



Issue Date:
September 20, 2010



COMMUNITY E-NEWSLETTER Autumn Edition 2010

Dear Tenants,

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Watt Plaza is proud to present it's very first Community E-Newsletter. As a LEED Gold building we are committed to a "greener" approach to help reduce our carbon footprint. We sincerely hope that you will enjoy our new e-newsletter format and recommend that it be viewed on your computer instead of printed to make the experience more interactive and to save paper.

We look forward to communicating with you and sharing information as a community as we take another step together towards reducing our impact on the environment.

Sincerely,

Cameron Benson
Watt Plaza
General Manager

2010 Tenant Events in Review Past, Present & Future

It's been a busy year so far here at Watt Plaza! We thought it might be interesting to look back on some of the more memorable tenant events from this year and highlight some upcoming events.

2010 Events Thus Far...

February: Daffodil Days / Valentine's Day Fair / Girl Scout Cookie Lobby Event

March: Free Quarterly E-waste Pick-up

May: Mother's Day Boutique / Books Are Fun - Book Fair

June: Free Quarterly E-waste Pick-up / Father's Day Boutique Lobby Event

July: IN-N-OUT Burger Event

August: Health Fair / Blood Drive

September: After Hours HVAC Orientation / Free Quarterly

[Mystic Flowers & Gardens](#)
[FixCarNow](#)

Fall Green Tips
 by Earthshare.org
[Back To School Tips](#)
[Energy Savings](#)
[Halloween](#)
[Fall Planting Pointers](#)
[Windows & Energy](#)

Community Links

[Century City CC](#)
[Century City News](#)
[Century City BID](#)
[LA Business Journal](#)
[LA DOT](#)
[LA Metro](#)
[U.S. Green Building Council](#)
[Westside Subway Extension](#)

Joe's Pet Corner Links

[VetInfo.com](#)
[Cat World](#)

Watt Plaza Retail Tenants

Mystic Flowers &
Gardens
1875/Suite A-1
(310) 284-3417

Trimana Restaurant
1875/Suite A
(310) 772-0726

1st Century Bank

E-waste Pick-up

IN-N-OUT:The most successful tenant event this year by far was our IN-N-OUT Burger Event on July 30th. A grand total of 1,671 burgers ordered!! Whew!! Watt Plaza set a record for the best attended tenant event ever! Who could forget the goofy juggler, close-up magic illusionist, the 70's pop music, the classic IN-N-OUT Burger uniforms, yellow and red everywhere? The scent of delicious burgers drew out the masses. A good time was had by all. Thanks for coming out, and we sincerely hope you enjoyed the summer treat!

SUMMER BLOOD DRIVE: Our Summer Blood Drive was a huge success! We had such a great turnout that UCLA Blood and Platelet Center ran out of blood bags. We received a big thank you from UCLA Blood and Platelet Center for contributing over 59 units of blood during one of the most crucial months of the year. They were truly grateful, besides wasn't it worth it for the free Diddy Riese cookies? All participants walked away with the good feeling of knowing that they've helped a worthy cause. We really appreciate your participation!

FREE E-WASTE PICK-UPS: Got any old electronics cluttering up your office? Well, bring those old computers, fax machines, and monitors down on Free Quarterly E-waste Pick-up Days and say hello to more storage space! For all those eco-conscious folks out there put your worries aside as Neuwaste Business Recycling is a California State Licensed collector of electronic and universal waste. All materials collected will be recycled under the most environmentally conscious processes.

UPCOMING EVENTS:

*Look out for memos on these items soon!

Earthquake Preparedness Presentation - September 28th!

