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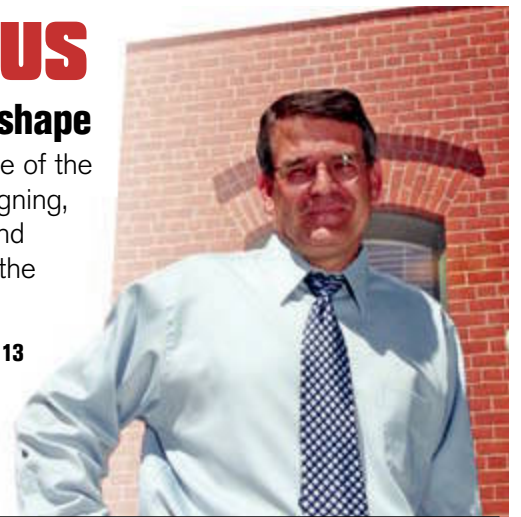
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## FOCUS

### Taking shape

Meet some of the firms designing, building and powering the valley.

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## 'Nightmare' of files worry DA's office

BY SHARON SIMONSON

A million real estate files that county law enforcement officials say may be needed to prosecute mortgage cases could be destroyed.

The files, estimated to be enough to fill 65 trailer trucks, were stored by bankrupt Alliance Title Co. The company stopped paying all its bills in December, including payments to storage companies that kept its files.

"The dissolving of Alliance Title and the handling of the files has been a nightmare for us," said James

Sibley, a Santa Clara County assistant district attorney in the real estate fraud unit.

Among the outstanding bills is \$70,000 to Cor-O-Van Moving & Storage, a Poway, Calif., company that catalogs and stores documents on behalf of customers, according to Alliance's bankruptcy filing.

But Chris Cahill, Cor-O-Van's sales manager for records storage, said the company cannot confirm that Alliance was a client.

"Part of the service we provide is a sense of confidentiality and security for our customers and their customers, so we are not at liberty to discuss who

our customers are," he said.

Cor-O-Van's Web site lists locations in San Francisco, the South Bay and the East Bay — all places where Alliance had offices.

Alliance has no local representatives, and its parent, The Mercury Cos. of Colorado, has "refused" to take responsibility, Sibley said.

Alliance, once headquartered in Campbell, closed its doors Dec. 13 with no advance notice to employees, landlords or homebuyers and sellers whose

See FILES Page 45

## Auctions new way to sell new homes

BY KATHERINE CONRAD

"Going once, going twice, sold" is ringing throughout the Bay Area as home builders have discovered auctions as one way to survive a tough housing market.

No longer reserved for distressed property on the courthouse steps, today's auctions occur in swanky hotels where hundreds of prequalified buyers bid on newly constructed homes for as much as 40 percent less than the original asking price.

While the discount prices may wreak havoc with a builder's bottom line, it beats letting the homes languish on the market, or worse.

"It is way better for a developer to take a discount, get traction in the community and get those units off the books," said Ken Stevens, principal of Accelerated Marketing Partners.

Stevens said his Danville company has handled auctions throughout Northern California for developers who cannot afford to wait until the market rebounds. Auctions, he said, provide "breathing room."

"It's better to get rid of inventory and pay down the loans, than lose the project and let the bank do the same thing," he said.

Auctions, however, aren't for all builders. Robson, Warmington and Taylor Morrison home builders have handled excess inventory in their Silicon Valley projects by pricing their houses to sell. But in regions located farther from Bay Area job centers, auctions appear to be just the ticket.

DeNova Homes took the plunge in November when the Walnut Creek builder put 18 single-family homes up for auction in Morgan Hill. Lori Sanson,

See HOMES, Page 45

## Consortium pumps up biodiesel

BY EMMA RITCH

Austin Mader-Clark's new fueling station and convenience store in San Mateo is in the red, yet she makes time to confer with her competition weekly.

That collaboration is critical to the success of the fledgling industry, she said.

Three women-owned biodiesel stations — Mader-Clark's Autopia Biofuels LLC, BioFuel Oasis Cooperative Inc. in Berkeley and Dogpatch Biofuels Cooperative Inc. in San Francisco — are establishing a consortium that could help them improve pricing, government regulation and public opinion.

"We see each other as infrastructure," said Mader-Clark, who opened Autopia Biofuels in May. "If people aren't using biodiesel, it can be hard to get them to start. But if they know biodiesel is available everywhere they go, more people will start using it."

See BIODIESEL, Page 44

FILL UP: Austin Mader-Clark owner of Autopia Biofuels has teamed up with two other biodiesel station owners to promote the alternative fuel.

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## THE SECOND FRONT

### Going Up

New stackable auto garage allows for higher density construction

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## SMALL BUSINESS

### Pedal Power

Bicycle shop businesses increases as gas goes up

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# Automated parking gives Regis Homes a big lift

BY KATHERINE CONRAD

An automated parking system that has been mechanically stacking cars for years in locations across the Bay Area has finally made its way to San Jose.

Regis Homes of Northern California will introduce the German-made Woehr system that parks more cars in less space during the opening of One Julian East, a 43-home project in downtown San Jose.

Todd Regonini, vice president of Regis, said the system, being showcased on June 28, allowed the San Mateo developer to build more homes on the small half-acre urban site while providing enough parking for residents.

Plus, the stacker/shifter is cheaper than building conventional parking spaces. A stall in the 15-car stacker costs \$20,000, compared with \$35,000 for a ground-floor space and \$50,000 for a stall built underground.

In a housing project valued at \$18 million, the savings are significant.

"A very, very efficient parking rule of thumb is that each stall requires around 300 to 350 square feet. That allows for the stall and a modest amount of circulation and drive aisles," Regonini said. "With the parking lift, you're closer to 200 square feet per stall."

The stacker measures 13 feet tall by 128 feet wide and 18.5 feet deep. It takes a resident about 90 seconds to access a car, which is secured behind a gate, using a system key to work the hydraulic lift.

Regonini said the stacking systems are good solutions for builders developing high-density projects in urban centers where land is at a premium. Regis was able to provide 64 parking spaces — one space for each one-bedroom unit, and two spaces for each two- and three-bedroom unit — using the stacker.

"We saw this as an opportunity to maintain the housing density, but also meet market expectations on parking needs," he said.

Buyer reaction has been positive, Regonini said, especially from younger house hunters who like the high-tech aspect and have pronounced it "cool."

Being first, however, isn't easy. Regonini said persuading city officials to sign off on the system took time.

"It was challenging because this is the first project to propose such a system," said Abi Maghamfar, deputy executive director of San Jose's Redevelopment Agency. "It's never been done in San Jose before."



PHOTOS BY VICKI THOMPSON

**SECURE AND SAFE:** Dan Hunter superintendent for Regis Homes of Northern California parks his car at the One East Julian project. It is first residential development to introduce an automated stacking/shifter parking system in downtown San Jose.

**SPACE SAVER**

The German-made Woehr system stacks vehicles and is cheaper than building conventional parking spaces. A stall in the 15-car stacker costs \$20,000, compared with \$35,000 for a ground-floor space and \$50,000 for a stall built underground.



Now that officials have seen the system in action, however, the city is convinced.

"We're absolutely sold on it," Maghamfar said. "The developer saves money."

The system is even more valuable in downtown San Jose, he said, where the cost of building underground parking is so costly because of the high water table.

The systems were introduced into the Bay Area in Berkeley in 1995 by Patrick Kennedy, principal of Berkeley-based Panoramic Interests, who bought them for his high-rise apartment buildings. Now they are scattered throughout Oakland, Emeryville and San Francisco.

Kennedy calls them "angels of deliverance," because they allowed independent access for each resident.

"And you didn't have to move a car to get to your car," he said.

The setup Kennedy uses is manufactured by Klaus Parking Systems Inc. of Germany and has broken down only once, and that was because of an operator error. It allowed him almost quadruple the amount of parking he could offer. Plus, security is better when the parking stays on one level because there's less space to monitor and far fewer dark corners. And finally, he said, it frees space on the ground floor for uses other than parking, such as stores or restaurants.

"Everybody is looking at these things with a lot more interest," Kennedy said. "They made sense in 1995, and they make even more sense now as land and construction costs go up."

**KATHERINE CONRAD** can be reached at 408.299.1820 or [kconrad@bizjournals.com](mailto:kconrad@bizjournals.com).

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## Longtime Sunnyvale chamber CEO starts anew in Cupertino

BY STEPHEN ELLISON

After 14 years and numerous accomplishments as chief executive officer of the Sunnyvale Chamber of Commerce, Suzi Blackman says she was ready for a change.

Blackman on June 23 took over as CEO of the Cupertino Chamber with a goal of duplicating what she achieved just a few miles down the road.

"I accomplished a lot of what I set out to do," said Blackman about her Sunnyvale responsibilities. "Cupertino is in a unique position to grow; there's some fantastic building going on here. And it's a great community. It's relatively compact, not gigantic, but it's very together."

She added, "I think I'm going to like the challenge of creating rather than maintaining."

Under Blackman's guidance, the Sunnyvale Chamber grew its membership from 400 to 850, moved into its own building independent of any financial obligation to the city, celebrated its 100-year anniversary and unveiled a completely redesigned logo and Web site.



Blackman

Bob Adams, president of the Cupertino Chamber board, said Blackman's experience stood out, but it wasn't the only factor in her hire.

"She has a good vision as to how a chamber helps not only its members but also the business community as a whole," Adams said.

Both Blackman and Adams said the chamber board is aiming to construct a 3- to 5-year plan. Blackman said much of the focus will involve education, economy, new development and building membership.

The Cupertino Chamber has added 45 members in 2008, Adams said, bringing its total to about 375 members.

Blackman said that total may be a bit skewed.

"During any given month you're bringing in new members, but you also have members dropping out for whatever reasons," she said. "So that number is always fluctuating, and that's something we have to pay particular attention to."

A graduate of Southern Illinois University, Blackman has worked for more than 25 years in fundraising. Before arriving at the Sunnyvale Chamber, she worked for St. Lawrence Academy in Santa Clara, the American Cancer Society of Silicon Valley and Opera San Jose.

## Artecel claims win on stem cell patent

BY LISA SIBLEY

Artecel Inc. said on June 19 that it has won a patent suit it brought against Cytori Therapeutics Inc. and the University of California involving a patent covering stem cells isolated from fat tissue.

Artecel, a privately held biotechnology company that maintains operational facilities and labs in Sunnyvale, provides fat-derived stem cell banking services and develops therapeutic products derived from those cells.

The June 9 decision in U.S. District Court for the Central District of California was in support of Artecel's licensor, the University of Pittsburgh, and against San Diego-based Cytori and its licensor, the University of California. According to Artecel's board chair, Linda Powers, such stem cells are one of the most promising kinds of adult stem cells, easily obtained from patients and able to be developed into many different tissue types.

The court determined that only two scientists at Pittsburgh, Dr. Adam Katz and Dr. Ramon Lull, were inventors, and that Dr. Marc Hedrick and other UC scientists were not. As a result of the decision, University of California and Cytori have lost rights to the patent covering those stem cells. The decision caps more than three years of litigation.

"Having the court IP clarified will help the company to grow because all kinds of different stakeholders — researchers, scientists, collaborators and doctors — will know who has the rights to the cells," Powers said.

Cytori said it believes the court's decision was incorrect, and the University of California may elect to appeal the ruling.

Cytori spokesman Tom Baker also said the patent covers only isolated fat-derived stem cells and it does not affect commercialization of Cytori's Celution System or products in the company's pipeline. The Celution System, a patented device that separates the stem and regenerative cells that reside in the fat tissue, is already on the market for breast reconstructive surgery applications in Europe and Asia-Pacific.

Artecel is owned by Toucan Capital Corp., an investor fund in stem cells and regenerative medicine based in Maryland, where Powers also is the managing partner. Toucan has \$140 million in the fund, and Powers anticipates them making further investments in light of the recent decision.

"The cell output of our device is not covered under this patent," Baker said. "It might impact some of the work we envision doing many years down the road, but it's not impacting our current commercialization of the device."

LISA SIBLEY can be reached at lsibley@bizjournals.com or 408.299.1841.

### NOTE TO READERS

Because the U.S. Postal Service will be closed July 4 in observance of Independence Day, delivery of your July 4 Business Journal will be delayed.

## Are You Ignoring the Next Big Thing to Hit Your Bottom Line?

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# Palo Alto merchants want empty Google campus filled

BY SHARON SIMONSON

A year ago, Google Inc. announced that it had leased the Palo Alto campus once owned by Agilent Technologies, but the search engine company has yet to move in.

Now, some of the business people with interests on nearby California Avenue are lamenting what they feel is lost business opportunity.

"I was at a board meeting when they announced that Google was coming in, and everyone was very excited," said Ronna Devincenzi, president of the California Avenue Area Development Association, or CAADA. "Nothing has happened since. We've just been waiting. It's very disappointing."

The issue isn't that the merchants on the avenue are struggling, she and others said. Rather, it's more what additional business could come if the 225,000-square-foot campus five blocks away was full.

Based on a ratio of three or four people for every 1,000 feet of space — a common commercial real estate standard — the campus could house as many as 900 workers.

"When that building had Agilent employees in it, it was prolific at providing a stream of customers to the avenue," said Sanford Forte, an association board member and former business owner on the stretch. "When Agilent went away, it was a significant hit to the merchants."

The district includes at least 250 businesses, all of whom are members of



VICKI THOMPSON

**LUNCHTIME:** Ronna Devincenzi, president of the California Avenue Area Development Association in Palo Alto, said business on the thoroughfare would be stronger if Google moved into the space formerly occupied by Agilent Technologies.

CAADA by virtue of their location, Devincenzi said. She considers the eight-block area bounded by Page Mill Road, Stanford Avenue, El Camino Real and Park Avenue the district's informal boundaries and estimates that it is roughly a square mile. The area is supported by several surrounding

neighborhoods, she said.

Google itself is saying little. In a statement, a spokesman said, "Although Google has leased space at 395 Page Mill Road to accommodate potential future growth, we have nothing to announce at this time."

Arthur Beal, who opened Bistro

Basia at 201 S. California Ave. with his wife seven months ago, said his California-French-style restaurant still draws Google workers. Google's corporate headquarters are in neighboring Mountain View, and the company has leased and acquired hundreds of thousands of square feet of additional space nearby to accommodate its explosive employment growth.

"I had booked a party of six from Google for tonight, though they just called and said it would be only three. Last week, I had four or five people from Google come in," he said.

Beal's business has picked up every month since he opened, even though the search engine's building remains unoccupied. Still, he is convinced traffic would be greater at the 50-seat restaurant if Google had come to town. He remains hopeful it will happen soon.

"It is going to make a big difference. Even though they have their own cafeteria, they still go out," he said.

Andrea Hyde, who owns Bistro Elan at 448 California Ave., is less convinced. The 2,000-square-foot restaurant with 50 seats has been open for 13 years, she said, and does a brisk business.

"If Google goes in, great," she said. "But I don't see how a bunch of Google employees could change our lives that much. Maybe we'd get a couple of extra customers a day, but I still won't be able to buy a house in Palo Alto."

**SHARON SIMONSON** can be reached at 408.299.1853 or [ssimonson@bizjournals.com](mailto:ssimonson@bizjournals.com).

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# Gas station owners and drivers alike are being pumped dry

BY CATHY WESELBY

Greg Galatolo is one of 115,000 independent gas station owners in the U.S. who is struggling to survive.

"Credit card companies are making the same amount on gas as we are," said Galatolo, owner of El Camino Unocal in Los Altos.

Higher credit card fees, a growing number of consumers paying with plastic and rising crude oil prices are eroding the profit margins of independent gas stations, causing some to operate at a loss in gas sales.

Galatolo said his auto repair business

keeps him afloat.

Robinson Oil Chief Executive Officer Tom Robinson, whose company operates the Rotten Robbie gas stations, said a retailer needs a margin of 15 to 20 cents to remain profitable, and lately oil prices have fluctuated as much as 15 cents in one day.

"With so much volatility, you just hang on as best you can," Robinson said.

Credit card fees are the No. 1 expense for gas stations, he added.

"Some of us try to figure out whether to do a discount for cash," Robinson said. "High prices have brought on a greater urgency to do it."

However, Jeff Lenard, vice president of the National Association of Convenience Stores, cautions against offering lower prices for cash transactions.

"A cash discount is the riskiest option because you're the inconvenient convenience store," Lenard said. "The fact that stations are starting to do this exemplifies the desperation they're feeling."

Lenard said independent station owners are being "pummeled" by lower margins and high credit card fees. He said the average markup is 12 cents a gallon, and retailers are paying 11 cents a gallon in credit card fees. According to the association, credit card companies

made twice as much as convenience stores in 2007, receiving \$7.6 billion in interchange fees against a combined profit of \$3.4 billion for the stores.

More consumers are paying by plastic — as much as 90 percent in 2008, Lenard said — because they either don't have the cash or are trying to displace the pain by using credit.

"It's having a devastating effect on convenience stores and all retailers," he said.

There is a bipartisan bill in the U.S. Senate and one in the House that would allow retailers to negotiate interchange fees with credit card issuers.

Electronic Payment Coalition representative Trish Wexler said the bills have an antitrust exemption that allows retailers to "collude" in order to negotiate fees.

"This is government intervention at (its) worst," Wexler said.

Visa Inc. officials responded with a written statement blaming the oil companies for the high interchange rates.

"The large and highly profitable oil companies often negotiate a merchant discount rate with a financial institution and then impose those rates on their franchised stations."

Blossom Valley Valero owner Mario Piergallini said interchange fees are causing him to consider offering a cash discount.

"I ordered the sign, and I'm thinking about it," Piergallini said. "We just can't absorb it anymore."

CATHY WESELBY can be reached at 408.299.1821 or cweselby@bizjournals.com.



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## High-impact firms buck stereotype

Most of the nation's economic growth is generated by fewer than 400,000 businesses, according to a new study by the Small Business Administration's Office of Advocacy.

These high-impact firms represent less than 3 percent of all businesses. For the most part, they don't fit the hot startup stereotype. The study found the average high-impact business is 25 years old, and many operate for a long time before their growth takes off.

The study looked at businesses with significant revenue growth and expanding employment, revisiting research David Birch did in the 1980s on fast-growing businesses he termed "gazelles."

Nearly 94 percent of high-impact firms had fewer than 20 employees in the 1994-2006 time period. These businesses accounted for 34 percent of the job growth among high-impact firms. More than 24 percent of the job growth among these firms came from businesses with 20 to 499 employees, while the few high-impact companies with more than 500 employees accounted for 42 percent of the job growth.

Large companies, however, accounted for most of the job loss in the overall economy.

The study recommended that local economic development officials should focus on cultivating high-growth firms instead of trying to increase overall entrepreneurship or convince businesses to relocate in their areas.

# Jaxtr hangs hope on Web's social networking, VoIP power

BY EMMA RITCH

Jaxtr Inc. is building its Web-based phone service on two business trends: the seemingly endless growth of social networking and skyrocketing international calls associated with globalization.

Menlo Park-based jaxtr, which announced a \$10 million round of funding June 24, lets consumers make cheap international calls using their mobile handsets and online profiles on the company's social networking site. The company said it has signed on more than 10 million users in 220 countries since it launched in March 2007. It has raised \$20 million from companies such as Lehman Brothers Venture Partners, August Capital and Draper Fisher Jurvetson.

