



Issue Date:  
September 7, 2011



## COMMUNITY E-NEWSLETTER Autumn Edition 2011

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### *2011 Tenant Events*

Here is a quick review of tenant events that have already occurred and a look ahead at upcoming events!

#### **February**

- Daffodil Days
- Valentine's Day Boutiques
- Girl Scout Cookie Lobby Event

#### **March**

- Free Quarterly E-waste Pick-up

#### **April**

- Earth Day Celebration

#### **May**

- Mother's Day Boutiques

#### **June**

- Earthquake Preparedness Presentations
- CPR Training Classes
- Free Quarterly E-waste Pick-up
- Father's Day Boutiques

#### **July**

- IN-N-OUT Burger Event
- Jeans For Life Campaign

#### **August**

- Summer Blood Drive
- Jeans For Life Campaign

[Recycling & Reducing Waste](#)  
[Water Conservation](#)

Community Links

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

Joe's Pet Corner Links

[VetInfo.com](#)  
[Cat World](#)  
[Healthy Spot LA Vet Recommendation](#)  
[Pet Accessories](#)

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  
1875/Suite D  
(310) 270-9500

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

**Upcoming Events**

*Please look out for memos on these events soon!*

**September**

- 9/11 Tribute: Monday, September 12th
- Fire Drill Orientations: Thursday, September 22nd
- Free Quarterly E-waste Pick-up: Tuesday, September 27th

**October**

- Flu & Whooping Cough Vaccinations: October 5th & 12th
- Halloween (Treats! Pumpkin Carving/Costume Contest!): October 31st!

**December**

- BOMA 20th Annual Toy/Food/Clothing Drive: Dec. 1st-18th
- Free Quarterly E-waste Pick-up: Tuesday, December 6th
- Tenant Holiday Breakfast: Friday, December 9th
- Holiday Boutiques: December 8th-9th, 15th-16th, 22nd-23rd

*Did you know?*

**Did you know that Watt Plaza has Notary Services available in the Building Management Office?** *Simply call (310) 789-2179 between the hours of 8:00 a.m. - 5:00 p.m. Monday through Friday to schedule an appointment and Dana Ivey will assist you!*



**Did you know that Electric Charging Stations have been installed in the Parking Structure for those who drive electric vehicles?** *The Electric Charging Stations are located on the 1st level by the main visitor entrance in the parking garage.*

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

TacoLimon  
1925/Suite G  
(310) 286-0464

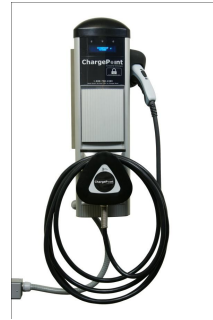
Chase  
1925/Suite H  
(310) 553-8840

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

Century Park  
Detailing  
Parking Structure  
(310) 552-0652

FixCarNow  
Parking Structure  
(888) 634-9227

Congratulations  
To Our New,  
Renewing and  
Expanding



**Did you know that Watt Plaza tenants are eligible for a discounted gym membership at Meridian's Bodies in Motion located across from Watt Plaza?** *Simply stop by, call, or e-mail Walter Rodas, General Manager, at (310) 789-1111, [wrodas@meridiansportsclubs.com](mailto:wrodas@meridiansportsclubs.com). Be sure to mention that you are a Watt Plaza tenant!!*



### *Joe's Pet Corner* Nutrition

What and how you feed your pet has a great impact on their quality of life.

Well-meaning owners frequently supplement a pet's diet, thinking they are doing something good for the animal. Actually, if an animal is fed a balanced diet, supplementation can be bad or even cause disease. Too much of something, particularly vitamins can be as harmful as too little; Veterinarians can treat deficiencies but cannot always treat excesses. Please note that supplements are usually added to provide additional energy, protein, minerals or vitamins. Supplements should not be given unless the owner is managing a specific condition, such as a calcium deficiency. Switching a dog's diet periodically is recommended not only good from a nutritional standpoint, but also it gives your pet some variety. Would you like to eat the same food every day consistently for months?

What is the best diet or type of food I can choose for my pet? Specialty foods (also known as specific-purpose foods) have been developed based on the fact that cats and dogs have different requirements for growth, maintenance, age and various health issues. Since specialty foods require familiarity

**Tenants in 2011:****1875 CPE Building**

- IFG, LLC
- Kashfian Law Corp.
- Mystic Flowers
- RGA Associates
- Ron Litvak & Co.
- Ruben & Sjolander
- Rogers Ruder Finn

**1925 CPE Building**

- FedEx Office
- Gallagher & Gallagher
- Hart & Hardy
- JP Morgan Chase
- Law Offices of David Davidi
- Sandler & Rosen, LLP
- Taco Limon
- SRM Securities
- Trimana
- Weidman Franck & Yun
- Weinberg & Co.

with nutrition, they are generally sold through a veterinarian who can better discuss the concept behind the food.