October:

*Flu & Whooping Cough Vaccinations
 *Halloween (Treats, Pumpkin Carving, Costume Contest)

November:

*Fire Drill Orientations
 *Annual Fire Drill

December:

*Tenant Holiday Breakfast
 *Free Quarterly E-waste Pick-up
 *BOMA 19th Annual Toy, Food, and Clothing Drive

Watt Plaza Grants Wishes, Part I

1875/Suite D
(310) 270-9500

Creator Hair Salon
1875/Suite J
(310) 553-2992

Starbucks Coffee
1875/Suite K
(310) 553-8226

Systematic Office
Supply
1925/Suite C
(310) 277-0040

Trimana Express
1925/Suite E
(310) 553-5445

Noble Cleaners
1925/Suite F
(310) 552-3377

Vista Cafe'
1925/Suite G
(310) 277-8090

Chase
1925/Suite H
(310) 553-8840

Fedex Office Ship
Center
1925/Suite I
(800) 238-5355

Century Park
Detailing
Parking Structure
(310) 552-0652

FixCarNow
Parking Structure
(888) 634-9227

Watt Plaza teamed up with Make-A-Wish Foundation of Greater Los Angeles this year to support their 3rd Annual Walk for Wishes Event held on May 15, 2010. The Walk for Wishes event helps to raise money to fund the countless wish requests from children with life-threatening medical conditions received by the Make-A-Wish Foundation on an annual basis.



Watt Plaza sponsored two wishes for very deserving young people, Tyler Roope & Ivan Bugarin. Part 1 of this article is focused on Tyler Roope's experience. Tyler, 12 years old, is stricken with Spinal Muscle Atrophy, a condition that keeps him from being very active. Tyler has not allowed his condition to squelch his love for baseball or his team spirit. Through Make-A-Wish, Tyler's was able to play catch with Cincinnati Reds outfielder Jay Bruce.

Tyler, in his own Reds uniform, met Bruce in left-centerfield and the two played catch on the warning track. They talked about Bruce's Major League Debut in 2008 and his first career home run, a walk-off shot that beat the Braves that season. "I just liked being with all the players," Tyler said. "It was cool because it felt like I was part of the team in the locker room, just being with everyone, it felt like a dream in there," Tyler said.

"When they revealed that he got his wish, he could not contain the smile on his face," Jim Roope (Tyler's Dad) said. "I saw the same smile putting that uniform on him and when Jay walked out and they made eye contact. I think those are the three biggest smiles I've seen on his face, ever."

"It means everything to me," Bruce said. "It's such a humbling experience to see something like that and to hopefully make a bright spot in their day and in their life. For them to get enjoyment out of this stuff is really special to me."

Bruce then took Tyler on a tour of the Reds clubhouse. Tyler left with bats from Bruce and Reds third baseman, Scott Rolen.

"He showed me the batting cages, the locker room, the places where they keep their clothes and stuff, their jerseys and their bats. They showed me their food room. That's their favorite room," Tyler said.

What could be better for a young Reds fan than to get to meet and play catch with their favorite player?

"He is a nice guy and he's a good ballplayer," Tyler said. "He's

Congratulations
To Our New,
Renewing and
Expanding
Tenants in 2010:

1875 CPE Building

-Barlow, Kobata &
Denis, LLP
-Belmont Capital
Group
-Bird Marella
-Blackwest Financial,
LLC
-Cohen, Gentry,
Milliken & Bral
-Law Offices of
Farzam & Associates
-Mystic Flowers &
Gardens
-Newmark Knight
Frank
-Ronald S. Litvak &
Company
-Ruben & Sjolander
-Transom Consulting
Group

1925 CPE Building

-Blank Rome, LLP
-Charles Dunn
Company, Inc.
-First Wilshire
Finance, LLC
-Fischbach, Perlstein,
Lieberman &
Almond, LLP
-Gallagher &
Gallagher
-Sherry Saleh
-Simkin & Associates,
Inc
-Stroz Friedburg, LLC

never gotten into any bad situations. I like him."

Tyler had an amazing time, and this experience truly was a wish come true.

Westside Subway Extension Update

As you may know, Metro has been evaluating an extension of the current subway system to the Westside of Los Angeles. The aim of the extension is to provide a dependable, high-speed, high-capacity, public transportation alternative for people needing to travel to the Miracle Mile, Beverly Hills, Century City and Westwood, including the UCLA campus. It is reported that over 300,000 people travel into the Westside area every day for work from various areas throughout Los Angeles County.