"Jaxtr is what's next with telecom," said Chief Executive Officer Konstantin Guericke, also co-founder of social network LinkedIn. "Communications among younger generations are starting to happen in social networks, and the mobile phone wasn't part of that until now."

Jaxtr is not a replacement for mobile phone or landline providers.

## AT-A-GLANCE

**JAXTR INC.**  
855 Oak Grove Ave.,  
Suite 100 Menlo Park,  
CA 94025  
<http://jaxtr.com>  
**Employees:** 35  
**Funding:** \$20 million  
**Revenue:** Not disclosed,  
not profitable



VICKI THOMPSON

**CALL ME:** Jaxtr CEO Konstantin Guericke says, "Communications among younger generations are starting to happen in social networks, and the mobile phone wasn't part of that until now."

Rather, it's a Web-based service that lets customers make cheaper long-distance and international calls from their existing phones.

Jaxtr's customers use the site to generate local numbers to make international and long-distance calls to anyone without incurring additional charges. Instead, they pay jaxtr between 1 cent and 11 cents per minute. Each user also has a profile on a social networking site called cafe jaxtr that anyone can use to call them on local numbers. Consum-

ers do not have to register with jaxtr to contact its members, but they do have to register to get the lower rates for making calls to nonmembers.

Voice-over-IP, or VoIP, allows consumers to use broadband connections to talk more cheaply than with traditional phone service or calling cards.

The VoIP market is projected to grow from \$1.15 billion in 2007 to \$4.52 billion in 2014, according to a report by Frost & Sullivan released in May.

VoIP companies don't own the in-

frastructure, so the cost of doing business is low, said Sally Cohen, an analyst with Forrester Research Inc.

Yet many VoIP companies have struggled in the past year, she said. Vonage still spends too much to acquire new customers, while others, such as now-defunct SunRocket, have failed to get consumers to buy adapter boxes and headsets, even when the service would lower their monthly bills, she said.

"Consumer VoIP is not anywhere near as hot as we thought it would be a few years ago," she said. "Consumers don't want to have to deal with the need to transition to this new technology."

That's where jaxtr has an advantage, Guericke said. The service lets users talk through phones instead of through their computers, making it simpler for many users to understand.

Additionally, jaxtr has several revenue streams: fees for phone minutes, advertising on its Web site, and advertising on free text messages. Users get free minutes for customer referrals and for activity on cafe jaxtr but pay for additional calls.

The new round of funding will allow jaxtr to enhance its Web site and expand its staff from 35 to 60 by the end of the year, Guericke said.

Jaxtr has spent no money on advertising because it grows virally among its users, he said, many of whom are in their 20s and 30s.

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# Palo Alto raises bar: Builders must meet green standards

BY SHARON SIMONSON

Palo Alto property owners and developers will face new building mandates next month aimed at reducing the city's greenhouse gas emissions.

The standards will apply only to nonpublic projects and will rely on formulas set forth by the U.S. Green Building Council for commercial structures and Berkeley's Build It Green for housing.

The Palo Alto City Council, which approved the changes June 2, will require commercial construction exceeding 25,000 square feet to gain full Green Building Council verification.

Remodels or new commercial projects smaller than that are to be certified by an accredited professional. Similar guidelines are laid out for housing and apartment construction versus renovations or additions.

The City Council had been considering the ordinance since 2006, and its approval makes Palo Alto the first in the South Bay to mandate such standards on a broad scale, said Larry Perlin, Palo Alto's chief building official, and Shiloh Ballard, director of housing and community development for the Silicon Valley Leadership Group.

Developers subject to the new requirements said they support the

goals, but they're unsure about the city's approach.

Palo Alto developer Charles "Chop" Keenan of Keenan Land Co. estimates the new rules could add \$20 per square foot to construction costs.

"I think the ideas of stewardship and thrift are embedded in the green movement, and I think those are fabulous," he said. "But I don't think these mandates are very smart."

Keenan builds offices, research and development buildings and shopping centers throughout the Bay Area.

"Rule No. 1: If you want a lot of something, make it profitable," he said. "These mandates don't make any fi-

nancial sense. There is no measurable return on investment."

Jim Baer, a Palo Alto developer who also does project management and consulting for other developers, expects that green building standards will become so ubiquitous in the next five years that requirements that now seem onerous will be viewed as status quo.

Still, he conceded that today the commercial development standards being set by Palo Alto will add from \$10 a square foot to \$20 a square foot to construction costs. Maybe even more.

A lot of that increased cost stems from the requirements to increase buildings' energy efficiency, Baer said, from better insulation to better cooling and lighting systems.

**'If you want a lot of something, make it profitable. These mandates don't make any financial sense.'**

**Charles Keenan**  
Keenan Land Co.

As any developer knows, however, those additional costs must be made up with higher rents, or their returns are flattened. Sometimes a project will still seem worth doing; other times it will not, he said.

Palo Alto has only a handful of new commercial buildings larger than 25,000 square feet built each year, said Perlin, who has been charged with implementing the new regulations. So, he's not too worried.

At the same time, gaining full certification from the Green Building Council requires an owner to monitor a building's performance for up to the first two years after it is occupied, Perlin said. That means city officials must continue to be involved with the developer even after the plans are approved and building permits have been issued.

"That's one of the tricky enforcement actions we have to figure out. We have to devise a system where we make sure we stay in touch post-construction," Perlin said. "I'm not sure yet how to do it, but it's not going to be dozens and dozens of buildings a year." Even so, the new requirements could mean added staffing in the city.

And even green builders such as Steve Dostart of Palo Alto's Dostart Development Co. are not sure this was the right decision.

"I am a pro-green guy," Dostart said. "I built the first green shell in Palo Alto for Goldman Sachs, and I am building two green projects right now. I am calling you from my Prius."

But it's a mistake to make the standards apply as broadly as Palo Alto has, he said. Some older research buildings are going to be difficult and expensive to change, and some homeowners looking to renovate or add on might find they need to hire help to comply, pushing up a project's cost.

SHARON SIMONSON can be reached at 408.299.1853 or [ssimonson@bizjournals.com](mailto:ssimonson@bizjournals.com).



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# Doctors report drop in uninsured elective surgeries

BY LISA SIBLEY

Doctors who perform procedures that are off the insurance map report that business is slower than usual in Silicon Valley these days.

Specialists say patients are putting off elective procedures ranging from a tummy tuck to laser vision correction.

Medical officials speculate the slowdown is because of the economic downturn, plunging home prices and spiking fuel costs. Or possibly the maturation of an industry, said board-certified ophthalmologist Dr. Jay Bansal. But either way it's hurting some doctors' businesses.

"When I talk to my colleagues, most of us attribute it to the economy, not the lack of effectiveness of the procedure," he said.

Bansal is the medical director of the LaserVue Eye Center, with locations in San Jose, San Francisco, Santa Rosa and Walnut Creek. He's performed more than 20,000 LASIK procedures in the past 10 years. His global fee of \$2,900 per eye for custom LASIK surgery is more than some other physicians charge. But that fee covers everything from the preoperative exam to the surgery and one year of postoperative care.

However, laser vision correction specialists are generally within 10 percent to 15 percent of each other, he said. And that price range, with advertisements as low as \$499 per eye, can stem from different levels of technology, such as cheaper equipment and lasers or practitioners who aren't necessarily board certified. There are also situations, Bansal said, where the surgeon doesn't see the patient preoperatively.

"It's buyer beware," he said. "Make sure you do your homework and meet and ask the surgeon the hard questions."

Business is relatively flat right now, he said, with volume down about 10 percent compared with this time last year. However, Bansal said some of the lower-cost, elective procedures such as Botox aren't as affected by the current market conditions. In addition, procedures such as vasectomy reversals aren't as influenced. The most common reason for wanting a reversal is divorce and remarriage, he said.

"Having kids is different than having breast implants," said Dr. Edward Karpman, a urologist who specializes in male reproductive microsurgeries. He's a member of the El Camino Urology Medical Group Inc. in Mountain View and the head of the California Vasectomy & Reversal Center.

"Having children is a much more pressing issue for a lot of couples," he said, compared with luxury items such as Botox. "Women understand they have a limited biological clock."

He's seen vasectomy reversals advertised for as much as \$20,000 or as little as \$1,500. The average cost is between \$8,000 and \$10,000, according to Karpman. But he hasn't seen a change in business despite the recession.

"People are more proactive about their lifestyles," he said. "They want to look a certain way and feel a certain way, and they don't care that insurance won't cover it."

But for board-certified plastic surgeon Dr. Howard Rosenberg, who practices in Mountain View, he's hearing

from patients who might want a procedure now that they have to put off because of the cost. The vast majority of the procedures he performs regularly — such as liposuction, tummy tucks, breast augmentations and reductions, eyelids and face lifts — aren't covered by insurance.

Given the market downturn, his patients are more inclined to do noninvasive procedures such as Botox or injectables, rather than a surgery or body lift. Overall, Rosenberg's business has leveled off compared with this time last year.

"A lot of people are temporizing

rather than doing the more major procedures," he said. "Everyone is a little nervous about what is going to happen with the economy."

While Rosenberg doesn't offer the option, he said many plastic surgeons do offer ways for their patients to borrow funds and pay for a procedure over time.

Lisa Cooper, chief executive officer of the El Camino Surgery Center, said in general she's heard of some slowing of elective procedures because of the economy.

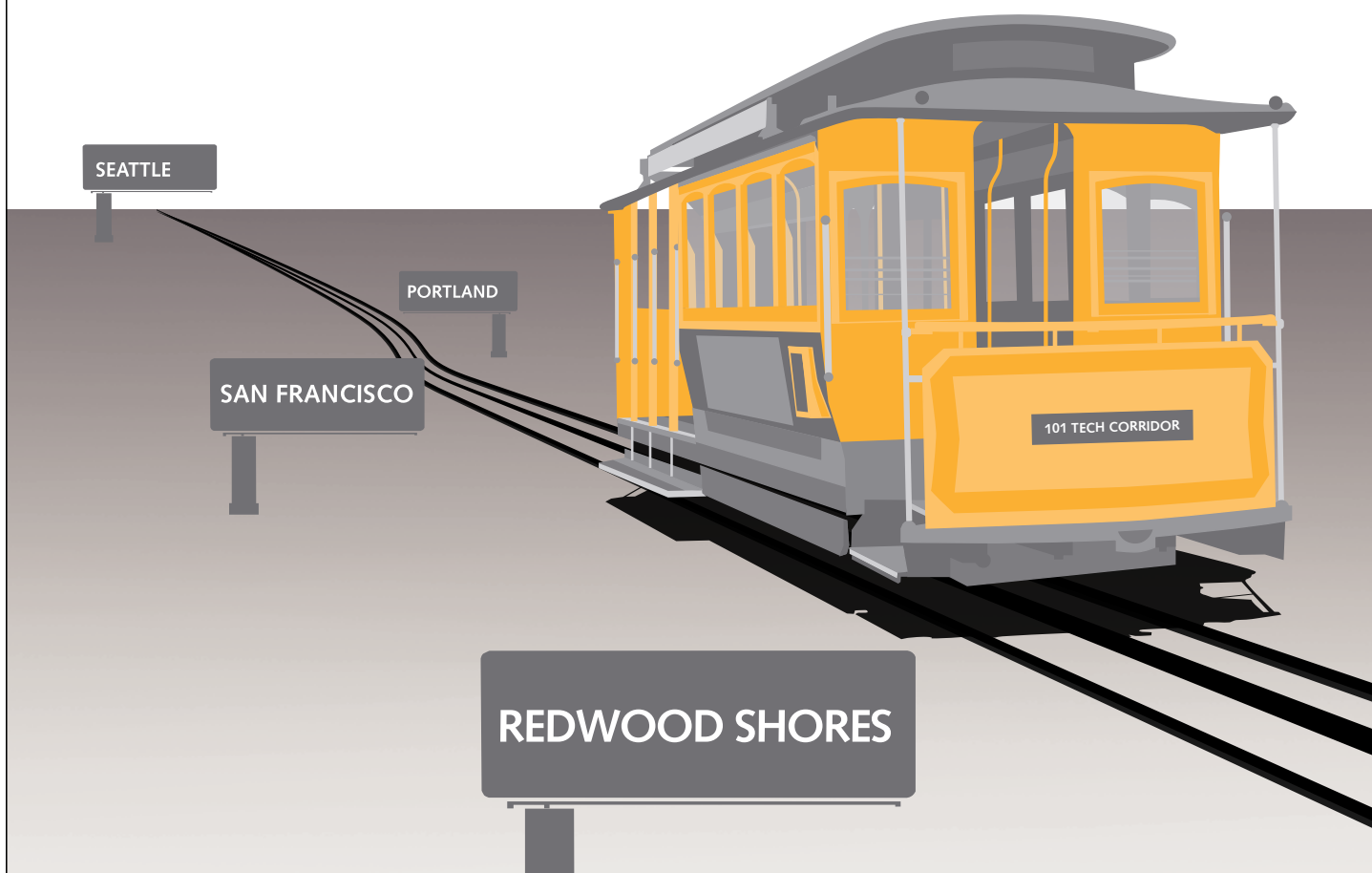
However, at the surgery center she's seen an increase in cash-paying pa-

tients from 4.9 percent in 2005-06 to 5.5 percent in 2006-07, and year-to-date for 2007-08 it's already 6.5 percent. There are cost savings for cash-paying patients having an outpatient procedure performed at the surgery center, Cooper said, as opposed to the hospital.

"Our cost structure is less than the hospital," she said. "In general, our costs will be half what the hospital would be for the exact same procedure."

LISA SIBLEY can be reached at 408.299.1841 or lsibley@bizjournals.com.

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# Edenvale Technology Park lands another solar company, adds to cleantech image

BY EMMA RITCH

Chalk up another one for Edenvale Technology Park.

SVTC Technologies LLC, a semiconductor development foundry, will receive up to \$200,000 to help with its new solar foundry in South San Jose.

The San Jose Redevelopment Agency voted unanimously June 24 to provide \$100,000 to SVTC to purchase manufacturing test and measurement equipment. The Office of Economic Development has agreed to pursue another \$100,000 in state Employment Training Panel funds to help SVTC train its work force.

San Jose-based SVTC Technologies has leased 87,000 square feet and is lining up suppliers and customers.

Guggenheim Trust owns the property SVTC will occupy in the Edenvale Technology Park.

A new business unit of SVTC — SVTC Solar — will be in charge of the foundry, which will provide services to solar manufacturers. Those customers will be able to use the facility's equipment to produce solar photovoltaics, which will reduce the cost and time for products to reach the market, said Kurt Laetz, SVTC's managing director of strategic marketing.

SVTC was working with a few solar companies to use semiconductor equipment at the SVTC location on First

Street, but there were so many requests that the company needed a dedicated solar facility, Laetz said.

The upgrades, which include a 30,000-square-foot clean room and 20,000-square-foot lab, have been completed, and SVTC plans to hold a grand opening in late summer.

The value to Silicon Valley is that anyone, from startups to international firms, will have access to \$7 million of equipment, Laetz said.

"It's a tremendous asset for the development of a strong, sustainable solar industry here in town," Laetz said.

"We think it will be a draw for additional solar companies to come into the city."

SVTC is partnering with Roth & Rau AG of Germany, a photovoltaic equipment maker that will install the multimillion-dollar equipment by year's end. The complete manufacturing line, from silicon wafer to solar cell, will produce about five megawatts of solar panels annually.

Roth & Rau will use the equipment

one day a week for demonstration, and customers using the SVTC facility will have access the rest of the week.

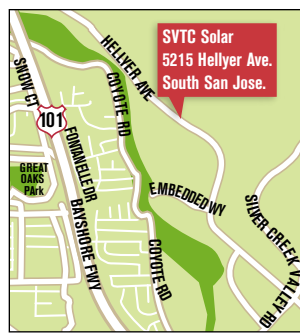
SVTC signed on its first customer June 25, JA Solar Holdings Co. Ltd., a leading solar cell and module manufacturer based in China. The business will relocate 10 to 20 employees at SVTC Solar within two years, Laetz said.

During the next two years, SVTC plans to accommodate 10 to 15 companies, with a target of 25 to 30 companies when the facility is fully developed in about five years, Laetz said.

SVTC will join solar manufacturing companies Nanosolar Inc., SoloPower Inc. and Stion Corp. in the Edenvale Technology Park. The San Jose Redevelopment Agency has worked to fill vacant buildings in the park with manufacturing and cleantech companies. John Weis, deputy executive director of the agency, has said other states were courting SVTC Solar, but Edenvale won out.

SVTC spun off from Cypress Semiconductor Corp. in March 2007 and merged with Austin, Texas-based ATDF in December. The company is hiring and expects to employ at least 60 people in the next two years. Customers are expected to create at least 120 engineering and support positions in the facility.

EMMA RITCH can be reached at 408.299.1830 or eritch@bizjournals.com.



# IRS bumps up mileage rates to 58.5 cents

The Internal Revenue Service reacted to rising gasoline prices by raising the optional standard mileage rate from 50.5 cents a mile to 58.5 cents.

The new rate goes into effect July 1 and will remain in effect through Dec. 31. Taxpayers can use the rate to calculate deductions for using an automobile for business, charitable, medical or moving purposes. Many businesses also use the IRS rate for reimbursing employees for work-related mileage.

The IRS adjusted the rate "to better reflect the real cost of operating an automobile," IRS Commissioner Doug Shulman said.

The National Federation of Independent Business, which rarely has good things to say about the IRS, complimented the agency for "acting in a timely manner."

"This increase will undoubtedly help many business owners struggling to afford record-high gas prices," said NFIB Executive Vice President Dan Danner.

Energy costs are the second-worst problem facing small businesses, according to a recent survey of NFIB members. The cost of health care insurance remained the No. 1 problem.



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# Tax credit uncertainty doesn't rain on Sun Run's financing

BY EMMA RITCH

Uncertainty over the extension of federal income tax credits after 2008 isn't hurting the prospects for Sun Run Generation LLC.

The San Francisco-based solar financier announced June 24 it raised its first round of venture-capital financing.

Menlo Park-based Foundation Capital led the \$12 million round, which included participation from Parker Weil of Merrill Lynch's clean energy investment banking and Gregory Avis, founder and managing director of Summit Partners.

In 2007, Sun Run pioneered solar-energy purchase agreements with homeowners in Silicon Valley. Under the agree-

ments, Sun Run owns and maintains the panels and sells energy back to the homeowner at rates lower than Pacific Gas & Electric Co. That allows for a lower up-front cost, and the homeowner isn't responsible for maintenance or repairs.

Because Sun Run owns the system, it receives a federal tax credit equal to 30 percent of the system's cost. A bill that would extend that credit past Dec. 31 is stuck in Congress, and industry leaders say further delay could cause layoffs in the solar marketplace.

Sun Run founder and Chief Operating Officer Nat Kreamer said the company and its investors are confident

the tax credit will materialize.

"I think this is short-term volatility in the solar market, as opposed to a long-term question about whether solar is going to be a significant part of our energy portfolio," Kreamer said. "Solar doesn't require an overhaul of the (electric) grid, and it has become a real growth engine in the local and state economies."