Proper Feeding

**Dogs and Cats:** Use commercial dry, semi-dry or moist foods. A supply of fresh water is required at all times.

Medium-sized dogs (35-50 pounds) require .33 to .5 ounces of dry food per body pound of body weight, and 1 to 1.5 ounces of food per pound if a canned diet is used. Keep dogs on the lean side, as overweight dogs have more health problems and are more prone to disease. **TABLE FOOD IS NOT RECOMMENDED;** however if scraps or table food is used, should not exceed 15% of the diet and **SHOULD BE USED ONLY TO INCREASE PALATABILITY.**

Cats require 2.5 to 3.2 ounces of dry food per day if they weigh 7 to 9 pounds. Canned food should be provided in a larger quantity, about 2-3 times as much by weight. Supplementation or diet switching can actually cause a cat to become a finicky eater. Cats have a tendency to overeat and become obese. As they sleep an average of 20 hours per day, it's important to provide them with only enough food to maintain their rather relaxed lifestyles.

Please feel free to email me at with any of your pet questions or special circumstances. I will be more than happy to tap into the resources available for a researched solution.

[jmarcinek@wattcompanies.com](mailto:jmarcinek@wattcompanies.com)

***DON'T FORGET TO PUMP SOME  
IRON: The Importance of Incorporating  
Strength Training Into Your Workout  
Sessions***



By Vay ("Vi") Williams, B.A., J.D., AFAA, ACE

It is important to make sure that our workouts are well-rounded so that how we look, feel and perform are optimal. Incorporating both cardio and strength training into your

workout sessions will allow you to do this. So, as you tweak your workout plan this summer, keep the following facts in mind!

The benefits of cardiovascular training (e.g., running, use of elliptical and stair climber machines, use of stationary bikes, etc.) are well-known. Weight loss, increased endurance, lowered cholesterol and blood pressure, more energy for daily tasks, etc. to name only a few of them. As a result, getting in solid cardio workouts on a regular basis has begun to be seen as the primary way to get in shape, lose weight and increase cardiovascular fitness.

Despite the extreme popularity of cardio routines, strength training is also an essential part of a comprehensive fitness regimen. To maximize your body's endurance, strength, caloric burn, flexibility and cardiovascular fitness, strength training is just as important as cardiovascular activity. Therefore, adding a solid weight training program to one's cardiovascular workout is key to maximizing the overall benefit that an exercise program can bring.

While cardio activity is associated with burning fat and subsequent weight loss, many people do not realize that strength training also contributes to total caloric burn during the course of a day and thus, also affects weight management. Strength training builds more muscle. Muscle burns more calories than fat. Thus, changing the muscle-to-fat ratio in a person's body via strength training by increasing muscle mass while reducing fat allows the body to burn more calories throughout the course of a day.

Weight training and other weight bearing activities (e.g., running, stair climbing) also increase bone density. This enables us to stave off bone loss that naturally occurs as we age. Brittle bones, bones that are easily broken, and bone curvature can be reduced and in many cases reversed, simply by incorporating a regular, vigorous strength training component to one's workout routine. So, as we age, strength training becomes that much more important to do!

Weight training makes the body look firm, toned and healthy. Oftentimes when weight is lost only via a cardio program, muscle mass is lost as well. As a result, while the body is smaller in size, the tone and shape (and strength) that muscle provides is also lost as well, and the body may not appear as healthy and robust as it should. Retaining an overall fit appearance is yet another reason why adding a strength training component to a fitness regimen that is solely cardio-based is essential to creating a comprehensive fitness program.

Finally, there is the obvious: Weight training enables us to get stronger! As we age, we also naturally lose a small amount of

muscle mass each year. Regenerating that muscle mass by weight training on a regular basis allows us to maintain the strength to do all of the activities that we have done on a regular basis over the years and more! This enables most individuals to remain physically independent and self-sufficient well into their elderly years.

In sum, both weight training and a cardio regimen are essential to a comprehensive workout program. The incorporation of both will allow you maximize your body's workout potential which will ultimately put you in top physical condition! Don't cheat yourself out of either one! Pump that iron!

Vay ("Vi") Williams is nationally certified both as a personal trainer (ACE) and as a group exercise instructor (AFAA). She has worked as a fitness professional for almost 20 years. She trains clients and teaches classes at the Bodies In Motion located at the Westside Media Center.