Metro began undertaking a Draft Environmental Impact Statement / Environmental Impact Report (Draft EIS/EIR) in early 2009, the results of which are expected to be delivered this Fall for Metro Board of Directors to review. Before the Draft EIS/EIR was approved there was an 18 month long Alternatives Analysis Study (AA Study) conducted for the Westside Extension project. After reviewing the AA Study, the Metro Board of Directors authorized proceeding with the Draft EIS/EIR in January of 2009.


Metro Board of Directors will select a "locally preferred alternative" (LPA) based off of the results of the Draft EIS/EIR. The LPA is the project that will eventually proceed through the final environmental review and preliminary engineering to compete for federal "New Starts" matching funds. The Long Range Transportation Plan for Los Angeles County will commit \$4.2 billion over the next 30 years to the proposed Westside Subway.

For additional information and updates on the Westside Subway Extension, including FAQ's please visit:

<http://www.metro.net/projects/westside/>

This link is also available under Community Links as "Westside Subway Extension" for your reference.

Starbucks®
Grounds For Your Garden Program



In conjunction with building management's environmentally conscious policies, Watt Plaza proudly acknowledges the Starbucks® "Grounds For Your Garden" program. This program distributes used coffee grounds to customers and communities for use in gardens and compost piles free of charge. Used in the proper way, coffee grounds can be a valuable source of nutrition for a garden.

Coffee grounds act as a green material with a carbon-nitrogen (C-N) ratio of 20-1. Combined with browns such as leaves and straw, coffee grounds generate heat and will speed up the compost process. Coffee grounds can be applied directly as a top dressing to acid-loving plants like blueberries, hydrangeas, and azaleas.

Starbucks® at Watt Plaza has set-up a station by their condiment bar for the distribution of used coffee grounds. Anyone who is interested can pick up a 5lb bag of coffee grounds. To get more details about the program here at Watt Plaza please call Lui Zayco at (310) 553-8226.

For more information on composting with coffee grounds please visit:

<http://www.starbucks.com/aboutus/compost.asp>

Please note that Starbucks® has new hours:
Monday through Thursday: 4:30 a.m. - 7:30 p.m.
Friday: 4:30 a.m. - 6:30 p.m.

Halloween Safety Checklist

Halloween is just around the corner. Follow these simple and easy tips to have an enjoyable and safe Halloween experience with your family.

1. Plan costumes that are bright and reflective. Make sure that shoes fit well and that costumes are short enough to prevent tripping, entanglement, or contact with a flame.
2. Consider adding reflective tape or striping to costumes and trick-or-treat bags for greater visibility.
3. Secure emergency identification (name, address, phone number) discreetly within Halloween attire or on a bracelet.
4. Because a mask can limit or block eyesight, consider non-toxic and hypoallergenic makeup or a decorative hat as a safe alternative.
5. When shopping for costumes, wigs and accessories purchase only those with a label indicating they are flame resistant.
6. Think twice before using simulated knives, guns or

swords. If props must be used, be certain they do not appear authentic and are soft and flexible to prevent injury.

7. Obtain flashlights with fresh batteries for all children and their escorts.
8. Plan ahead to use only battery powered lanterns or chemical light sticks in place of candles in decorations and costumes.
9. Teach children their home phone number and how to call 9-1-1 if they have an emergency or become lost. Remind them that 9-1-1 can be dialed free from any phone.
10. Review with your children the principle of "Stop-Drop-Roll" should their clothes catch on fire.
11. Take extra effort to eliminate tripping hazards on your porch and walkway. Check around your property for flower pots, low tree limbs, support wires or garden hoses that may prove hazardous to young children rushing from house to house.
12. Learn or review CPR skills to aid someone who is choking or having a heart attack.
13. No treats should be consumed until they are thoroughly checked by an adult at home.
14. Although sharing is encouraged, please make sure items that can cause choking (such as hard candies) are given only to those of an appropriate age.
15. Find a special event or start one in your own neighborhood.