The company will use the money to

expand its marketing and coverage area throughout the state, especially in the Southern and Central regions, Kreamer said.

The funding will allow Sun Run to add six employees to its staff of 14 by the end of the year. A satellite office in Southern California also is a possibility, he said.

Sun Run doesn't disclose revenue information, but Kreamer said the company has installed hundreds of systems since it began operating in late summer 2007.

EMMA RITCH can be reached at 408.299.1830 or eritch@bizjournals.com.



Kreamer

## More funding, new leadership bolster Sinexus

BY LISA SIBLEY

Sinexus Inc. has a fresh round of funding and a new chief executive with a bright perspective and plenty of experience. However, the Palo Alto-based, development-stage medical device company is still keeping under wraps the details of what's in the pipeline.

Sinexus recently announced \$20 million in Series B financing, led by PTV Sciences and existing investors Kleiner Perkins Caufield & Byers and U.S. Venture Partners.

The company, which has 15 employees and was founded in 2003, is pioneering therapies for ear, nose and throat physicians that

will offer improved treatments for patients.

On June 5 Sinexus announced that Lisa Earnhardt, who previously served as president of Boston Scientific Corp.'s cardiac surgery division, joined the company as president and CEO in March.

Earnhardt wouldn't comment on previous funding or how the recent infusion of capital would be used.

The company is working on therapies to aid patients suffering from conditions such as chronic sinusitis. A problem that affects 30 million to 40 million Americans each year, according to the Mayo Foundation for Medical Education and Research.

Given that this could be more than a billion-dollar market, and with a fair amount of competition looking to get into the space, Earnhardt said Sinexus is continuing to operate in stealth mode. She cited competition from companies such as Entellus Medical Inc. and Menlo Park-based Acclarent Inc., which have balloon sinuplasty products on the market to treat chronic sinusitis.

"We're working on something different that could be complementary," she said.

LISA SIBLEY can be reached at 408.299.1841 or at lsibley@bizjournals.com.



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# San Jose Council City agrees to talks on downtown hotel

BY KATHERINE CONRAD AND SHARON SIMONSON

Mesa Development has proposed to build its second condominium tower in downtown San Jose, along with a five-star luxury hotel.

The City Council agreed on June 24 to negotiate with Mesa, the developer of Three Sixty residences, to determine whether the city should sell Block 2 to the developer for \$2 million. If an agreement is reached in the next nine months, the city would also share the revenue from the project.

Originally, Block 2, which is located on San Fernando Street between First and Second streets, was the site of Living Tomorrow. The European company signed an agreement with the city in 2005, intending to build a pavilion where innovative ideas for daily living would be tested and demonstrated.

## REAL ESTATE DIGEST

Mesa came on board in 2007, proposing to build a residential tower next to the proposed Living Tomorrow Pavilion. But, unable to attract enough financial sponsors for its ambitious plans, Living Tomorrow left San Jose last fall and returned to Amsterdam.

Mesa, however, stayed, and its principals say the site is still a viable one for a mixed-use hotel/condo tower. The developer proposes to build 210 luxury hotel rooms, 216 condos and about 18,000 square feet of retail on the ground floor. The project would be built to environmental standards outlined by the Leadership in Energy and Environmental Design guidelines.

The council's action means the city will not issue a call for proposals from other developers regarding the site, instead working exclusively with Mesa, based in Chicago.

## Flat home prices forecast

Southern California housing prices are likely to keep falling in the next two years. But they won't fall nearly as quickly nor as much as they have in the past 24 months.

Bay Area housing prices, on the other hand, will remain flat over the next two years, then start a slow recovery.

So says economist Delores Conway of the University of Southern California Lusk Center for Real Estate.

Conway, who earned her advanced degrees at Stanford University, was in town to deliver her annual housing forecast for PCBC 2008, June 24-27. PCBC is the country's largest regional homebuilders conference, held annually at San Francisco's Moscone Center.



Conway

Though overbuilding has contributed to housing's malaise in some parts of the state, that's not true in the South Bay, Conway says. Instead, national housing prices and some across the state have fallen fast and risen quickly from the impact of Wall Street and global capital markets as never before.

Silicon Valley has been spared the worst of the housing mess because it did not experience the full force of the downward market. The region was still recovering from the dot-com debacle during the national housing boom's first years.

Now, as lending has tightened, contributing to falling housing prices in many areas, the South Bay has withstood the pressure by adding jobs.

Yet even as the price of for-sale housing has fallen, apartment rents in many parts of the state, including Santa Clara County, have soared. The new rent levels will operate as a floor on housing prices, Conway says. Once monthly mortgage payments fall within earshot of local apartment rents, renters begin to think about becoming buyers, creating demand that supports housing prices.

All of this assumes that any national or regional recession is neither deep nor long, she says. A deep recession including substantial job loss would cause both housing prices and rents to fall as people leave the area to find work elsewhere.

## Stanford helps green up jail

Santa Clara County and Stanford University are teaming up to make the county's 150 W. Hedding St. jail more efficient. Not at turning out rehabilitated and functioning members of society, but at spending less money on lighting, heating and cooling.

Turns out the 20-year-old jail's physical attributes make it an ideal laboratory for researchers affiliated with the Stanford Precourt Institute for Energy Efficiency. Its occupancy is stable. The eight-story structure is simple, and electricity and gas demand is fairly constant.

The county will spend \$100,000 to pay for Stanford brains to figure out what would be the best retrofits to make at the jail in light of how much energy and money would be saved. Stanford has agreed to come back with its ideas in the next two years and to spend up to \$1 million to fund the improvements.

The best estimate today of annual electricity cost savings at the jail is 10 percent to 15 percent, or about \$175,000. Annual greenhouse gas emissions would fall by more than 780,000 pounds, according to a news release from the county.

"Everyone knows that retrofits can save money, but not that much is known about the cost-benefits," says Caroline Judy, a manager in the county's Facilities and Fleet Department.

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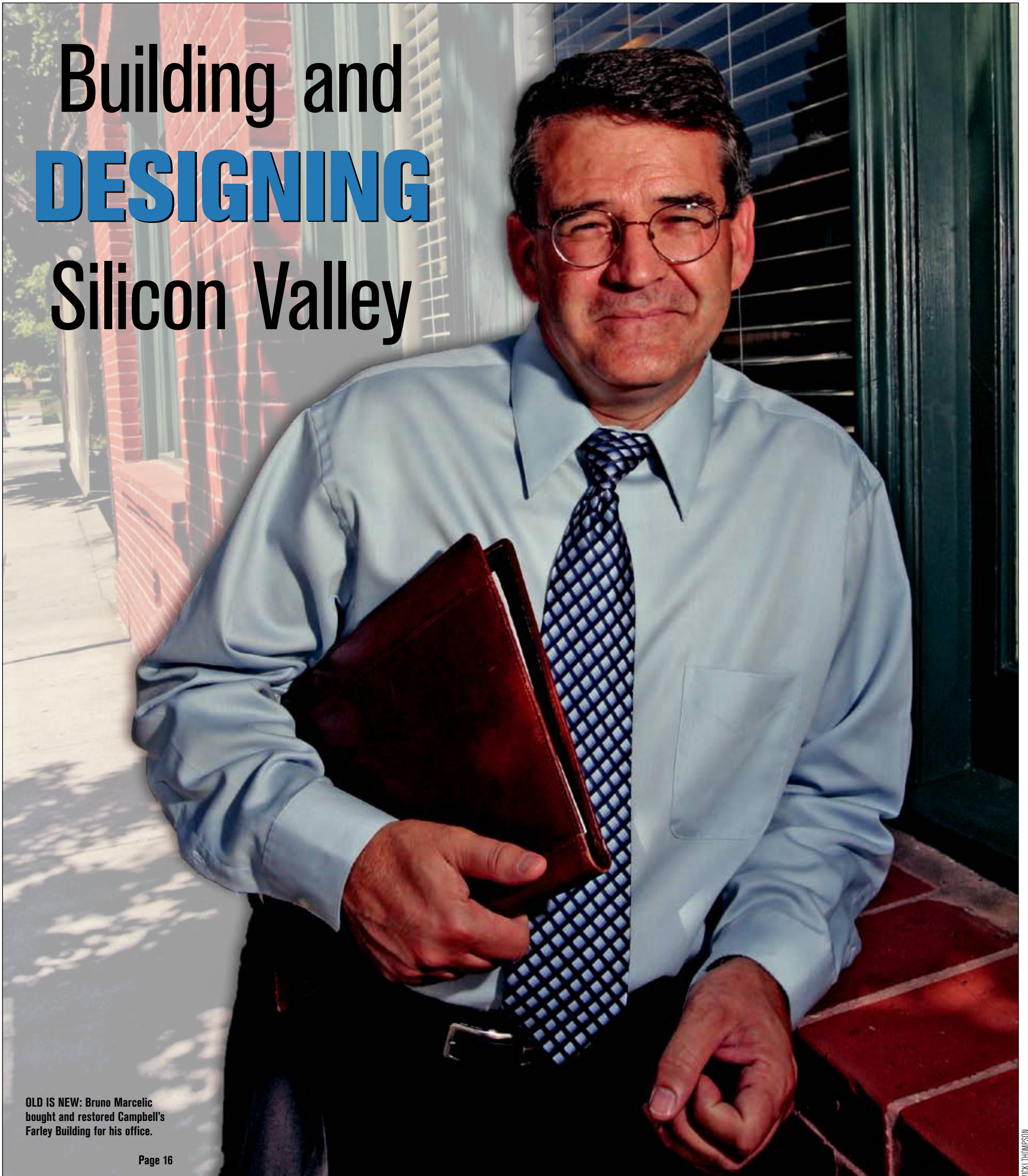
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# Building and **DESIGNING** Silicon Valley



OLD IS NEW: Bruno Marcelic bought and restored Campbell's Farley Building for his office.

Page 16

VICKI THOMPSON



## Bridging the gap

• Geoff Bradley discusses how planning-service businesses help private builders and public agencies navigate the development process.

Page 14



## Electrifying results

• Founded in 1919, Rosendin Electric has grown steadily into a national contractor that has worked on major projects, including Kaiser Permanente Santa Clara Medical Center.

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## EXECUTIVE Q&A

# Easing the planning process

Geoff Bradley is a principal at the Metropolitan Planning Group Inc., which provides planning services to private firms and public agencies and helps them through the planning process. Bradley has more than 15 years of professional public and private experience working with a variety of architectural, planning and development firms as well as public agencies.

**Q: What is your role in bringing together public and private parties in the development process?**

A: For private clients, we will do whatever needs to be done to keep a project moving forward, sometimes serving as the owner/developer representative. A big part of what we do is explaining to applicants the status of their projects. They don't always have a grasp of where they are. Without some guidance, it can be like walking down a dark tunnel, not knowing where you are or how long it will last.

I've always thought the two sides could do better at working together. Applicants and city agencies seem to speak a different language. Sometimes I feel like a translator.

**Q: What trends do you see in Silicon Valley development? What are common concerns for projects?**

A: Obviously there's a big downturn in the housing market. On the commercial side, projects are moving for-

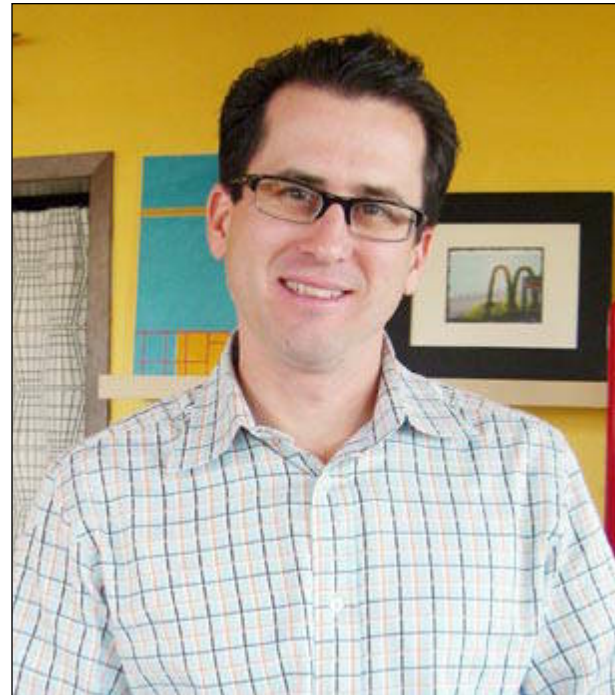
ward. It seems that the office market is doing OK. There's also a large amount of public participation in projects and more public scrutiny. Neighbors of proposed projects are often concerned that developers will come in and remake the whole feel of the area. We reach out to these people to explain how the process works and what they can do to be heard. We try to go beyond the individuals who routinely attend public hearings and comment on projects. We have focus groups with homeowners associations, businesses and even teenagers.

Six to eight months ago, we were split about 50-50 on public and private clients. Now it's closer to 90-10, in favor of public clients. Public projects include general-plan updates, housing-element revisions and work on downtown redevelopment plans.

**Q: Coming from a planning department, what insight do you bring to the process?**

A: We work with a lot of public agencies. We know that every city does things a little differently — or a lot differently. Our firm can offer different planning departments input on how things might be done more efficiently or better.

**Q: Considering the scarcity of land in Silicon Valley, must developers go for even more high-density to get returns on their investment?**



COURTESY OF THE METROPOLITAN PLANNING GROUP INC.

**GEOFF BRADLEY**

**Title:** Principal, The Metropolitan Planning Group Inc.  
**Age:** 38  
**Home:** Campbell  
**Education:** Bachelor's degree in city and regional planning, masters in architecture, California Polytechnic State University, San Luis Obispo  
**Path to Silicon Valley:** My wife and I moved to Campbell in 1995 to be closer to her parents and start a family.  
**First job:** Making "beer hats" by riveting plastic cup-holders to souvenir batting helmets.  
**Best biz book you've read:** Anything by Tom Peters  
**Biz hero:** T. Keith Gurnee, principal of RRM Design Group, who showed me that you can have fun and build a planning firm at the same time.  
**Favorite vacation spot:** San Diego, where I ran a marathon and raised \$3,000 for the Leukemia and Lymphoma Society. My cousin has lymphoma.

A: Definitely, that's the trend. Applicants will often aim for at least double what was on the property before. So when a person wants to redevelop a lot that contains a single-family home, he or she often will apply to put three or four units in the same space. A two-story commercial building would be replaced by a four-story building, and so on.

These days, cities are sometimes supporting higher densities than developers, especially when public transit figures into the project. Cities also know they have a limited amount of housing sites, and they want to make the most use of them. This can cause

tension between cities and developers when the housing market is slow, and also with area residents who oppose high-density housing.

**Q: Environmental issues are a growing concern in development. While this is more costly, some believe it's outweighed by the longer-term return on investment. Do you agree with this?**

A: I do. Whether or not you believe global warming is caused by human activity, factoring environmental concerns into projects makes sense anyway. It's just good public policy.

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# Silicon Valley's Steinberg Architects takes the global stage

BY KATHERINE CONRAD

Structural icons all around Silicon Valley bear the mark of Steinberg Architects.

From San Jose's \$340 million City Hall to the \$1.5 billion redesign of Mineta San Jose International Airport to the Taube Koret Campus for Jewish Life — all were designed in part or wholly by the firm founded by Goodwin Steinberg in 1953.

Under the leadership of Rob Steinberg, who took over for his father in 1994, the firm of 130 architects has expanded beyond San Jose into offices in San Francisco and Los Angeles, tackling projects in Dallas, Chicago and throughout California.

Now, Steinberg Architects is moving onto the international stage.

The company just received word that it was chosen among architectural firms from around the world to design a 1 million-square-foot campus for City University in Hong Kong because of its leadership in designing colleges in California.

"It's big news," an excited Rob Steinberg said. "We have established ourselves as a leader in looking holistically at a school."

The university plans to transform its academic facility in the Kowloon District from a two-year technical school into a four-year college with 25,000 students. The project requires new laboratories, new classrooms and dormitories for 1,300 beds. It will cost hundreds of millions of dollars and take several years to complete.

Steinberg said beating firms from around the world helps to validate his company locally and abroad. And it didn't hurt that the company is headquartered in San Jose.

"The Chinese are so interested and fascinated about lessons learned in Silicon Valley," Steinberg said. "We're so close to what we do that we may not always be conscious of what the world thinks of our city and our region. I think that's one reason they wanted us to work with them."

The firm added another feather to its worldly cap when it won an international competition in Mexico to design imaginary buildings that, if built, would tackle Mexico City's horrendous air pollution.

Steinberg is gratified that his desire to "change the game" by taking a fresh look at how people live, work and play is resonating with clients.

"That's what our firm is about. Whatever we do, we try to change the game," he said. "That means not being confined to a box and doing it the way it has been done, or the way we did it last time. We look at problems in very holistic ways."

That approach was put to the test when Barry Swenson Builder hired Steinberg Architects to tackle the job of designing the condominium towers next to the historic First Church of Christ Scientist on St. James Street in San Jose. The development was architecturally challenging

for many reasons — chief among them was the housing project not overshadow the neoclassical church, built in the early 1900s and designed by architect Willis Polk. But Steinberg said the project has been well received by city officials and neighborhood residents.

One of the firm's projects soon will be visible to thousands flying in and out of Mineta San Jose. Steinberg Architects, which partnered with San Francisco-based Gensler Architects, is designing the airport's new North Concourse terminal.

Steinberg, who uses the airport weekly, wanted to design a concourse that was "user-friendly, a place connected to light and nature."

## Building a vision

In 2002, Steinberg successfully handled a financing shortfall with Los Angeles Harbor Community College. School administrators discovered that, even after the successful passage of a reconstruction bond, it lacked sufficient funds to redesign its campus.

Steinberg took a step back. "We looked at the campus as a whole rather than at each (academic discipline) and realized there could be synergies between departments. For example, they didn't all need their own receptionist," he said.

Steinberg's approach saved the college \$50 million and has become the standard for how architects work with community colleges, he said.

Strategically partnering with a client paid off in spades when Steinberg Architects became involved with the planning and design of the Taube Koret Campus for Jewish Life, a \$230 million project under construction in Palo Alto.

Shelley Hebert, former executive director for development of the campus, describes Steinberg as crucial in not only buying the 12-acre site in Palo Alto, which had been the former home of Sun Microsystems Inc., but in figuring out what to do with it once a collaboration of Jewish organizations owned it. After the groups decided to turn the property into a mixed-use project offering a community center, market-rate housing and a retirement community, the next step was to obtain approval from the city of Palo Alto.

Hebert said Steinberg's contribution to the entire process was nothing short of "heroic."

"All our needs were met with this one architectural firm," she said. "We were extraordinarily lucky to locate someone with a national level of expertise that Rob and his firm brought to us, in our own backyard."

## AT-A-GLANCE

**STEINBERG ARCHITECTS**  
San Jose  
2007 revenue: \$29 million  
President: Rob Steinberg  
Founded: 1953  
Employees: 130  
Phone: 408.295.5446  
Web site: www.steinbergarchitects.com



VICKI THOMPSON

**ON THE WING:** Rob Steinberg, president of Steinberg Architects is worked on the design for the new North Concourse terminal at Mineta San Jose International Airport. His company partnered with Gensler Architects for the project.