For a limited time, Bodies In Motion Westside is offering special personal training and gym membership rates tenants of Watt Plaza! For more information, please contact Vay ("Vi") Williams directly at [big\\_bluevw@yahoo.com](mailto:big_bluevw@yahoo.com). Mention this newsletter in the e-mail to receive a discount!



### *Concierge Service*

Every "Wednesday" a representative from Recreation Connection is onsite in the Lobby Rotunda selling discounted tickets for various events & activities to Watt Plaza Tenants!

Please stop by and take advantage of these great offers!

To gain access to these same discounts every other day of the week, please go to [www.recreationconnection.com](http://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 Office.

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



## *Welcome Jasmine!*

Jasmine Rivera, Ampco Parking Assistant Manager, is the newest member of our team! We are thrilled to have her onboard and working diligently with our parking staff to provide you, our tenants, with the very best customer service!



## *Building Management Staff*

Cameron Benson, General Manager  
 Joseph Marcinek, Property Manager  
 Sean Harvey, Assistant Property Manager  
 Ruby Adorno, Project Manager  
 Donna Nathaniel, Senior Accountant  
 Kathy McKay, Vice President-Leasing  
 Jamie Bergantz, Director-Leasing  
 Dana Ivey, Property Coordinator  
 Mike Fregeau, Chief Engineer  
 Pete Be, Assistant Chief Engineer  
 Odilon Esckys-Boma, Security Director  
 Antonio Martinez, Ampco Parking Manager  
 Jasmine Rivera, Ampco Parking Assistant Manager  
 Daniel Rivas, Janitorial Supervisor  
 John Manley, OTIS Elevator Engineer

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

**Electronic Tenant<sup>®</sup> Solutions**

AND

**WATT  
PLAZA**

Are Proud to Announce the Electronic Tenant<sup>®</sup> Handbook Launch of

# WATT PLAZA



## www.wattplaza.info

### What is the Electronic Tenant® Handbook?

Your Building's Electronic Tenant® Handbook is a comprehensive, web based-interactive tool, available 24-7-365 which provides access to on-line services for Watt Plaza.

This web based software customized for your property combines the traditional delivery of important building information with interactive tenant/management communication tools.

### Information Related to:

- Emergency Procedures
- Fire & Life Safety
- Building Operations
- Building Amenities
- Building Security
- Policies & Procedures
- Your Neighborhood
- Sustainability

...all Customized for Your Building



wattplaza.com

## www.tenanthandbooks.com

# WATT PLAZA RETAILER ADS





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.1cbank.com](http://www.1cbank.com) or call them at (310) 270-9500.

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

## Mystic Flowers & Gardens

Mystic Flowers & Gardens specializes in unique & elegant floral arrangements. They are a full service flower shop that delivers flowers locally and internationally. Plant maintenance programs and corporate accounts are available upon request and Mystic Flowers has many clients within the building. Everything can be arranged over the phone, please feel free to call them at (310) 284-3417 for additional 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](http://www.fixcarnow.com) for more

information.

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!!  
Please checkout our website at [www.ordersos.com](http://www.ordersos.com).



## YOU BRING IT. WE PACK IT.

Save time and avoid last-minute hassles by letting us pack your shipments for you.

FedEx Office team members are here and ready to help.

You've always been able to rely on FedEx Office to ship your packages --- we can pack them, too.

- Save Time

With only one stop, your items can be packed and shipped.

- Avoid Hassle

Let us find the boxes and packing materials that perfectly fit your needs.

- Eliminate Worry

Your packages will be securely packed each and every time.

Whether your item is small, medium or large, we'll find the best combination of packing materials for all your shipments.

Try our packing services today.

When life isn't easy to pack, FedEx Office is ready to help.



## Starbucks

It's back! Returning seasonal customer favorite....Pumpkin Spice Latte and Salted Caramel Hot Chocolate. Also offered for a limited-time Salted Caramel Mocha and Salted Caramel Mocha Frappuccino.

Whole Bean coffee offering: Anniversary Blend. Its spicy, complex and full-bodied coffee.

Stop in to enjoy these new offerings!



## WATT PLAZA RETAILER COUPONS

**TacoLimón**  
Picante Grill Autentico

**FREE CRISPY SHRIMP OR CRISPY FISH TACO**  
with ENTREE PURCHASE

1925 CENTURY PARK EAST #G, LOS ANGELES, CA 90067  
TEL: 310-286-0464 • FAX: 310-286-0436  
CATERING

EXPIRES \_\_\_\_\_

**Expires: 10/01/11**

## 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.

## 2 for 1 Special

**Noble Cleaners** is offering 2 items for the price of 1 on Dry Cleaning. Please note this special pertains to like items only, (e.g. 2 pairs of pants or 2 shirts, etc.) 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.

OFFER EXPIRES: 10/31/11

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