Joe's Pet Corner

Halloween Safety Tips for Dogs and Cats

Halloween can be a fun time of year for the whole family - even your pet, and here are some tips to ensure just that.....

Candy - especially chocolate - can be extremely toxic to your pet. Food wrappers can also be ingested, causing a choking risk, upset stomach or gastrointestinal blockage. Keeping the appropriate treats around for your pet is recommended and the number should be limited; for a really healthy snack, I give my dogs washed raw carrots or apple pieces which can be tasty and help reduce tartar on the teeth. Although it's not a snack but a "treat" cats will enjoy some organic catnip which will keep them occupied for hours - you'll see the "kitten" come out in older cats if some organic catnip is introduced.

Most pets are curious about new objects or decorations around the house. Please ensure that decorations are not in areas where your dog or cat could ingest them or bump into

them; candles used around any holiday time should be kept in an area where they can't be knocked over, potentially burning your pet and or/starting a fire.

Though many dogs love visitors, some are very fearful of strangers - especially the visitors/guests during Halloween with green, bugged out eyes, sharp teeth, etc..... Consequently, many dogs and cats will be afraid of people they know, even if those people are in costumes. During parties or times when you are expecting trick-or-treaters, it's best to keep your pets in a quiet area of your home with their food dish/water and litter box. (I take my dogs outside before the onslaught of visitors and also place a few "wee wee" pads in the confined area during the party to avoid any damage to carpeted floors, etc.).

Some of us have pets that just love to "ham it up" with Halloween costumes and yet others are uncomfortable in clothing of any type. If you want to outfit your dog or cat in a Halloween costume, start simple and see how they handle it; don't push the issue - you can always opt for a Halloween bandanna or collar instead. If your dog or cat enjoys wearing a costume, please be sure it fits comfortably; constricting costumes can cut off circulation and cause sores to develop while in the same instance costumes that fit too loosely can trip your dog or cat and become entangled with objects around the house. Never leave your dog or cat unattended in a costume.

Last, I strongly suggest the "pet indoor" rule during Halloween season. Sadly, there are cruel individuals who have twisted ideas of fun this time of year and your pet could find itself a victim, although it is widely known that black cats are mostly targeted during Halloween.

Remember, your dog or cat can be part of the Halloween fun - safely. Please ensure that your dog or cat wears current identification at all times, keep your dog on a leash when outdoors and away from potentially dangerous situations.

Happy Halloween!!!

Did you know?

Did you know that Watt Plaza has comingled solid waste services in order to maximize diversion of recyclable materials? *By having all trash comingled in our compactor with recyclable materials being diverted at the waste facility, Watt Plaza has been able to maintain and surpass a 62% diversion rate, meaning that 62% of our waste is recycled and diverted from landfills. The average high rise building only diverts approximately 30% of their waste from landfills.*

Did you know that Got Junk® is available to remove all large items that cannot be placed in our trash compactor? *They can be reached at 1-800-Got Junk.*

Did you know that Watt Plaza is a LEED Gold Building? Curious about LEED? *Click [here](#) to find out more.*

Did you know that Bicycle Racks have been provided in the Parking Structure for those who have the opportunity to bike to work? *The bicycle racks are located by the north gate (monthly entrance) in the parking garage.*

Did you know that you can check out books on CD from the Parking Office? *Stop by the Parking Office with your valid Building Access ID Card and they will show the available selection.*

Did you know that Watt Plaza has an Electronic Tenant Handbook? *Visit www.wattplaza.info when you have a chance and look at our Tenant Handbook for comprehensive building information.*

Did you know that your new employees should be scheduled for Building Access Card Appointments with the Building Management Office as soon as they start? *For more information call the Building Management Office at (310) 789-2179.*

Did you know that your suite has designated Suite Contacts? *Each suite has a Daily Contact and Executive Contact on file with the Building Management Office who are responsible for making requests on behalf of your suite. Do you know who the contacts are in your Suite?*

Did you know that Watt Plaza has a V.I.P. Valet Parking Service called the "Front Door Club"? *Please call the Parking Office at (310)789-2178 to get more information on the Front Door Club.*

Earthquake Preparedness Presentations

Building Management will be hosting Earthquake Preparedness Presentations on Tuesday, September 28, 2010 for all tenants. Alan Major of the Universal Fire & Life Safety Services Division of Universal Protection Services (UPS), our contract security company, will be leading the presentation and answering your questions.

