractor began installation of the streetcar rail and necessary infrastructure. Most construction is occurring in these areas:

- Westlake Avenue Corridor, between Stewart Street and Denny Way.
- Fairview Avenue Corridor, between Valley Street and Yale Street.

Trackway construction entails excavation of a 20-inch trench, formwork for reinforcing bars and track placement, and concrete encasement of the track and reinforcement. In selected locations, the contractor is also installing track drains, requiring installation of drainage pipes outside of the trackway to connect to existing drainage facilities.

Typical streetcar rail construction is occurring during normal business hours and is not requiring the closure of streets or intersections to general purpose traffic. Some weekend lane restrictions and closures have occurred or are planned. In



addition, some of the infrastructure work has required more extensive digging and resulted in short-term lane closures. In all cases, detour routes are being provided. All area hotels, restaurants and other businesses continue to be accessible and open for business.

For more information about the streetcar and notices about the type and duration of construction work, traffic control plans, and impacts to businesses and residents, visit [http://www.ci.seattle.wa.us/transportation/stcar\\_sl\\_u.htm](http://www.ci.seattle.wa.us/transportation/stcar_sl_u.htm).