Again, Steinberg had the vision to create a fluidity in the design rather than dividing it into different sections depending on the use. She believes the multigenerational concept is a first for Jewish community centers.

"Where land is not so scarce, you build the JCC and put seniors off in the corner, somewhere in the back," she said. "What this project will do, which is so captivating, is bring the generations together. We will be serving 3-year-olds in preschool to people in their 80s and all ages in between."

"Without Steinberg's very early involvement, I'm not sure we would have been able to do what we did."

Steinberg, who visits the construction site on San Antonio Road at least once a week, cannot wait until it's finished in late 2009.

"The experience of walking through something you've designed is off the charts," he said. "This validates what we are doing."

**KATHERINE CONRAD** can be reached at 408.299-1827 or kconrad@bizjournals.com.

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## Architect finds future in past

BY KATHERINE CONRAD

When architect Bruno Marcelic bought the historic Farley Building in downtown Campbell, the century-old structure was in such disrepair that bricks from the crumbling walls randomly fell onto the sidewalk.

Marcelic chuckles, recalling how for years, passersby would pick up the fallen masonry and gently put the bricks back where they belonged.

Yet the Farley Building appealed to him. So in 2000, Marcelic bought it for \$300,000, even though he knew it would cost another \$200,000 to renovate.

"I knew what I was buying, but I wanted my own office, and this was an interesting building," said Marcelic, whose career has spanned 26 years. "It made it through two major earthquakes. That's a testament to how good it was built."

It's also a testament to Marcelic that he could look past the layers of paint and fragile walls to the valuable building underneath it all.

The Farley Building, named after Guy Farley, who ran a real estate and insurance business there from 1923 to 1966, is Campbell's oldest commercial structure. It was built in 1895 and served as the city's first bank. Its downtown location, on the corner of Campbell and Central avenues, makes it one of the most visible landmarks in a city that values its past.

Marcelic, 51, understands the relevance of the building. But restoration, especially historical restoration, is difficult and delicate work. Once finished, the building must meet modern codes

while retaining its historic integrity.

Marcelic did much of the work on the 1,000-square-foot building himself. He proudly points to the restored red brick walls, original hardwood fir floor and the vault with its heavy steel door that lend an air of stolidity to the structure.

"I enjoyed working with history to discover the way they built things in the past," he said. "It offers a sense of place, of history and of time."

Marcelic's efforts were not lost on the city. To show support, the Campbell Redevelopment Agency helped Marcelic financially with a \$15,000 grant.

"The fact that Bruno was willing to invest money in refurbishing that building is very significant," Campbell Redevelopment Agency Manager Kirk Heinrichs said. "The downtown is where Campbell started. Maintaining that core downtown and historic character is very important."

Marcelic also designed the development where Villa Ragusa and the Sonoma Chicken Coop are housed at the corners of Second Street and Campbell Avenue. Heinrichs said the city desired a distinct-looking building that would still blend in with its surroundings.

"He listened to our comments," he said. "It sounds simple, but it's not."

The city's redevelopment manager said working with Marcelic showed him the difference between a small architectural firm and a large company — and it's not just numbers of employees.

"Sometimes it's difficult for larger firms that are trying to make a name for themselves to do traditional architect-



VICKI THOMPSON

**IN-HOUSE WORK:** Shoppers walk by Bruno Marcelic's downtown Campbell office, a historic bank that he renovated for \$200,000.

ture. Quite frankly, it's boring for them because they are looking for something that will identify them," Heinrichs said.

Marcelic has worked for larger firms, but found himself managing far more than designing. So in 1996, he opened his own firm, which he prefers even if it means occasional stints as a janitor. He currently employs one other architect.

Moshe Mendelson, an optometrist in Sunnyvale, hired Marcelic to design his office and liked the work so well he retained him to design his home.

Mendelson appreciates Marcelic's personal, low-key style, and he especially likes the European flavor that the architect brings to his projects.

The European character is no ac-

cident. Marcelic was born in Croatia and emigrated to the United States with his parents, one brother and five sisters in 1968 when he was 11.

His parents left the old country to ensure their children would have better opportunities. Marcelic said if he had stayed in Eastern Europe, he doubts he would have become an architect, a career that he thoroughly enjoys.

"Architecture is an ever-changing process. You're inventing things all the time," he said. "It's like giving birth to a house; you're always creating something new, and what you create is lasting."

Just like the Farley Building.

**KATHERINE CONRAD** can be reached at 408.299.1820 or [kconrad@bizjournals.com](mailto:kconrad@bizjournals.com).



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Electrical Contractors

## Rosendin Electric generates business across the country



VICKI THOMPSON

**POWER PLAY:** Rosendin Electric Inc. Vice President of Business Development Larry Hollis says, "The coolest job we have is the MGM City Center in Las Vegas."

BY BETH HOBBS

When Larry Hollis talks about data center jobs, his eyes light up.

"These are massive jobs for us — \$50 million electrical each," says Hollis, vice president of business development for Rosendin Electric Inc. of San Jose. "The good news is they are big, fast construction and paid quickly."

Data centers have sprung up in Santa Clara, where electricity through Silicon Valley Power costs 20 percent to 30 percent less than large utilities charge commercial and industrial customers.

"There is a high rate of material to labor," says Hollis, a former electrician. "Our risk is labor — getting the right people, avoiding injuries. So, the more material, the better."

### AT-A-GLANCE

#### ROSENDIN ELECTRIC

**President and CEO:** Tom Sorley

**Founded:** 1919

**Headquarters:** San Jose

**Locations:** San Francisco; Sacramento; Los Angeles; Tempe, Ariz.; Albuquerque, N.M.; Hillsboro, Ore.; Las Vegas

**Sales:** \$370 million in 2006; \$550 million in 2007

**Ownership:** 100 percent employee owned through employee stock ownership plan

**Total Employees:** 3,000

**Silicon Valley Employees:** 1,000

**Union:** International Brotherhood of Electrical Workers

Rosendin Electric, initially family-owned, was founded in 1919 by Moses Rosendin and has grown steadily to become a national contractor. Since 2000, the company has been worker-owned through an employee stock ownership plan. Rosendin's electricians belong to the International Brotherhood of Electrical Workers. The company's 15 divisions include engineering, preconstruction, prefabrication, network services, highway and offsite installation, and service response.

In addition to data centers, airport work is a significant

portion of Rosendin's business. It just finished the electrical work at Sky Harbor Airport in Phoenix. It

also has been awarded a \$35 million contract for the Sacramento airport expansion where it teamed with general contractor Austin Commercial.

Locally, one of Rosendin's most visible projects is Mineta San Jose International Airport. The company is working with Hensel Phelps Construction Co. to provide the electrical for the new North Concourse terminal and realigned the jetways.

Hollis wouldn't reveal profits on individual contracts, but he said the industry average on a big job is about 15 percent, and for airport work it's between 8 percent and 10 percent.

Getting these large jobs requires a financial commitment from the start, anywhere from \$10,000 to \$50,000, depending on the size and complexity of the job.

If Rosendin decides to bid, it incurs the costs of the enormous amount of research and paperwork that goes into the bid, as well as any in-house engineering.

### Variety of work

Health care has been a growth area for Rosendin, which just completed Kaiser Permanente Santa Clara Medical Center. It is also doing several \$20 million contracts such as Laguna Honda Hospital in San Francisco and providing electrical as well as data and communication lines for Regional Medical Center in San Jose.

"This month we are bidding a hospital job at the University of California, San Francisco that won't begin until 2010 or 2011," Hollis says.

Federal tax credits for wind farms have presented an opportunity for Rosendin. The tax incentives have led more companies to build. Rosendin provides the wiring from wind turbines down the poles that hold them. It also installs collection systems and builds the electrical substations. The tax credits are due to expire at the end of 2008, so "there could be a bump in the road" in terms of work in that sector, Hollis says.

"The coolest job we have," Hollis says, "is the MGM City Center in Las Vegas. It is the largest construction job in the United States right now."

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The massive \$9.2 billion urban development is touted as the largest privately funded project in U.S. history and will include an on-site power plant. It has provided Rosendin with more than \$200 million worth of work through 2009. It necessitates bringing in electricians from outside the area as well as hiring locally.

“We are the apparent low bidder on the expansion at the Las Vegas airport,” Hollis says. “It feeds on itself — the more of something like airports that you do, the more you get.”

As a full service electrical contractor, Rosendin’s service division runs more than 50 vans in the Bay Area.

“When we are finishing a job, we bring in our service people at the 90 percent stage, and then we have a service person who knows that facility,” Hollis says.

Rosendin also is the only Bay Area electrical contractor with a highway division. When it does electrical and data lines for a structure, it also can provide lighting and traffic signals for the roads around it. This way, the general contractor has to work with only one subcontractor instead of two.

The highway division will handle the electrical for the new roads at the San Jose airport. It also was just awarded a contract to install the infrastructure for a high-voltage cable that will supply power under the bay from Pittsburg to San Francisco by 2010.

### Looking forward

The current economic slowdown has impacted office building and hotel work for Rosendin’s Phoenix offices, and two San Jose office projects are currently on hold.

“We’re prepared,” Hollis says. “We have been talking about it for six months.”

The firm’s diversity in the types of work it handles, the wide range in size of jobs and offices in multiple regions leave Rosendin well positioned to manage any downturn.

Another key challenge the company faces is hiring and training new employees to replace veterans who’ll soon be leaving.

Human resources manager Rich Wilder says Rosendin invites trade-school students to work in construction management during the summer. This approach



VICKI THOMPSON

**CONTROL CENTER:** K.C. Beddow shows the touch screen control panel in one of the server rooms at a project in Santa Clara to Larry Hollis of Rosendin Electric Inc. The electric company was founded almost 90 years ago by Moses Rosendin.

mixes seasoned veterans with younger people and actively encourages new ideas, says Wilder, a 20-year Rosendin employee himself.

Rosendin’s in-house training and tuition reimbursement plan fosters career mobility.

### Company culture

Rising energy prices and concern for the environment prompted the formation of an employee-driven green team at Rosendin, one of several so-called initiative teams. Green team members encourage efforts

such as eliminating paper cups in the office to reduce the company’s carbon footprint. The team also encourages employees to earn LEED (Leadership in Energy and Environmental Design) accreditation through the U.S. Green Building Council. Some municipalities mandate that everything be built to USGBC certified criteria, and some general contractors require accreditation of their employees.

“It’s just going to be a way of life,” Hollis says.

**BETH HOBBS** is a freelance writer.

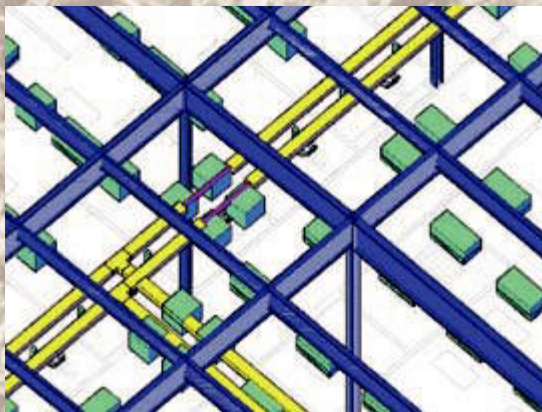
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## Basement comeback: Done right, extra space is well worth it

BY ELIZABETH KIM

Basements have come a long way from Grandpa's utilitarian concrete room with its shelves of preserved fruit and old model train pieces.

Today, basements are enjoying a resurgence in popularity for use as wine cellars, home theaters, in-law units and just about anything else where extra space is needed.

"Basements are gaining in popularity by miles," said John Hinton of De Mattei Construction Inc. in San Jose, and the "absolute primary reason is floor-to-area ratio restrictions."

Cities have specific requirements covering how large a home can be on the property it occupies. Adding a basement is often considered a bonus area because in most cases the basement's square footage is not counted or is only a small percentage of the home's overall square-footage. Essentially, it is a loophole in a city's square footage restrictions.

Hinton estimates that roughly a quarter of the houses he's working on want basements. And the new generation of basements is much more sophisticated.

"People — especially people in the valley — want wine cellars, and we've seen the emergence of the basement

as a family theater or gym or place to store wine," Hinton said. "Today we can make the basement beautiful; it's not a dingy, dark place any more."

Paul Conrado of Conrado Home Builders in Saratoga said his company has built anywhere from 20 to 30 basements since 1990, ranging from 6,000 to 6,500 square feet.

"Flat lots are fine," Conrado said, "but since a basement by definition can't have doors that open on ground level, they won't work on sloping lots."

In one case, Conrado recalled, he had to dig part of the finished basement back up because a subcontractor didn't

properly waterproof. "Now I do the waterproofing myself," he said. "You have to be very careful with it."

### High cost, tightened regulations

There are significant costs involved outside of the actual construction, including waterproofing and pumping capability in case of flooding. Many basements become in-law units, Conrado said, so costs can include a separate bathroom and other plumbing.

Prices, Conrado estimates, generally run the same per square foot as the rest of the house would cost in new construction.

"A lot depends on the structural engineer and how he designs the basement foundation," Conrado said. "Where you might be looking at \$20,000 to put in a regular foundation, you could be looking at \$100,000 to add a basement. The foundation is your biggest cost."

San Jose builder Craig Rogers, who also has seen a surge in basement building, said, "Anybody who can afford one is trying to do one."

Contractors say that, for the most part, a basement adds regular square-footage value to a home, since today it is so much a part of the regular living space. "Nowadays, Realtors consider them just like a first or second floor in determining the home's value," Conrado said.

With the increased popularity comes increased scrutiny, and one concern is the water table. In the mid-Peninsula area, for example, basements aren't always possible.

"The water table is generally pretty close to the surface here, so that becomes a real big restriction," Hinton said.

Soil can also be a factor.

"In Menlo Park, there's some unusual soil that can make a basement impossible," Hinton said. "It has do with adobe composition not being good for basements because it tends to expand and contract a lot, leaving big gaps between the foundation."

In Palo Alto, both the public works department and the building department are taking closer looks at basement requests.

Curtis Williams, the city's interim director of planning, said there are some basic regulations: Any area that's in a basement and doesn't come up out of the ground more than 3 feet is not counted against square-footage. A basement can't be built in a flood plain, and it can't extend beyond the perimeter of a home — for example, it can't spread out under the backyard.

There are a few exceptions, Williams said, most notably to provide for light.

In addition, the city has strengthened some of its limitations about pumping groundwater out, and it requires detailed reports of where groundwater is.

"There are also more requests to look at the impact on trees," he added. "We have a planning arborist who'll take a look if the basement is close to trees or tree roots, particularly redwood or oak."

When the hurdles are overcome, though, the end result can be breathtaking. "One client had double glass doors in the basement that opened onto a wall," Rogers said. "But they painted a scene of the Irish countryside on the wall and it was beautiful. If you didn't know you were in a basement, you'd swear you were in the country."



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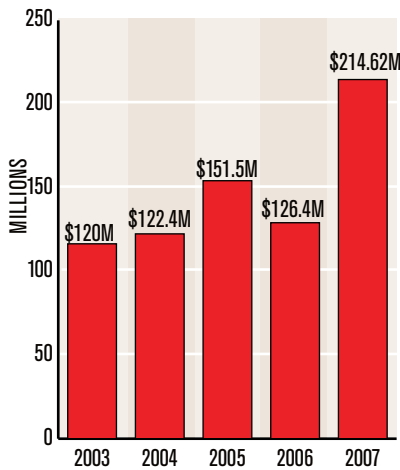
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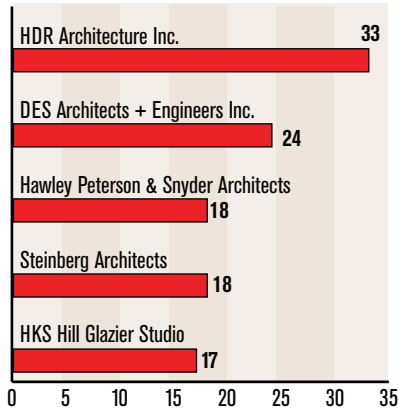
### Billings spike

Billings among architectural firms on the list were up 70 percent in 2007, after declining by nearly 17 percent in 2006.

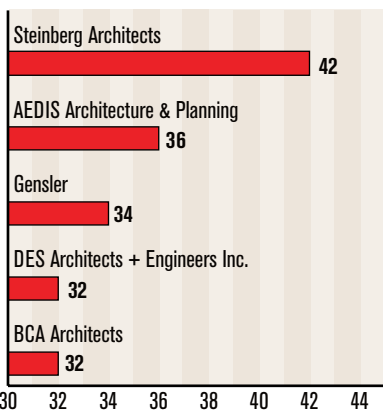
#### Annual billings



#### Most valley architects on staff



#### Most valley design professionals on staff



SOURCE: BUSINESS JOURNAL RESEARCH

# Architectural Firms

Ranked by most recently completed fiscal-year revenue from Silicon Valley\* operations