The purpose of the presentation is to provide you with valuable information regarding how to prepare for and what to do in the event of an earthquake. Building Management will be holding two sessions for this presentation.

Date: Tuesday, September 28, 2010
Times: 10:00 a.m. & 11:00 a.m.
Location: 1875 Building, 9th Floor, Suite 930

**Please RSVP at (310) 789-2179 or
tenantservices@wattplaza.com by no later than
3:00 p.m., Monday, September 27, 2010.**

As always, please do not hesitate to contact the Building Management Office at (310) 789-2179 with any questions or concerns.

After Hours HVAC Requests

Building Management has performed upgrades to the After Hours Control System which includes a new and improved method of requesting After Hours HVAC (Heating Ventilation Air Conditioning) Services. Authorized individuals now have the ability to access the system via the internet. All authorized persons should use their existing Tenant ID & PIN to access the system. This upgrade allows for more flexibility in ordering service and will be more convenient as requests can be generated from your PC or any other means with an internet connection.

Building Management hosted two tenant orientation/training sessions on Thursday, September 2, 2010, at 1875 Century Park East, Suite 930 at 10:00 a.m. & 11:00 a.m. A representative of Genea Advanced Automated Systems along with Building Management Staff reviewed web access, service requests, lease information (indicating specific non-billable lease hours, costs for specific requests & a building lease holiday schedule), standing requests, and a reports page in each session.

The weblink for After Hours HVAC can be found on our website at www.wattplaza.com.

Please reference the Quick Links at the bottom of the homepage labeled "After-Hours HVAC".

Please feel free to contact the Building Management office at (310) 789-2179 with any questions.

Concierge Service

Did you know that every Wednesday a representative from Recreation Connection is on site in the Main Lobby Rotunda selling discounted tickets for various events & activities to Watt Plaza Tenants?

Stop by and take advantage of the great offers!

To gain access to these same discounts every other day of the week, please go to www.recreationconnection.com, click "Members Enter Here" link, and then click the "Southern California" link. Great offers for Southern California theme parks will appear and there will be tabs on the left navigation bar for movies, cruises, and plays & shows, just to name a few.

Enjoy!

September Cleaning Special!

Building Management and ABM Janitorial are offering a 10% discount on Upholstery Cleaning for 5 or more chairs or sofas. To be eligible for the discounted rate, all work must be scheduled through the Building Management.

Please take advantage of the savings and contact the Building Management at 310-789-2179.

Building Management Staff

Cameron Benson, General Manager
 Joseph Marcinek, Assistant Property Manager
 Sean Harvey, Property Administrator
 Ruby Adorno, Project Manager
 Donna Nathaniel, Senior Accountant
 Mike Fregeau, Chief Engineer
 Pete Be, Assistant Chief Engineer
 Odilon Esckys-Boma, Security Director
 Antonio Martinez, Ampco Parking Manager
 Daniel Rivas, Janitorial Supervisor
 Kathy McKay, Vice President of Leasing
 Jamie Bergantz, Leasing Representative

Please feel free to contact Building Management Staff at
 (310) 789-2179.

WATT PLAZA RETAILER ADS

1st Century Bank

1st Century Bank, one of the many premier retailers located here at Watt Plaza, understands the value of powerful relationships with their peer clientele. Recognizing that success always comes back to service, 1st Century Bank is committed to instant attention, supported by state-of-the-art technologies and flexibility whenever possible to accommodate the unique needs of each customer.

Headquartered here in Century City, they are conveniently

located in the lobby of the 1875 Building near the entrance, and offer a wide array of services as well as creative and tailored solutions to meet all of your banking needs. Don't hesitate to stop by the 1st Century Bank Branch or Private Banking Center to speak to a representative.

You can also visit their website at www.1stcenturybank.com or call them at (310) 270-9550.

Welcome to 1st Century Bank, where the business of banking has never been more personal.

Trimana Restaurant

There are exciting additions at Trimana!

Sushi Bar

Every Tuesday-Thursday
11:00 a.m. - 2:30 p.m.

Peets Coffee

(Iced Coffee)
Daily

Frozen Yogurt / Fresh Fruit Dessert Bar

Yogurt Flavors: Fat Free Vanilla, Tart Honey, Tart Mango

Available Fruit: Blueberries, Blackberries, Kiwi, Mango, Strawberries, Banana's, Pineapple, and more...

Every Tuesday - Thursday
2:00 p.m. - 4:30 p.m.

*Coupon below for Frozen Yogurt / Fresh Fruit Dessert Bar

Systematic Office Supply

Systematic Office Supply is a 4th generation family-owned and operated business with a main office and warehouse located in Downtown L.A. All our prices are at or below major superstore pricing plus we will meet or beat any local competitors advertised price!!

Come speak to Darren or Craig for extra special discounts on your bulk office supply needs. Also, stop by to find out how to get a free Starbucks or Trimana gift card!!

Mystic Flowers & Gardens

Mystic Flowers & Gardens specializes in unique, elegant, non-

pedestrian floral arrangements. They are a full service flower shop, delivering flowers locally and internationally. Mystic Flowers & Gardens is offering free delivery with any order over \$75. Everything can be arranged over the phone, please call them at (310) 284-3417 for more details.

FixCarNow

FixCarNow is a complete auto service provider located on level one of the parking structure. Their hours are 8:00 a.m. to 5:00 p.m. Monday through Friday. They offer oil change, safety & maintenance inspection, brake, tune-up, tire repair/replacement, transmission/coolant fluid change, smog check, battery, 30k/60k/90k tune-up services and more. FixCarNow can provide same day service with no appointment necessary.



Call (310) 558-9097 or visit www.fixcarnow.com for more information.

WATT PLAZA RETAILER COUPONS

Discounted Prices

Century Park Detailing is featuring lower prices on detailing, stop by their office in the Parking Structure or give them a call at (310) 552-0652 for more information.

25% OFF

Creator Hair Salon is offering 25% off all services and artwork to all Watt Plaza Tenants. Creator Hair Salon is located on the lobby level of the 1875 Building, the entrance to the salon is located on the outside of the building. Please call Jacob Gabay at (310) 553-2992 for more information.

50% OFF

Noble Cleaners is offering 50% off all Dry Cleaning Services to all first-time customers. Noble Cleaners is located on the lobby level of the 1925 Building. Please stop by or call Noble Cleaners at (310) 552-3377 for more information.

\$2 Drinks

Starbucks® is offering an Iced Grande Drink for \$2 after 2:00 p.m. when you bring in your receipt (Same Day Only).

OFFER EXPIRES 10/4/10

\$1.00 OFF

Trimana Restaurant is offering \$1.00 off Frozen Yogurt / Fresh Fruit Dessert Bar (\$3.00 minimum)

OFFER EXPIRES 10/15/10 (Please print & clip this coupon to present to the cashier at your time of purchase.)

**Discounted
Prices**

Vista Cafe' is featuring new lower prices on Sandwiches, Salads, Pizza, Pasta and Grilled items. Stop by and check out their new low prices! Vista Cafe is located on the lobby level of the 1925 Building, the entrance is on the outside of building.

The information provided in this newsletter is intended for educational and entertainment purposes only. Information provided in this newsletter is not a substitute for professional advice. Neither the writers of the articles nor the publisher of this newsletter are liable or responsible in any way for any advice or other information you obtain through this newsletter.



Try it FREE today.