Rank 2007	Company Address	Revenue: Silicon Valley*/ companywide fiscal year-end	Architects/ design professionals/ other staff in Silicon Valley*	Notable projects	Top local executive(s)
1 NR	<b>Ausonio Inc.</b> 11420 A Commercial Parkway, Castroville 95012 831-633-3371, www.ausonio.com	\$25.53 million \$25.53 million 10/31/07	1 4 NA	Vinvision, Castroville Malone's Collision Repair, Salinas Lamar Brothers, Salinas	Andrew Ausonio
2 3	<b>DGA Planning/Architecture/Interiors</b> 550 Ellis St., Mountain View 94043 650-943-1660, www.dgaonline.com	\$21.42 million \$21.42 million 12/31/07	12 25 10	Abbott Vascular, executive suites, Santa Clara Elan building, South San Francisco New lab facility, Stanford University	Randall Dowler
3 2	<b>DES Architects + Engineers Inc.</b> 399 Bradford St., Redwood City 94063 650-364-6453, www.des-ae.com	\$16.78 million \$24.36 million 12/30/07	24 32 65	Roche Molecular Diagnostics, Pleasanton Moffett Towers, Sunnyvale Britannia East Grand, South San Francisco	Stephen Mincey C. Thomas Gilman
4 NR	<b>AEDIS Architecture &amp; Planning</b> 1494 Hamilton Ave., San Jose 95125 408-264-2000, www.aedisgroup.com	\$13.31 million \$13.31 million 12/31/07	7 36 7	Evergreen Valley High School addition, San Jose Silver Creek High School addition, San Jose Columbia Middle School renovation, Sunnyvale	Thang Do
5 1	<b>Steinberg Architects</b> 60 Pierce Ave., San Jose 95110 408-295-5446, www.steinbergarchitects.com	\$13.04 million \$28.97 million 8/31/07	18 42 20	Taube Koret Campus for Jewish Life, Palo Alto Mineta San Jose International Airport, San Jose Bellarmine College Prep. building, San Jose	Robert Steinberg
6 4	<b>HKS Hill Glazier Studio (formerly Hill Glazier Architects)</b> 925 Alma St., Palo Alto 94301 650-617-0366, www.hillglazier.com	\$12.2 million \$340 million 12/31/07	17 ‡ 39	Four Seasons Hotel Silicon Valley, Palo Alto Rosewood Sand Hill Hotel, Menlo Park	John Hill
7 6	<b>HDR Architecture Inc.</b> 150 Mathilda Ave., Suite 300, Sunnyvale 94086 408-328-5800, www.hdrinc.com	\$12.18 million \$281.54 million 12/29/07	33 19 23	Veterans Administration medical center, Palo Alto Kaiser Permanente projects, San Jose/Santa Clara Santa Clara County crime lab, San Jose	Mike Roanhaus
8 5	<b>Gensler</b> 225 W. Santa Clara St., Suite 1100, San Jose 95113 408-885-8100, www.gensler.com	\$11.7 million \$684 million 3/31/08	4 34 1	Mineta San Jose International Airport, San Jose Cisco Systems Inc., Milpitas Network Appliance Inc., Sunnyvale	Kevin Schaeffer
9 NR	<b>Wald, Ruhnke &amp; Dost Architects LLP</b> 2340 Garden Road, Suite 100, Monterey 93940 831-649-4642, www.wrdarch.com	\$10.6 million \$10.6 million 12/31/07	12 10 35	Tynan Village, Salinas Monterey County Health Dept. hdqt., Salinas Big Wave office park, Half Moon Bay	Henry Ruhnke
10 7	<b>Gordon-Prill Inc.</b> 1245 Pear Ave., Mountain View 94043 650-335-1990, www.gordonprill.com	\$9 million \$42.4 million 3/31/08	5 19 29	Lockheed Martin building modernization, Sunnyvale Loral Space Systems expansion, Palo Alto Intel Corp. campus consolidation, Santa Clara	Joe Foraker
11 8	<b>Hawley Peterson &amp; Snyder Architects</b> 444 Castro St., Suite 1000, Mountain View 94041 650-968-2944, www.hpsarch.com	\$8.9 million \$8.9 million 6/30/07	18 15 3	Camino Medical Group campus, Sunnyvale XL Construction Corp. headquarters, Milpitas Gordon and Betty Moore Foundation, Palo Alto	Curtis Snyder Alan Turner Richard Kirchner
12 NR	<b>BCA Architects</b> 210 Hammond Ave., Fremont 94539 510-445-1000, www.bcainconline.com	\$8 million \$8 million 12/31/07	5 32 42	Campbell Union High School District, five performing arts centers, San Jose Christopher High School, Gilroy	Paul Bunton
13 9	<b>HMC Architects</b> 1570 The Alameda, Suite 330, San Jose 95126 408-977-9160, www.hmcarchitects.com	\$7.12 million \$73.56 million 12/31/07	12 20 5	Mission College building remodel, Santa Clara Good Samaritan Hospital project, Los Gatos Daves Avenue Elementary, Monte Sereno	Eugene Ely Mary Morris Natalie Thomas
14 NR	<b>Arc Tec Inc.</b> 99 Almaden Blvd., Suite 840, San Jose 95113 408-496-0676, www.arctecinc.com	\$5.8 million \$5.8 million 12/31/07	7 14 4	Adobe Systems Inc., multiple projects, San Jose CBC Properties, Bordeaux Centre, Sunnyvale Interwoven Inc. headquarters, San Jose	Craig Almeleh 1 Dan Kirby Jim Fulton
15 NR	<b>Reel Grobman &amp; Associates</b> 96 N. Second St., San Jose 95113 408-288-7833, www.reelgrobman.com	\$5.13 million \$5.13 million 12/31/07	5 25 5	Comerica Bank, multiple branches O'Connor Hospital, San Jose Apple Inc., Cupertino	Winfield Roney
16 NR	<b>AAi</b> 1036 The Alameda, San Jose 95126 408-297-8899, www.aaidesign.com	\$4.3 million \$4.3 million 12/31/07	4 26 5	Club Auto Sport, San Jose BAE Systems plc, San Jose Akamai Technologies Inc., San Mateo	Susan B. Mueller
17 NR	<b>Anderson Brulé Architects Inc.</b> 325 S. First St., Fourth Floor, San Jose 95113 408-298-1885, www.aba-arch.com	\$4.06 million \$4.06 million 12/31/07	10 12 7	Pearl branch library, San Jose Sobrato House Youth Center, San Jose Redwood Shores community library, Redwood City	Pamela Anderson-Brulé
18 NR	<b>RMW Architecture &amp; Interiors</b> 40 S. Market St., Suite 400, San Jose 95113 408-294-8000, www.rmw.com	\$3.88 million \$16.24 million 12/31/07	5 15 1	Hewlett-Packard Co. building remodel, Cupertino Silicon Valley Bank, Palo Alto Palo Alto Medical Foundation data center, Palo Alto	Thomas Gerfen
19 11	<b>Cuschieri Horton Architects PC</b> 950 S. Bascom Ave., Suite 3118, San Jose 95128 408-995-0611, www.charch.com	\$3.58 million \$3.58 million 12/31/07	7 16 4	San Ramon Regional Medical Center, San Ramon California Pacific Medical Center, San Francisco Kaiser Permanente, Santa Clara	Anthony Cuschieri
20 NR	<b>Bill Gould Design Art &amp; Architecture</b> 394-A Umbarger Road, San Jose 95111 408-224-9890, www.bgdesign.com	\$3.5 million \$3.5 million 12/31/07	3 13 5	Starbird Youth Center, San Jose Willow Glen Elementary School building, San Jose San Jose Institute of Contemporary Art, San Jose	Bill Gould
21 14	<b>AP+I Design Inc.</b> 200 Blossom Lane, Mountain View 94041 650-254-1444, www.apidesign.com	\$3.28 million \$3.28 million 12/31/07	2 20 4	Google Inc., Mountain View Rearden Commerce Inc., Foster City Sequoia Capital, Menlo Park	Carol Sandman
22 13	<b>CAS Architects Inc.</b> 1023 N. Shoreline Blvd., Mountain View 94043 650-967-6600, www.casarch.com	\$3.2 million \$3.2 million 12/31/07	7 12 3	Solyndra solar manufacturing, Fremont Star One corporate headquarters, Sunnyvale Dupont Fabros data center, Santa Clara	Ronald Ronconi
23 NR	<b>Cody Anderson Wasney Architects Inc.</b> 455 Lambert Ave., Palo Alto 94306 650-328-1818, www.cawarchitects.com	\$3.1 million \$3.9 million 12/31/07	5 17 2	Palo Alto Hills Golf & Country Club fitness facility YMCA renovations, Palo Alto Old Pro historic renovation, Palo Alto	Montgomery Anderson Christopher Wasney
24 12	<b>Dennis Kobza &amp; Associates Inc.</b> 2083 Old Middlefield Way, Mountain View 94043 650-961-6103, www.kobza.com	\$3 million \$3 million 12/31/07	2 5 3	Intuitive Surgical headquarters, Sunnyvale Grainger Corp., Fremont Google office and daycare, Mountain View	Dennis Kobza
25 16	<b>Weston Miles Architects Inc.</b> 17500 Depot St., Suite 120, Morgan Hill 95037 408-779-6686, www.wmarchitects.com	\$2 million \$2 million 12/31/07	2 7 3	The Granary, LEED gold certified, Morgan Hill Specialized Bicycle headquarters, Morgan Hill Los Paseos school, LEED certified, San Jose	Lesley Miles Charles Weston

\*Silicon Valley includes: Santa Clara County; Fremont, Newark and Union City in Alameda County; Atherton, Belmont, East Palo Alto, Foster City, Menlo Park, Portola Valley, Redwood City, San Carlos, San Mateo and Woodside in San Mateo County; San Benito, Santa Cruz and Monterey counties. Although every attempt is made to ensure the accuracy and thoroughness of Business Journal lists, omissions sometimes occur.

NOTES: ‡ - Did not disclose. NR - Not ranked. NA - Not applicable. In case of ties, firms are listed alphabetically. Information was obtained from company representatives. 1. Marci Iverson is an additional executive.

If your company would like to be considered for next year's list, or if there are any corrections or additions, write to: Research, Business Journal, 96 N. Third St., Suite 100, San Jose, CA 95112; fax 408-295-5028; or e-mail shayden@bizjournals.com.

Research by Sara R. Hayden and Laura Cutland  
List published June 27, 2008



## MAKING YOUR BUSINESS OUR BUSINESS

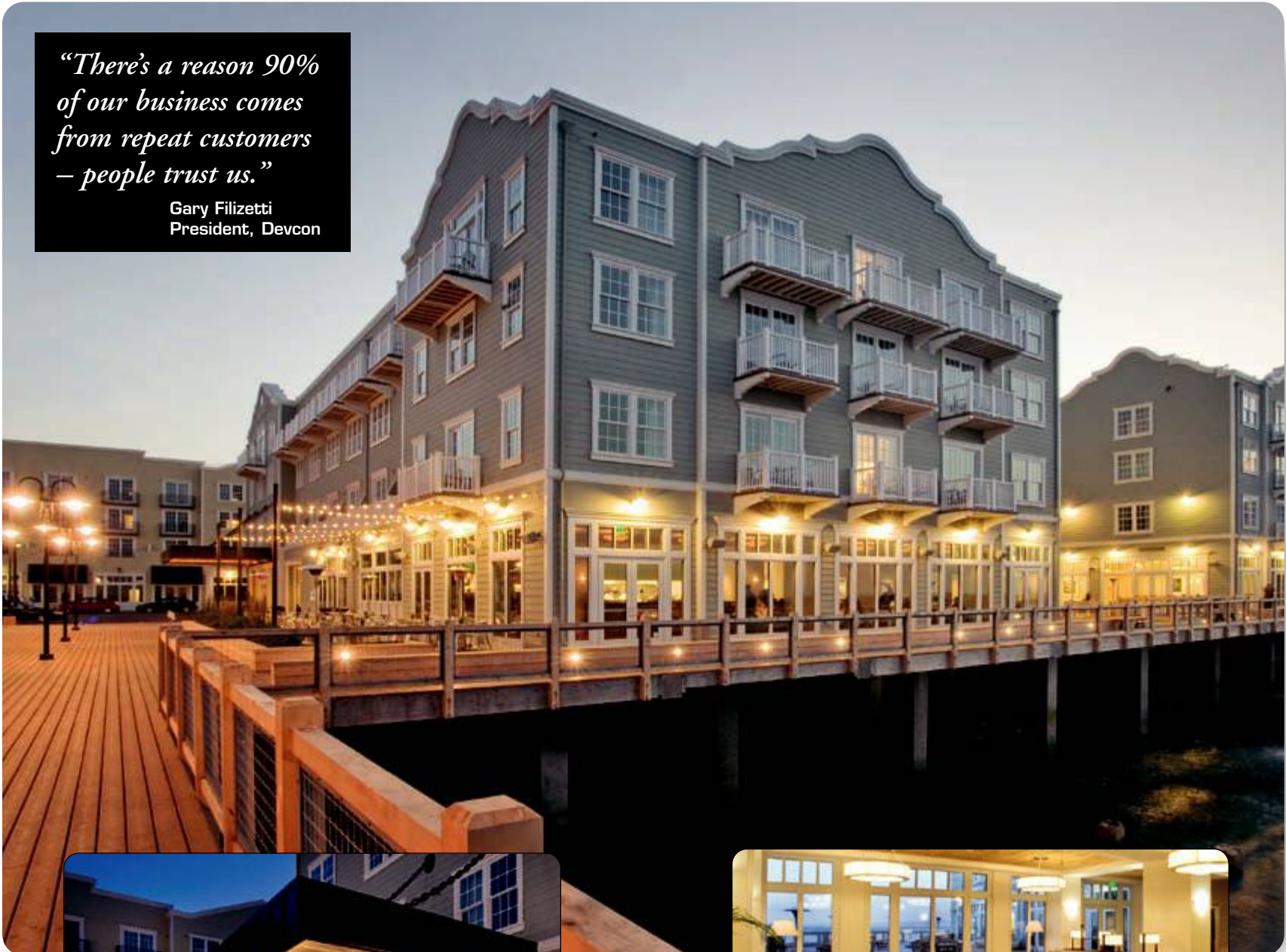
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President, Devcon



Photos by Craig Cozart



## InterContinental The Clement Monterey Hotel Revitalizes Cannery Row Near the World Famous Aquarium

Next to the Monterey Bay Aquarium in the heart of historic Cannery Row, the elegant, two-building, four-story InterContinental The Clement Monterey Hotel serves business and leisure travelers from around the globe and from nearby.

With panoramic coastal views and a luxurious interior décor, the 285,000-square-foot hotel provides

208 guest rooms, 8,500 square feet of indoor meeting space, nearly 5,000 square feet of outdoor event space, a grand lobby with fireplace, a signature restaurant and bar, a spa fitness center, and retail stores.

The hotel’s two buildings are interconnected by a historically inspired elevated walkway crossing over Cannery Row. Inside, the buildings

feature lush natural wood, marble, granite and glass, as well as fireplaces and balconies in many guestrooms.

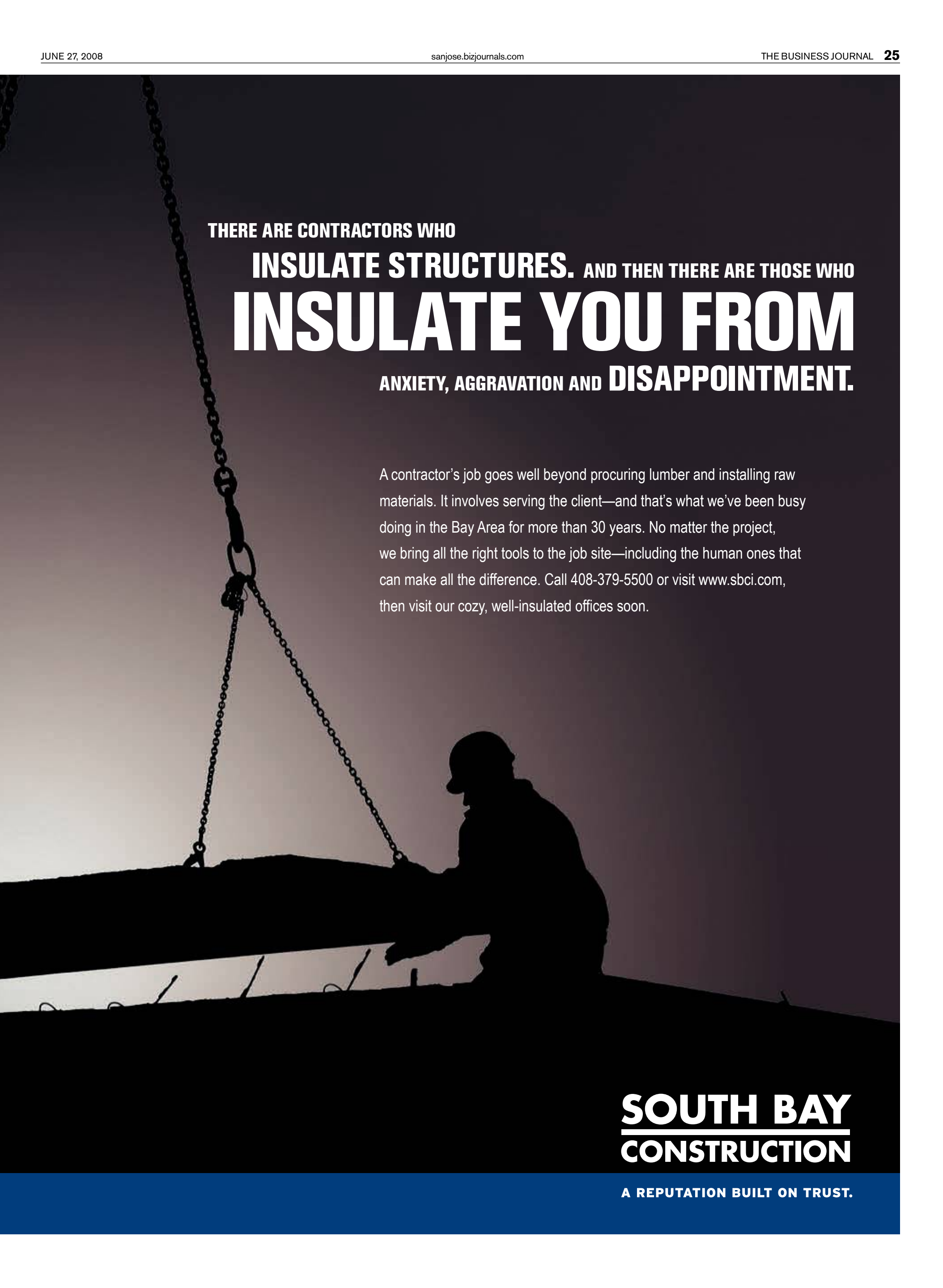
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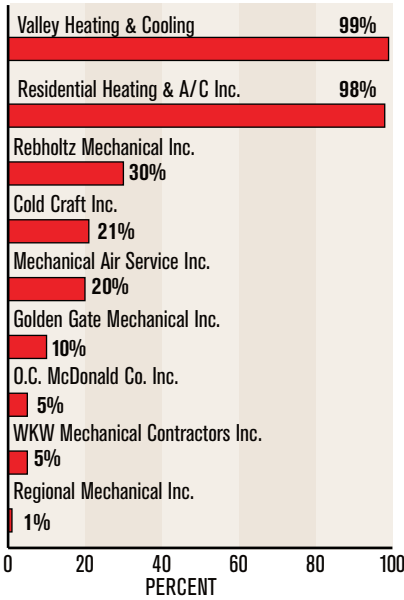
## A CLOSER LOOK

### Staying cool

Valley Heating & Cooling, this year's largest residential contractor, bumped up the percentage of its business devoted to the non-commercial sector by 9 percentage points over last year.

### Biggest residential contractors

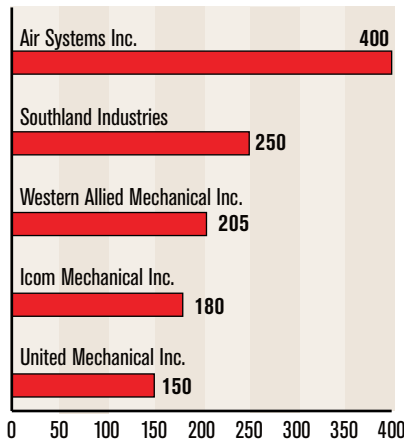
By residential business:



### Biggest employers

Air Systems Inc., the largest valley employer on this year's list, beefed up its local staff by 100 over last year.

### Silicon Valley employees:



SOURCE: BUSINESS JOURNAL RESEARCH

### ► FYI

Companies from last year's list that did not provide information this year are: Johnson Controls Inc. (No. 1), Acco Engineered Systems Inc. (No. 3), DeBella Mechanical Inc. (No. 8), Geo. H. Wilson Inc. (No. 11), Supreme Air Systems (No. 20) and DDC Systems Service Co. (No. 22).

# HVAC Contractors

Ranked by most recently completed fiscal-year revenue

Rank 2007 Rank	Company Address Phone, Web address	Most recent fiscal-year revenue/ fiscal year-end	Staff in Silicon Valley*/ firmwide	Percentage of business commercial/ residential	Contractor or subcontractor/ year established in Silicon Valley	Top local executive(s)
<b>1</b> 2	<b>Marelich Mechanical Co. Inc.</b> 24041 Amador St., Hayward 94544 510-785-5500, www.marelich.com	\$101.3 million 12/31/07	100 600	100% 0%	Subcontractor 1988	Keith Atteberry
<b>2</b> 4	<b>Air Systems Inc.</b> 940 Remillard Court, San Jose 95122 408-280-1666, www.airsystemsinc.com	\$90.73 million 12/31/07	400 400	100% 0%	Subcontractor 1974	Art Williams Don Billups Marty Cull
<b>3</b> 6	<b>Southland Industries</b> 33225 Western Ave., Union City 94587 408-970-3777, www.southlandind.com	\$66.55 million 9/30/07	250 1,900	100% 0%	Subcontractor 1995	Rick Blazier
<b>4</b> 10	<b>Icom Mechanical Inc.</b> 477 Burke St., San Jose 95112 408-792-2292, www.icominc.com	\$53.68 million 9/30/07	180 180	100% 0%	Both 1981	Dan Littleton
<b>5</b> 5	<b>Western Allied Mechanical Inc.</b> 1180 O'Brien Drive, Menlo Park 94025 650-326-0750, www.westernallied.com	\$45.93 million 10/31/07	205 205	100% 0%	Contractor 1975	Jim Muscarella <sup>1</sup> Bob Dills Angie Simon
<b>6</b> 7	<b>O.C. McDonald Co. Inc.</b> 1150 W. San Carlos St., San Jose 95126 408-295-2182, www.ocmcdonald.com	\$40.39 million 12/31/07	120 120	95% 5%	‡ 1906	James McDonald
<b>7</b> 9	<b>United Mechanical Inc.</b> 2161 Oakland Road, San Jose 95131 408-232-9000, www.umi1.com	\$36.33 million 12/31/07	150 150	100% 0%	Subcontractor 2003	Jon Gundersen Tom Sosine
<b>8</b> 12	<b>Aire Sheet Metal Inc.</b> 1973 E. Bayshore Road, Redwood City 94063 650-364-8081	\$22.2 million 6/30/07	78 78	100% 0%	‡ ‡	Marlo Bramlett
<b>9</b> 13	<b>WKW Mechanical Contractors Inc.</b> 550 Monterey Road, Unit D, Morgan Hill 95037 408-779-9779, www.wkwmechanical.com	\$14.06 million 12/31/07	50 50	95% 5%	‡ 1999	David Wilson Susanne Wilson Phil Infantino
<b>10</b> 15	<b>AirCom Mechanical Inc.</b> 590 Laurelwood Road, Santa Clara 95054 408-970-8008, www.goaircom.com	\$13.87 million 6/30/08	62 70	100% 0%	‡ 1985	Scott Goldberg
<b>11</b> 14	<b>J&amp;J Air Conditioning Inc.</b> 1086 N. 11th St., San Jose 95112 408-920-0662, www.jjair.com	\$10.88 million 9/30/07	57 57	100% 0%	Subcontractor 1978	Jerry Hurwitz
<b>12</b> 18	<b>Delcon Heating &amp; Air Conditioning Inc.</b> 52 Wright Brothers Ave., Livermore 94551 925-456-8880, www.delconhvac.com	\$8.37 million 2/28/08	20 NA	100% 0%	Subcontractor 1986	Dave Chavez
<b>13</b> 16	<b>Valley Heating &amp; Cooling</b> 1171 N. 4th St., San Jose 95112 408-294-6290, www.valleyheating.com	\$6.9 million 6/30/08	38 38	1% 99%	Contractor 1962	Cindy Faulkner
<b>14</b> NR	<b>Rebholtz Mechanical Inc.</b> 751 Warrington Ave., Redwood City 94063 650-368-3456, www.rebholtz.com	\$6.56 million 12/31/07	31 31	70% 30%	‡ 1986	Victor Cozart Roger Ulmer Jr. Linden Swanson
<b>15</b> NR	<b>Golden Gate Mechanical Inc.</b> 1793 Lafayette St., Suite 120, Santa Clara 95050 408-246-3355, www.goldengatemechanical.com	\$5.6 million 12/31/07	30 30	90% 10%	Both 1990	Tom Burns
<b>16</b> NR	<b>Accel Air Systems Inc.</b> 1394 Tully Road, Suite 209, San Jose 95122 408-282-1180, www.accelairsystems.com	\$4.18 million 12/31/07	19 19	100% 0%	Subcontractor 1993	Fred Murray
<b>17</b> 17	<b>Residential Heating &amp; A/C Inc.</b> 65 Cristich Lane, Campbell 95008 408-377-4073, www.residentialheating-ac.com	\$3.6 million 12/31/07	24 24	2% 98%	Subcontractor 1992	Kathleen Haire
<b>18</b> NR	<b>Mechanical Air Service Inc.</b> 2245 Fortune Drive, San Jose 95131 408-432-8282, www.mechanicalairservice.com	\$2.75 million 7/31/08	10 10	80% 20%	Subcontractor 1977	Russ Donnici <sup>2</sup> Matt Donnici Scott Larson
<b>19</b> 19	<b>Cold Craft Inc.</b> 181 Lost Lake Lane, Campbell 95008 408-374-7292, www.coldcraft.com	\$2.19 million 12/1/07	12 12	79% 21%	Contractor 1991	Kent Penning
<b>20</b> NR	<b>Regional Mechanical Inc.</b> 990 Chestnut St., San Jose 95110 408-998-7111, www.regionalmechanical.com	\$1.5 million 12/31/07	19 19	99% 1%	Contractor 1992	Douglas Green
<b>21</b> 21	<b>URI Mechanical</b> 483 Los Coches St., Milpitas 95035 408-942-9600, www.urimechanical.com	\$1.223 million 6/30/08	7 8	100% 0%	Subcontractor 1974	Uri Gottfeld
<b>22</b> NR	<b>Orchard Mechanical</b> 2665 N. First St., San Jose 95134 408-922-0400, www.orchardcommercial.com	\$1.216 million 12/31/07	5 5	100% 0%	Contractor 2000	Joe Lewis

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NOTES: ‡ - Did not disclose. NA - Not applicable. NR - Not ranked. HVAC - Heating, ventilation and air conditioning. 1. Additional executives are Pete Kelly, Rob Monaghan and Rick Taipale. 2. Additional executive is Danielle Larson. Information was obtained from company representatives.

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Research by Sara R. Hayden and Laura Cutland  
List published June 27, 2008

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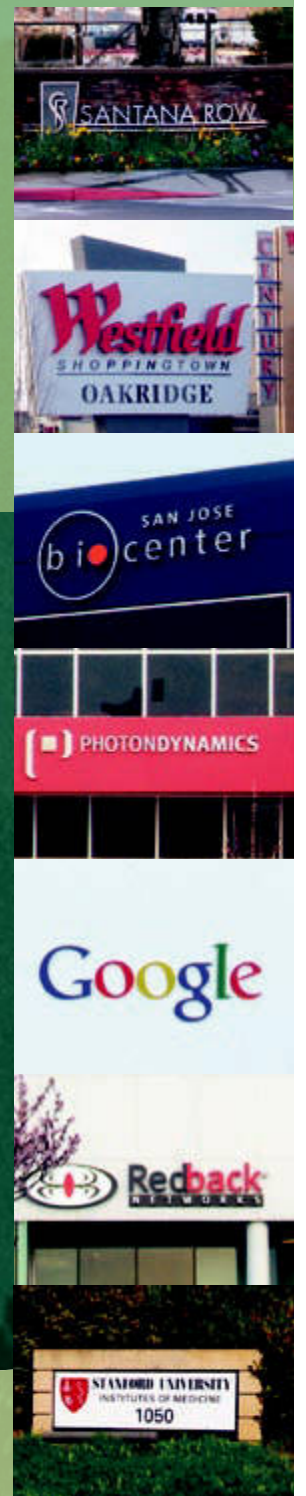
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- Building automation & controls

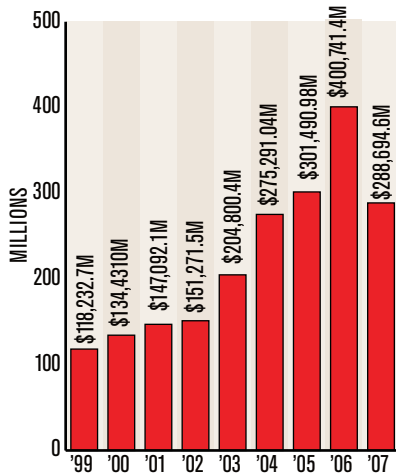


## A CLOSER LOOK

### Market cap falls

The housing slump and battered economy took a toll on U.S. REITs in 2007. Their market capitalization dropped for the first time in seven years.

#### U.S. REIT market capitalization

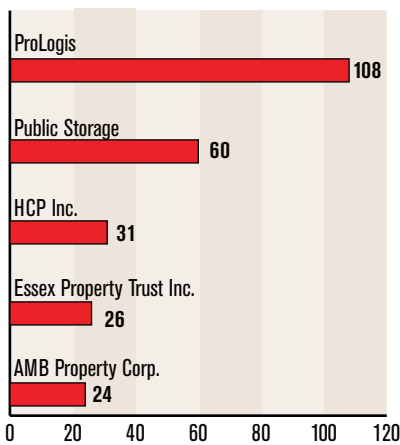


SOURCE: NATIONAL ASSOCIATION OF REAL ESTATE INVESTMENT TRUSTS INC.

### Most holdings

ProLogis was the real estate investment trust on this year's list with the most Silicon Valley properties in 2007, with nearly double the number held by the No. 2 REIT.

#### Number of properties owned in Silicon Valley:



SOURCE: BUSINESS JOURNAL RESEARCH

### FYI

Equity Office Properties Trust, ranked No. 3 on last year's list, was acquired by The Blackstone Group in February 2007. Archstone-Smith Trust, ranked No. 8 on last year's list, was bought by Tishman Speyer/Lehman Brothers in October 2007.

# Real Estate Investment Trusts

Operating in Silicon Valley\* - ranked by equity market cap\*\* as of 12/31/07

Rank 2007	REIT	Headquarters address	Equity market cap as of 12/31/07	Silicon Valley* square footage owned/ number of properties owned	Notable property(ies), city	CEO/ subsector
1	<b>Simon Property Group Inc.</b>	225 W. Washington St., Indianapolis 46204 317-636-1600, www.simon.com	\$19.4 billion \$22.37 billion	3,334,061 3	Stanford Shopping Center, Palo Alto Gilroy Premium Outlets, Gilroy	David Simon Regional malls
2	<b>ProLogis</b>	4545 Airport Way, Denver 80239 303-567-5000, www.prologis.com	\$16.24 billion \$15.04 billion	7,045,101 108	Bayside Business Center, Fremont Bayside Corporate Center, Fremont Bayside Plaza, Fremont	Jeffrey Schwartz Industrial
3	<b>Vornado Realty Trust</b>	888 Seventh Ave., New York 10019 212-894-7000, www.vno.com	\$13.33 billion \$17.05 billion	643,325 1	The Plant, San Jose	Steven Roth Multi-use
4	<b>Public Storage</b>	701 Western Ave., Glendale 91201 818-244-8080, www.publicstorage.com	\$12.49 billion \$16.59 billion	3,027,484 <sup>1</sup> 60	1395 Mabury Road, San Jose 1955 Lafayette St., Santa Clara 830 N. Rengstorff Ave., Mountain View	Ronald Havner Jr. Self-storage
5	<b>Boston Properties Inc.</b>	111 Huntington Ave., Suite 300, Boston 02199 617-236-3300, www.bostonproperties.com	\$10.92 billion \$13.07 billion	1,833,657 <sup>2</sup> 7	Land-Plaza at Almaden, San Jose 303 Almaden Blvd., San Jose 3200 Zanker Road, San Jose	Edward Linde Office
6	<b>Equity Residential</b>	2 N. Riverside Plaza, Suite 600, Chicago 60606 312-474-1300, www.equityresidential.com	\$10.11 billion \$14.78 billion	1,119,387 <sup>3</sup> 15	Creekside, San Mateo Lantern Cove, Foster City Greenhaven, Union City	David Neithercut Apartments
7	<b>General Growth Properties Inc.</b>	110 N. Wacker Drive, Chicago 60606 312-960-5000, www.ggp.com	\$10.09 billion \$12.59 billion	2,541,468 2	Eastridge Mall, San Jose New Park Mall, Newark	John Bucksbaum Regional malls
8	<b>Kimco Realty Corp.</b>	3333 New Hyde Park Road, New Hyde Park, NY 11042 516-869-9000, www.kimcorealty.com	\$9.21 billion \$11.22 billion	1,135,909 6	Fremont Hub - Target, Fremont Costco, Redwood City Monterey Plaza, Monterey	Milton Cooper Shopping centers
9	<b>Host Hotels &amp; Resorts Inc.</b>	6903 Rockledge Drive, Suite 1500, Bethesda, MD 20817 240-744-1000, www.hosthotels.com	\$8.93 billion \$12.71 billion	† 1	Santa Clara Marriott, Santa Clara	W. Edward Walter Lodging/resorts
10	<b>HCP Inc. (formerly Health Care Property Investors Inc.)</b>	3760 Kilroy Airport Way, Suite 300, Long Beach 90806 562-733-5100, www.hcpi.com	\$7.49 billion \$7.3 billion	† 31	Medical office, San Jose Health care facility, Sunnyvale Inpatient care facility, Los Gatos	James Flaherty III Health care
11	<b>AvalonBay Communities Inc.</b>	2900 Eisenhower Ave., Suite 300, Alexandria, VA 22314 703-329-6300, www.avalonbay.com	\$7.4 billion \$9.67 billion	5,515,586 21	Avalon on the Alameda, San Jose Avalon Towers Peninsula, Mountain View Avalon Campbell, Campbell	Bryce Blair Apartments
12	<b>Ventas Inc.</b>	10350 Ormsby Park Place, Suite 300, Louisville, KY 40223 502-357-9000, www.ventasreit.com	\$6.03 billion \$4.47 billion	55,369 <sup>4</sup> 5	The Atrium, San Jose Woodside Terrace, Redwood City	Debra Cafaro Health care
13	<b>AMB Property Corp.</b>	Pier 1, Bay 1, San Francisco 94111 415-394-9000, www.amb.com	\$5.69 billion \$5.23 billion	6,872,109 <sup>5</sup> 24	Acer Distribution Center, San Jose Junction Industrial Park, San Jose Willow Park Industrial, Menlo Park	Hamid Moghadam Industrial
14	<b>The Macerich Co.</b>	401 Wilshire Blvd., Suite 700, Santa Monica 90401 310-394-6000, www.macerich.com	\$5.15 billion \$6.21 billion	1,590,662 3	Capitola Mall, Capitola Carmel Plaza, Carmel Northridge Mall, Salinas	Arthur Coppola Regional malls
15	<b>Federal Realty Investment Trust</b>	1626 E. Jefferson St., Rockville, MD 20852 301-998-8100, www.federalrealty.com	\$4.61 billion \$4.7 billion	1,381,000 4	Santana Row, San Jose Westgate, San Jose Kings Court, Los Gatos	Donald Wood Shopping centers
16	<b>Regency Centers Corp.</b>	One Independent Drive, Suite 114, Jacksonville, FL 32202 904-598-7000, www.regencycenters.com	\$4.42 billion \$5.36 billion	932,526 7	West Park Plaza, San Jose Sequoia Station, Redwood City Loehmann's Plaza, Sunnyvale	Martin Stein Jr. Shopping centers
17	<b>Health Care REIT Inc.</b>	1 SeaGate, Suite 1500, Toledo, OH 43604 419-247-2800, www.hcreit.com	\$3.6 billion \$3.1 billion	55,927 <sup>6</sup> 3	Los Gatos Medical Pavilion, Los Gatos	George Chapman Health care
18	<b>Apartment Investment and Management Co.</b>	4582 S. Ulster St. Parkway, Suite 1100, Denver 80237 303-757-8101, www.aimco.com	\$3.32 billion \$5.44 billion	324,480 <sup>7</sup> 4	Pathfinder Village, Fremont Leahy Square, Redwood City Villa de Guadalupe, San Jose	Terry Considine Residential
19	<b>Alexandria Real Estate Equities Inc.</b>	385 E. Colorado Blvd., Suite 299, Pasadena 91101 626-578-0777, www.labspace.com	\$3.24 billion \$2.94 billion	222,682 3	2625/2627/2631 Hanover St., Palo Alto 3165 Porter Drive, Palo Alto	Joel Marcus Office
20	<b>Hospitality Properties Trust</b>	400 Centre St., Newton, MA 02458 617-964-8389, www.hptreit.com	\$3.02 billion \$4.1 billion	† 6	Staybridge Suites, San Jose Courtyard, San Jose Candlewood Suites, San Jose	John Murray *** Hotels
21	<b>Nationwide Health Properties Inc.</b>	610 Newport Center Drive, Newport Beach 92660 949-718-4400, www.nhp-reit.com	\$2.92 billion \$2.55 billion	† 2	Driftwood, Gilroy	Douglas Pasquale Health care
22	<b>Weingarten Realty Investors</b>	2600 Citadel Plaza Drive, Suite 300, Houston 77292 713-866-6000, www.weingarten.com	\$2.69 billion \$3.95 billion	660,013 4	Silver Creek Plaza, San Jose Gateway Plaza, Fremont Freedom Centre, Watsonville	Andrew Alexander Shopping centers
23	<b>UDR Inc. (formerly United Dominion Realty Trust Inc.)</b>	1745 Shea Center Drive, Suite 200, Highland Ranch, CO 80129 720-283-6120, www.udrt.com	\$2.67 billion \$4.28 billion	223,880 <sup>8</sup> 12	Bay Terrace, San Mateo River Terrace, Santa Clara Birch Creek, Mountain View	Thomas Toomey Apartments
24	<b>Essex Property Trust Inc.</b>	925 E. Meadow Drive, Palo Alto 94303 650-494-3700, www.essexpropertytrust.com	\$2.45 billion \$3.02 billion	4,827,682 26	The Carlyle, San Jose The Esplanade, San Jose Waterford Place, San Jose	Keith Guericke Apartments
25	<b>Digital Realty Trust Inc.</b>	560 Mission St., Suite 2900, San Francisco 94105 415-738-6500, www.digitalrealtytrust.com	\$2.43 billion \$1.56 billion	1,853,543 12	34551 Ardenwood Blvd., Fremont 150 S. First St., San Jose 2334 Lundy Place, San Jose	Michael Foust Specialty

\*Silicon Valley includes: Santa Clara County; Fremont, Newark and Union City in Alameda County; Atherton, Belmont, East Palo Alto, Foster City, Menlo Park, Portola Valley, Redwood City, San Carlos, San Mateo and Woodside in San Mateo County; San Benito, Santa Cruz and Monterey counties. Although every attempt is made to ensure the accuracy and thoroughness of Business Journal lists, omissions sometimes occur. Information was obtained from the National Association of Real Estate Investment Trusts Inc. and SNL Financial.

NOTES: \*\* Equity market capitalization does not include operating partnership units or preferred stock.  
† - Did not disclose. NR - Not ranked.  
\*\*\* John Murray is president, COO and secretary.  
1. Square footage excludes nine properties.  
2. Square footage excludes one property.  
3. Square footage excludes seven properties.  
4. Square footage excludes four properties.  
5. Square footage excludes one property.  
6. Square footage excludes two properties.  
7. Square footage excludes three properties.  
8. Square footage excludes eleven properties.

If your company would like to be considered for next year's list, or if there are any corrections or additions, write to: Research, Business Journal, 96 N. Third St., Suite 100, San Jose, CA 95112; fax 408-295-5028; or e-mail shayden@bizjournals.com.

Research by Sara R. Hayden and Laura Cutland  
List published June 27, 2008



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## — Vance Overbey's Small Business Moment —

On May 2nd, 2008, Vance Overbey quietly seized his moment with AT&T wireless email. Sitting through a long-winded speech about nitrogen-fixing symbiotic bacteria, Vance negotiated two deals from his AT&T smartphone. Proving that the garden business can grow, not only with fertilizer, but also with dependable technology.



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## Commuter gas pains shift sales to higher gear at bike shops

BY CATHY WESELBY

Specialty bike retailers say they are starting to see signs of hope in what has been a flat market in the past decade. Rising gas prices are pushing frustrated motorists out of their cars, and manually-powered two-wheelers are benefitting.

National Bike Dealers Association Executive Director Fred Clements says bike retailers across the country are reporting recent increases in sales for commuting purposes. Clements says the momentum should continue into other aspects of cycling.

Clements' optimism comes after years of industry consolidation. His group reports that the number of bike stores dropped 30 percent over the past seven years, with an average-size store posting \$500,000 in annual sales and showing less than 5 percent profit by the end of the year.

But he and others in the industry believe that trend is turning around due to a number of factors.

"We think bikes are well positioned," Clements says. "Even if gas prices drop, bikes fit in with health issues and the green movement, and these trends will help to make us a pretty healthy industry."

Mike Croft, sales manager for Performance Bicycles agrees. He says sales at the Campbell store have increased significantly in the past few months.

"Even people who have never biked before are coming in because of the gas prices," he says.

One of those customers is Derek Matthews. He started cycling to work in May as part of an employee team for Bike to Work Day. The habit stuck with him, and Matthews now faithfully bikes 4 miles to and from his job at The Health Trust in Campbell. He feels healthier and estimates a savings of \$25 a month in gas by not driving his Dodge Neon.

New bicycle commuters like Matthews are being credited by local bike shop owners for a surge in sales in recent months.

Bill Kuckens, co-owner of The Off ramp stores in Santa Clara and Mountain View, says bike sales are up 7 percent this month over the same time last year. Repair and service is stronger this year than in past years, he says, with more people bringing in their dusty, creaky bikes and saying, "I'm going to bike to work."

Even sales of high-end \$3,000 folding bikes favored by light-rail and commuter train riders have increased, especially at the Mountain View store.

Kuckens says his biggest cost is payroll for his 24 employees, and overhead costs continue to rise each year.

### INDUSTRY AT-A-GLANCE

Number of bike stores in 2001: 6,259

Number of bike stores in 2008: 4,394

U.S. bicycle retail sales: \$6 billion

Number of adult cyclists: 45 million

Gross margin for bicycles: 36%

Gross margin for accessories: 48%

SOURCE: NATIONAL BIKE DEALERS ASSOCIATION



VICKI THOMPSON

**NICE RIDE:** Bill Kuckens, co-owner of The Off Ramp bicycle shops in Santa Clara and Mountain View, says his sales are up 7 percent as rising gas prices, health concerns and the green movement bring in more customers.

He says The Off Ramp needs to boost sales just to break even, and he's optimistic that it will finish the year with a 7 percent to 10 percent increase in sales.

Hyland Family Bicycles owner Bill Hyland has noticed an increase in customers buying bikes for commuting to work and running short errands.

Sales for Trek commuter bikes, designed specifically for comfort while commuting, are "way up" as are baskets and cruisers, one-speed bikes with a classic look, Hyland says.

"Our January, February and March were the best we've had in 45 years," he says.

Hyland, who co-owns his shop with his son, says that sales have been on the upswing for the past four years.

He attributes some of the surge to the gas crunch, but also to the personal service his Willow Glen shop offers.

"We look at Yelp and see how people review us," Hyland says. "It's not all about money; it's also about

treating people well."

In addition to the bikes, sales of accessories are up, as people look for safer ways to cycle.

"To ride without a mirror is just crazy," CycleAware owner Lee Gilbert says.

CycleAware is a Santa Cruz-based company that sells bicycle safety gear online. Gilbert reports that sales of helmet mirrors and packs are up 30 percent from last year.

Mike's Bikes co-owner Ken Martin says sales in bike-friendly Palo Alto are up 15 percent over 2007, and last year was a record year.

"People are freaked out about the economy, but we're still up as much as possible given the economy," Martin says. "If we had high gas prices and a good economy, it'd be even better."

CATHY WESELBY can be reached at 408.299.1821 or cweaselby@bizjournals.com.

## Find ways to make sure your business doesn't own you

"Beyond Booked Solid" by Michael Port, John Wiley & Sons, \$29.95.

For many small business owners, it's a 24/7/365 job. Truth be told, the business owns them. What they don't realize is when the business owns you, it's difficult for it to grow. Why? It's far too reliant on the resources of one person — especially when that person is beyond booked solid trying to do it all.

One key takeaway: When you're owned by the business, you're certainly not a leader — or even a manager. You're an employee who doesn't get paid overtime. To grow a business, you must manage and lead others. To accomplish this,

author Michael Port cites scalability, leverage and personal excellence as three of the cornerstones of growth. All deal with those you hire.

Scalability deals with "areas of your business that can be run by employees or independent contractors, who can be added as demand dictates." You have to let people do what you hired them to do. If you have to micromanage to get them to do their jobs, you hired the wrong people.

Leverage enables a business to grow through a pooling of knowledge to develop processes. You may find a way "to build a better mousetrap" if you're not the only one involved in the building. Leveraging staff skills allows expansion without additional demands on the owner.

Excellence "allows you to work only in the areas of your greatest strengths, on what energizes you." Building on your strength and filling your skill gaps with the strengths of others creates win-win for all involved. More productive work gets done in less time. You get more free time. Your staff sees they are trusted and important to the business. They experience growth, too, as they see the benefits of teamwork.

All of these create an "ahistorical" vantage point for the future. Ahistorical means that you are not wedded to the way you've always done things. Practice continuous improvement; encourage curiosity and feedback. Look for ideas from other businesses and industries to improve yours — by increasing your profit margins or growing sales or both.

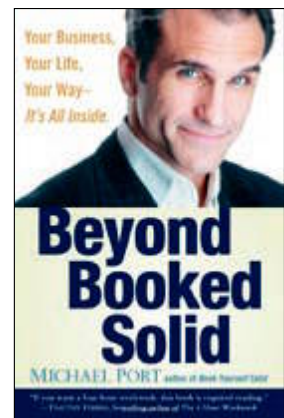
An ahistorical person looks at constraints differently. For example, instead of looking at lack of funding as a reason for not doing something, the person asks: "How can I get the funds?" Strategic partnerships and alliances solve many constraint problems.

Port offers insights into how to build a business that doesn't own you.

JIM PAWLAK is a freelance writer.

### BIZ BOOKS

Jim Pawlak



## THE PITCH

# Online show-and-tell for serious collectors

**What they do:** Micurio is a free online community where collectors can organize, share, buy/sell and discuss all types of collections while networking with other collectors and curious onlookers. Members can post images and descriptions of their collectibles, leave comments, create profiles, mark items as "Wanted" or "For Sale" and contact other members.

### MICURIO, INC.

**HQ:** Santa Clara  
**CEO:** Steve Mortensen  
**Employees:** 4  
**Founded:** 2006  
**Web site:** www.micurio.com  
**Email:** steve@micurio.com  
**Phone:** 408.615.7128



VICKI THOMPSON

**FOUNDING PARTNERS:** After becoming tired of registering for multiple Web communities for his many collecting interests, Steve Mortensen, along with his wife Dawn, created Micurio, one central location that offers sharing, commerce and discussion features.

**How they make money:** The sole revenue source now is advertising but in the future may include fee-based premium subscription services, such as valuation tools that will show collectors how much each of their items are worth. It also could start charging for auctions of collectibles — a free service now — and for providing insurance referrals.

**Which businesses they might disrupt:** Traditional methods of collectibles organizing and sharing, including Web sites, message boards and collectible-organizing software on a desktop.

**Who founded the company:** Steve Mortensen, a comic book dealer for five years, an adviser to the Overstreet Comic Book Price Guide and a columnist for the Comics Buyer's Guide. Before Micurio, he founded a comic book subscription service and was a former senior designer at Apple Inc.

**The management team:** Steve Mortensen, chief

executive officer; Dawn Mortensen, director of marketing; Dennis Kuznetsov, chief technology officer.

**The board of advisers:** Tom Mortensen, co-founder of MaxStrat Corp. in Milpitas, which was purchased by Sun Microsystems Inc. in 1999; Leo Kuznetsov, creator of the Zipeg extraction program; Charlie Hornberger, senior software engineer for Revver.com; David Roeloffs, industrial engineer at Honeywell.

**Funding sought:** \$1 million.

**Market size being pursued:** The target customer is collectors, a group that a recent Nielsen study estimated to be one-third of all Americans — more than 100 million people. About \$1 billion is spent each year on new comics, with billions more spent on collectible

back issues, and an estimated \$1 billion to \$6 billion is spent annually on sports collectibles.

**Likely competitors, direct or indirect:** Social networking sites such as Facebook and MySpace, as well as collectibles auction sites such as eBay and Heritage.

**Profit/annual revenue:** None. The revenue model plans for profitability at 20,000 users. Micurio is now in beta with about 1,100 registered users.

**EDITOR'S NOTE:** The Silicon Valley/San Jose Business Journal does not endorse the companies or technologies featured in The Pitch, nor is this a solicitation to invest in the featured company. If you think your company has an interesting story to tell, contact Cromwell Schubarth at cschubarth@bizjournals.com.

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**BUSINESS PROFILE**

# Alumawall shows its business mettle

**WHAT THEY DO:** Manufacture and install aluminum and metal composite panel systems. The panels are applied to exterior facades of commercial buildings, such as car dealerships, schools, hospitals and colleges. Projects include a 16-story condominium tower in San Pedro, the Placer County Courthouse in Roseville and Echelon Corp. in San Jose.

**ALUMAWALL INC.**

**Headquarters:** San Jose  
**Co-owners:** Lori Warda and son, David Warda  
**2007 revenue:** Between \$10 million and \$20 million  
**Founded:** 1984  
**Source, amount of start-up capital:** Bank loans, \$1 million  
**Phone:** 408.292.6353  
**Web site:** www.alumawall.com



DENNIS G. HENDRICKS

**CUSTOMERS:** General contractors.

**NUMBER OF LOCATIONS:** Three.

**NUMBER OF EMPLOYEES:** 55.

**SHORT-TERM GOAL:** Maintain a strong position in the current turbulent market by focusing on business development. Aluminum panels are a way for contractors to update buildings made in the 1970s with a more modern appearance.

**LONG-TERM GOAL:** Continue to grow and develop the company by expanding into the nine Western states.

**BIGGEST COMPETITOR:** Elward Systems Corp. in Colorado.

**WALL-SHAPER:** Lori Warda owned a bathroom contracting company for 43 years before focusing entirely on developing Alumawall.

**SOMETHING ABOUT YOUR BUSINESS THAT WOULD SURPRISE PEOPLE:** Many of the employees have been with the company for 20 and 30 years.

**HOW WILL BUSINESS CHANGE IN FIVE YEARS:** New products will be developed with different metal finishes along with new installation techniques.

**BEST BUSINESS DECISION:** Selling Warda Enterprises, Lori Warda's bathroom contracting company of 43 years, and focusing solely on Alumawall.

**TOUGHEST BUSINESS DECISION:** Purchasing a building (Alumawall's manufacturing and headquarters) when the construction market was faltering in 2001.

**LIKE BEST ABOUT THE BUSINESS:** Warda says her ability to make a good living and provide for her family.

**LIKE LEAST ABOUT THE BUSINESS:** The decreasing pool of technically trained labor.

**ONE THING ABOUT YOU THAT WOULD SURPRISE PEOPLE:** Warda used to run a cattle ranch in South San Jose, and would feed the cattle, horses, sheep, goats and chickens every morning and night in addition to running the company.

If you would like to see your company's snapshot here, send an e-mail to Cromwell Schubarth at [cschubarth@bizjournals.com](mailto:cschubarth@bizjournals.com).

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**Santa Clara Valley Water District**

## request for proposal

### Assessment and Upgrade of the Santa Clara Valley Water District's MAXIMO Enterprise Asset Management Software

**Who:** Santa Clara Valley Water District is the water resource management agency meeting watershed stewardship needs of and providing wholesale water reliability to Santa Clara County's nearly 1.8 million residents.

**What:** The Santa Clara Valley Water District is soliciting proposals from consultant firms to provide services for assessment and upgrade of the District's current enterprise asset management software - MAXIMO 4.1.1, to MAXIMO MXES - version 6.2 or 7.x. The primary objectives of the upgrade project are to bring the application release to the latest version that best meets District needs, and will serve as a base from which to implement future enhancements. The consultant will evaluate the current system and business needs, translate the District's needs into functional requirements, recommend best practices, and provide upgrade services.

You are invited to submit a proposal based on your qualifications conducting assessment and upgrade projects similar in size and scope to the District's project. The full Request for Proposal (RFP) can be viewed at <http://cas.valleywater.org>.

Please submit your proposals electronically to the District's Contract Administration System (CAS) by the date and time specified in the RFP Schedule. Prior to submitting proposals, all firms must be registered in CAS. This can be achieved by going to the web address noted above and following the instructions to create an account. When in the creation process, select the expertise code "IS10" and add contact information as necessary.

**Contact:** If you need assistance with creating a CAS account, please call (408) 265-2607, ext. 2992, or e-mail questions to [ContractAdministration@valleywater.org](mailto:ContractAdministration@valleywater.org).

In addition to submitting proposals electronically through the District's web portal, 12 hard copies of the proposal must be received by the proposal due date and time specified in the RFP Schedule. Please refer to the RFP for detailed hardcopy delivery instructions.

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AWARDS 2008

The Silicon Valley/San Jose Business Journal is accepting nominations for its 2008 CFO of the Year Awards. Candidates must be a chief financial officer or head of finance with a Silicon Valley-based company\*; must have at least one year in their current position; and not be an employee of a sponsoring organization.

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Information you can use to build your business

# LEADS

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## BANKRUPTCIES

Northen District of California  
 San Jose Division

### Chapter 7

**M.S.T. Electronics Inc.**, a Corporation, 1650-B Berryessa Road, San Jose 95133; Assets, \$38,452; Debts, \$326,196; Major Creditor, Internal Revenue Service, \$250,000; Attorney, Tam Nguyen; case #08-53185, 06/17/08.

Business bankruptcies filed in U.S. Bankruptcy Court, Northern District of California, San Jose Division. Chapter 7 typically is filed by individuals with business-related debt for individuals wishing to liquidate their assets. Chapter 13 applies to individuals.

## BUILDING PERMITS COMMERCIAL

**Akeena Solar**, commercial building addition/alteration at 1404 Seventh St., (office), \$2,446,999.

**Bothwell Construction Corp.**, commercial building addition/alteration at 3150 Cropley Ave., (antenna/cell), \$140,137.

**Community Towers I LLC**, commercial building addition/alteration at 111 St. John St., (office), \$327,065; 10,043 square feet.

**JAR Enterprises**, commercial building addition/alteration at 905 Meridian Ave., (restaurant), \$139,720; 1,418 square feet.

**Meade Construction Group Inc.**, commercial building addition/alteration at 2211 First St., (office), \$315,566.

**Paradigm General Contractors**, commercial building addition/alteration at 111 Almaden Blvd., (office), \$378,539.

**Spec Masters & Co. Inc.**, commercial building at 121 Curtner Ave., (restaurant) interior, \$213,857; 1,417 square feet.

## BUILDING PERMITS RESIDENTIAL

**153 Cornerstone Construction**, single-family residence addition/alteration at 3584 Pleasant Crest Drive, \$124,585; 1,784 square feet.

**Devera Construction Inc.**, multi-family residence addition/alteration at 2200 Curtner Ave., (unit conversions), \$107,070.

**Nice & Right Construction**, single-family residence addition/alteration at 1010 Lancer Drive, \$214,869.

**Roem Builders Inc.**, multi-family residence at 2555 Corde Terra Circle, \$12,330,800; 201,113 square feet.

**Sobrato Builders Inc.**, multi-family residence at 1201 Parkmoor Ave., \$22,494,308; 333,249 square feet.

**Sun Soo Kim and Soon J. Young**, single-family residence at 1070 Timber Crest Drive, \$184,179; 2,963 square feet.

## BUSINESS LICENSES

**Millennium Quality Floors/MB Floors**, 224 Packing Place, San Jose 95116.

**Cabinets Plus**, 464 Perry-mont Ave., San Jose 95125.

**Vo Electric**, 2150 Monterey Highway No. 213, San Jose 95112.

**FJP Electro-Mechanical Solutions**, 67 Southsea Court, San Jose 95138.

**G.M. Painting**, 105 Plympton Court, San Jose 95139.

**A1 Pro Handyman**, 2785 S. Bascom Ave. No. 66, Campbell 95008.

**PSI Restorations**, 291 Bern-land Road, San Jose 95119.

**Asan Driving School**, 20 Harold Ave. No. 2, San Jose 95117.

**Aurora College Prep.**, 2063 Teola Way, San Jose 95121.

**The Loan Specialists**, 2698 Berryessa Road, San Jose 95132.

**Financial Smartz/Financial Independence Training**, 2560 Butch Drive, Gilroy 95020.

**Green Street Capital Group**, 2095 Domaine Court, Morgan Hill 95037.

**GMN Financial Advisors**, 2417 Diane Marie Way, Santa Clara 95050.

**SCO Construction**, 12100 Stevens Canyon Road, Cupertino 95014.

**Community Internal Medicine**, 7880 Wren Ave. Suite D-143, Gilroy 95020.

**Chiropractic Care Clinic**, 1848 Saratoga Ave. No. 2, Saratoga 95070.

**Advantage Homes/Advantagehomes.com**, 3031 Tisch Way No. 800, San Jose 95128.

**Alpha Homes**, 5504 Monterey Road, San Jose 95138.

**Fiesta Auto Insurance Center**, 32A S. White Road, San Jose 95127.

**Blue Lake Landscaping**, 1203 Holly Hill Drive, San Jose 95122.

**JB Manufacturing**, 2814 Aiello Drive Unit D, San Jose 95111.

**MK Manufacturing**, 2528 Seaboard Ave., San Jose 95131.

**Altos Search Group**, 170 State St. Suite 200, Los Altos 94022.

**Breath of Joy**, 1625 Hollingsworth Drive, Mountain View 94040.

**Charmant Mist/Taurora**, 12222 Hilltop Drive, Los Altos Hills 94042.

**Mendel Vending**, 734 San Rafael St., Sunnyvale 94085.

**Ralston International**, 2361 Louis Road, Palo Alto 94303.

**AD Solutions**, 2785 S. Bascom Ave. No. 25, Campbell 95008.

**JP Enterprise**, 510 De Carli Court, Campbell 95008.

**All For Racing Engine Design**, 700 Gale Drive Suite 220, Campbell 95008.

**Landsonar/Landsonar.com**, 1401 S. Bascom Ave. Suite 900, Campbell 95008.

**Deal Rocker/Poicerocker/PocketCashback/SalesPerform**, 19682 Wheaton Drive, Cupertino 95014.

**Coffee Society**, 21265 Stevens Creek Blvd. No. 202, Cupertino 95014.

**Jaybird's House of Love**, 1253 Bay Tree Drive, Gilroy 95020.

**South Bay Tumor Board**, 700 W. Parr Ave. Suite B, Los Gatos 95032.

**Cardinale Redwood**, 19570 Montevina Road, Los Gatos 95033.

**Salon De Manila USA**, 16 Corning Ave. Suite 138, Milpitas 95035.

**Kink & Naught**, 1603 Starlite Drive, Milpitas 95035.

**Nueva Vista**, 18225 Hale Ave., Morgan Hill 95037.

**Golden Ridge Groups**, 1750 Halford Ave. No. 220, Santa Clara 95051.

**Gilmok**, 2783 El Camino Real, Santa Clara 95051.

**Infinity Color Lab**, 3040 Lawrence Expressway, Santa Clara 95051.

**First of August**, 862 Gallatin Drive Apt. 2, Santa Clara 95051.

**Trenchfree.com**, 270 Umbarger Road Space 66, San Jose 95111.

**Zanker Road Landfill/Zanker Material Processing Facility**, 1500 Berger Drive, San Jose 95112.

**The Noble House Enterprises**, 2377 Senter Road, San Jose 95112.

**Vivid Gloss**, 326 E. Santa Clara St. Suite 143, San Jose 95113.

**Bidezone Inc.**, 496 S. King Road, San Jose 95116.

**La Fiesta Rincon**, 1003 E. William St., San Jose 95116.

**Yu and Associates**, 3550 Stevens Creek Blvd. No. 305, San Jose 95117.

**VIP Tuning**, 1497 Bergerac Drive, San Jose 95118.

**Nilex Company**, 2801 McAndrew Court, San Jose 95121.

**Thormill House**, 1269 Thormill Way, San Jose 95121.

**RJS**, 1862 Seaview Drive, San Jose 95122.

**AM Tham**, 1198 Tully Road Suite 20, San Jose 95122.

**Jcanido/Jcanido1/Jcanido2**, 1215 Spokane Drive, San Jose 95122.

**Planit South Bay**, 539 Jesse James Drive, San Jose 95123.

**Liquid Insight**, 5938 Tander-dera Ave., San Jose 95123.

**MASISBA**, 1708 Miras-sou Drive, San Jose 95124.

**Mountainblue**, 4635 Fallonstone Court, San Jose 95124.

**Mscape Design**, 1636 Fair-law Ave., San Jose 95125.

**Opa!**, 1384 Lincoln Ave., San Jose 95125.

**Three Sisters**, 1393 Lincoln Ave., San Jose 95125.

**Direct Choice**, 3483 Story Road, San Jose 95127.

**G & P Design**, 2079 Leon Drive, San Jose 95128.

**Z Lady Luck**, 333 Santana Row No. 310, San Jose 95128.

**The Garden Design Studio**, 1191 Whitehall Ave., San Jose 95128.

**Dream Shifter Designs**, 1643 Maurice Lane No. 2, San Jose 95129.

**Global Electro**, 2360 Qume Drive, San Jose 95131.

**Golden State Brokers**, 1659 N. Capitol Ave. No. 206, San Jose 95132.

**Centex**, 3700 Douglas Blvd. Suite 150, Roseville 95661.

**FFP Publishing**, 773 Springwood Drive, San Jose 95129.

**Architectural Ironworks**, 1121 Montague Express-way, Milpitas 95035.

**Drafting 911**, 2817 Ruth Court, Santa Clara 95051.

**Garfield Legal Consulting**, 773 Montrose Ave., Palo Alto 94303.

**C. Burgess Consulting & Associates**, 2248 Meridian Ave., San Jose 95035.

**Private Properties/Today Realty**, 600 Pennsylvania Ave. No. 22, Los Gatos 95030.

**1551 Industrial LLC/F & L Properties**, 1535 Industrial Ave., San Jose 95112.

**SKP Properties LLC/F & L Properties**, 1535 Industrial Ave., San Jose 95112.

**TMC Property Management**, 1144 Strada Al-maden, San Jose 95120.

**Prime Realty**, 1009 E. Capito-l Expressway No. 702, San Jose 95121.

**Realty World University Associates**, 1101 S. Win-chester Blvd. Suite 285, San Jose 95128.

**Miyo Yogurt**, 270 Main St., Los Altos 94022.

**Euphent Cyber Cafe**, 612 S. Mary Ave., Sunnyvale 94087.

**Krung Siam Thai Cuisine**, 423 University Ave., Palo Alto 94301.

**Kiraku Restaurant**, 20 Washington St., Santa Clara 95050.

**Dog Hot Wieners Inc.**, 2525 El Camino Real, Santa Clara 95051.

**Dishes/Cafe Milan**, 3561 El Camino Real No. 99, Santa Clara 95051.

**Yogurt Lovers**, 206 Packing Place, San Jose 95116.

**Bronze Sage Beachwear & Tanning**, 531 E. Campbell Ave., Campbell 95008.

**Flawnt Fashions**, 1098 Indian Summer Court, San Jose 95122.

**Fashion Surplus**, 1590 Berryessa Road, San Jose 95133.

**Global Door Controls**, 1121 Montague Express-way, Milpitas 95035.

**La Sonorese Bakery**, 163 Willow St., San Jose 95110.

**Bell Market**, 921 Emory St., San Jose 95126.

**Ejshani/Ejshani Records/Ejshani Music**, 3131 Homestead Road Apt. 17-F, Santa Clara 95051.

**Torrance Town Center LLC**, 1790 W. Carson St., Tor-rance 90501.

**Baby Home Studio LLC**, 1212 Navlet Court, Sunnyvale 94087.

**Legal Beads**, 773 Montrose Ave., Palo Alto 94303.

**GP Bike Parts**, 818 Cris-tich Lane No. 1, Campbell 95008.

**La Esmeralda Jewelry Re-pair**, 281 First St., Gilroy 95020.

**Rocio's Gifts**, 7822 Monterey St., Gilroy 95020.

**Pacific Coast Liquidation**, 295 Calle Marguerita, Los Gatos 95032.

**Maria's Specialties**, 17252 Sandalwood Way, Morgan Hill 95037.

**Garden of Eden Flowers & Books**, 1000 El Camino Real No. 105, Santa Clara 95050.

**Pajo's Herbal Products**, 4450 Bassett St. No. 8, Santa Clara 95054.

**Garden of Bead'n**, 18580 Bucknall Road, Saratoga 95070.

**Soap Aterlier Willow Glen**, 350 E. Mission St. No. 123, San Jose 95112.

**Downtown Pharmacy**, 60 N. 13th St. Suite A, San Jose 95112.

**Aborn Square Shopping Center**, 4010 Moorpark Ave. Suite 111, San Jose 95117.

**Wood Art By Mike**, 781 Starlight Court, San Jose 95117.

**Phoenix Retail Develop-ment Co.**, 2200 Eastridge Mall No. 1037, San Jose 95122.

**Torrance Town Center LLC**, 6216 Hipi Circle, San Jose 95123.

**A and C Goddard Sales Associates**, 1721 Ross Circle No. 1, San Jose 95124.

**Torrance Town Center LLC**, 2347 Gunderson Drive, San Jose 95125.

**GizmosNGear**, 64 Gordon Ave., San Jose 95127.

**Toshiba Display Systems**, 1161-70 Ringwood Court, San Jose 95131.

**West Bay Financial Ser-vices**, 1442 Morton Ave., Los Altos 94024.

**South Bay Sedan and Limo Service Inc.**, 7626 Hollanberry Place, Cupert-ino 95014.

**Green Building Services**, 118 Ayer Lane, Milpitas 95035.

**Legal Services Unlimited**, 1670 Starlite Drive, Milpita-s 95035.

**SLS Bookkeeping & Training Services/SLS Bookkeeping Services Inc.**, 17760 Monterey Road Suite E, Morgan Hill 95037.

**3 Bees Cleaning Ser-vices**, 2172 Forbes Ave., Santa Clara 95050.

**BB Bookkeeping Service**, 3090 Kenneth St., Santa Clara 95054.

**California Insurance & Services**, 2268 Quimby Road Suite E, San Jose 95122.

**Mill Agency Insurance Services LLC**, 2268-A Quimby Road, San Jose 95122.

**Specialized Care Nursing Services**, 4962 Union Ave., San Jose 95124.

**Pacific Painting Services**, 2445 Rinconada Drive, San Jose 95125.

**Aariaa Net Services**, 1016 Maraschino Drive, San Jose 95129.

**J & K Cleaning Services**, 2549 Coconut Drive, San Jose 95148.

**Mobile Wash**, 2009 Amor Court, Milpitas 95035.

**Mobile Wash Plus**, 2009 Amor Court, Milpitas 95035.

**Dent Tech**, 2230 Harrison St., Santa Clara 95050.

**D's Roadside Asst.**, 522 N. 11th St., San Jose 95112.

**TruTow**, 1009 E. Capitol Expressway No. 503, San Jose 95121.

**Today's Office Profes-sionals**, 3475 Deer Creek Road A-1.12, Palo Alto 94304.

**Karma Permanent Staff-ing**, 458 Nolden Ave., San Jose 95117.

**Allstar Alarm Co.**, 1598 Trevor Drive, San Jose 95118.

**D-Tech**, 1881 Half Pence Way, San Jose 95132.

**Voltage Racing/Kelly American Challenge**, 11944 Brookridge Drive, Saratoga 95070.

**Kris Billiards**, 861 W. San Carlos, San Jose 95126.

**Bay Rock Entertainment/Bay Rock Records**, 10546 Lochner Drive, San Jose 95127.

**Cinnabar Hills Golf Club**, 23600 McKean Road, San Jose 95141.

**Baypromads**, 782 Lake-wood Drive, Sunnyvale 94084.

**I.S. Janitorial**, 1199 S. King Road No. 3048, San Jose 95122.

**Naomi's Cleaners**, 350 Bird Ave. No. 210, San Jose 95136.

**Bishop Appliance Repair**, 4649 Powderborn Court, San Jose 95136.

**Self Awareness Resource Center**, 21 N. Harrison Ave. Ste. 220, Campbell 95008.

**Anastasia's Club Fit**, 15445 Los Gatos Blvd., Los Gatos 95032.

**Body Effects**, 14955 Sobey Road, Saratoga 95070.

**Planet Beauty/Oakridge**, 925 Blossom Hill Road No. 1552, San Jose 95123.

**The Hair Village**, 1020F S. White Road, San Jose 95127.

**Visible Changes Tanning Center**, 3327 Arqueado Drive, San Jose 95148.

**Scott Mosher Photog-raphy**, 5414 Blossom Gardens Circle, San Jose 95123.

**Calamity Jane Films**, 1039 Colony Hills Lane, Cupert-ino 95014.

**Video Magic**, 14415-B Big Basin Way, Saratoga 95070.

**Video Emotions**, 161 Jackson St. No. 3, San Jose 95112.

**Phoenix Video Image**, 1091 McCreery Ave. No. 20, San Jose 95116.

**Glass House Studio**, 1222 Becket Drive, San Jose 95121.

**ENN Solar Energy (USA) Office**, 1115 Blair Ave., Sunnyvale 94087.

**Transit Solutions**, 14955 Sobey Road, Saratoga 95070.

case #108CVL114798, 06/13/08.  
**Capital One Bank NA vs. Esther Liu/Larbe Delavie Inc./dba China CA**, collections, case #108CVL114804, 06/13/08.  
**Economy Foods Inc. dba Facciola Meat Co. vs. Kenneth Scott Manrao/dba Arthur's Restaurant/Rosemary Ann Manrao**, collections, case #108CVL114808, 06/13/08.  
**PS Business Parks LP vs. Alliance Title Co. Inc.**, breach of contract, case #108CVL114816, 06/13/08.  
**Capital One Bank (USA) NA vs. Ali Boyasan/Interex USA**, collections, case #108CVL114836, 06/13/08.  
**Capital One Bank vs. Stephen D. Casey/Evergreen Termite Control Inc.**, collections, case #108CVL114850, 06/13/08.  
**Renzo's Bar & Grill Inc./Gholam R. Shafazand vs. City of San Jose/San Jose Police Department/San Jose Police Lieutenant John Vanek**, discriminatory enforcement, case #108CVU114221, 06/06/08.  
**Cisco Systems Capital Corp. vs. Genesis Computer Systems Inc.**, breach of contract, case #108CVU114319, 06/06/08.  
**First Franklin Financial Corp. vs. Caroline T. Daniel/dba Sterling Realty & Lending/Pamela Le Noue**, negligence, case #108CVU114428, 06/11/08.  
**Charlie Cong vs. Kaiser Foundation Hospitals/The Permanente Medical Group/Stanford Hospital & Clinics**, professional negligence, case #108CVU114436, 06/06/08.  
**Bryan Marotta and Brandi Keitner-Romanowsky vs. Diamond S.J. Enterprise Inc./dba ViVid Night Club**, premises liability, case #108CVU114437, 06/10/08.  
**Sook Ja Kim vs. Family Health Center/Richard Kim/Saratoga Health Center Inc.**, personal injury, case #108CVU114457, 06/10/08.  
**United Security Bank vs. Unified Capital Group Inc./Derrick White**, breach of contract, case #108CVU114474, 06/10/08.  
**Victor Martin Castello Jr. vs. General Motors Corp.**, violation of Consumer Warranty Act, case #108CVU114531, 06/10/08.  
**Dinyari Inc. vs. Stanton Derry/dba Cypress Estates**, breach of contract, case #108CVU114562, 06/11/08.  
**Brenda Valencia vs. California Highway Patrol**, personal injury, case #108CVU114563, 06/11/08.  
**Una Mas Franchise Corp.**

**vs. Rass Hospitality Inc./Atul Saini**, federal trademark infringement, case #108CVU114568, 06/11/08.  
**Joyce M. Christian vs. Stanford University**, product liability, case #108CVU114572, 06/11/08.  
**PS Business Parks LP vs. Motonix Inc.**, breach of contract, case #108CVU114580, 06/11/08.  
**Building Wow LLC vs. Twin Oaks Church/Bob F. Helms/Chicago Title Co.**, breach of contract/lease, case #108CVU114588, 06/11/08.  
**Ronald Hubbard vs. Bryan R. Cox/dba Bryan's Plastering**, breach of contract, case #108CVU114605, 06/11/08.  
**Jesse Valtierra vs. Kaiser Permanente/Kaiser Permanente Santa Teresa Medical Center**, medical malpractice, case #108CVU114607, 06/10/08.  
**Dorothea Elizabeth Balzano vs. Camino Medical Group/Sunnyvale Medical Group/Palo Alto Medical Foundation**, medical negligence, case #108CVU114620, 06/11/08.  
**Walia Lakhinder vs. Fonda Pallone/Allstate Indemnity Co./Allstate Golden Gate**, auto tort, case #108CVU114622, 06/11/08.  
**John Vriend vs. USA Auto Tech & Service Inc./Thanh Lai/dba USA Auto Tech and Service**, auto tort, case #108CVU114623, 06/11/08.  
**American Executive Centers Inc. vs. Hit Media Group Inc.**, breach of contract, case #108CVU114673, 06/11/08.  
**Pentech Financial Services Inc. vs. Marion Matthews/dba City Island**, breach of agreement, case #108CVU114678, 06/12/08.  
**Lila Kramer vs. Stanford Hospital and Clinics**, medical negligence, case #108CVU114699, 06/12/08.  
**Sumitra and Babita Roy vs. El Camino Hospital/Marc Pelletier MD/Michael Fischbein MD**, medical malpractice, case #108CVU114703, 06/12/08.  
**First Franklin Financial Corp. vs. DMV Mortgage Corp.**, breach of agreement, case #108CVU114716, 06/12/08.  
**First Franklin Financial Corp. vs. HDS Mortgage LLC**, breach of agreement, case #108CVU114720, 06/12/08.  
**Katherine A. Arbanasin vs. Stanford Hospital and Clinics/Laurence Katzenelson MD**, professional negligence, case #108CVU114727, 06/12/08.  
**Maria Carrasco vs. County of Santa Clara/Santa Clara County Probation Department/Cleveland**

**Prince**, civil rights, case #108CVU114742, 06/12/08.  
**Viking Drillers Inc. vs. Transcontinental Insurance Co./Transportation Insurance Co./Golden Eagle Insurance Corp.**, breach of contract, case #108CVU114747, 06/12/08.  
**Angel L. Dizon Jr. vs. Chris D. Sanchez/CT Hub Construction/Surety Co. of the Pacific**, breach of contract, case #108CVU114748, 06/12/08.  
**Estevan Alva vs. HCR Manor Care**, personal injury, case #108CVU114758, 06/12/08.  
**Josephine Pastor vs. Tom Dzung Tran/dba Discovery Realty/Rey Ibanez**, fraud, case #108CVU114772, 06/12/08.  
**Applied Underwriters Inc. and Allied Risk Services Inc. vs. Dinyari Inc.**, breach of contract, case #108CVU114775, 06/12/08.  
**Paul Richard Stange vs. General Motors Corp./Sunnyvale Chevrolet**, breach of contract, case #108CVU114780, 06/13/08.  
**Minh Van Luu and Kim Thai Pham vs. Quynh Doan/Kim Tien Dao/State Farm General Insurance Co.**, defamation, case #108CVU114786, 06/13/08.  
**Pentech Financial Services Inc. vs. Rebound Enterprises Inc./dba REI Communications/Carl J. Burgess**, breach of agreement, case #108CVU114803, 06/13/08.  
**Toff Inc. dba Anago of the Bay Area vs. Movida Restaurant LLC**, breach of contract, case #108CVU114805, 06/13/08.  
**Roberto Acosta vs. Green Valley Corp./Barry Swenson Builders**, personal injury, case #108CVU114820, 06/13/08.  
**Carol Gibbons vs. Costco Wholesale Membership Inc.**, product liability, case #108CVU114822, 06/13/08.  
**Media Source vs. Pro-vanta Corp.**, collections, case #108CVU114825, 06/13/08.  
**Porsche Financial Services Inc. and Porsche Leasing Ltd. vs. Tu Nghiem/The Department of Motor Vehicles**, breach of contract, case #108CVU114839, 06/13/08.  
**Paul Tomlinson vs. Johnson Lumber Co.**, workplace discrimination, case #108CVU114841, 06/13/08.  
**Gabriela Ortiz a minor by GAL Martha Camacho vs. Lee's Laundromat/Huong Le/Mt. Pleasant Center**, negligence, case #108CVU114843, 06/13/08.  
**LaSalle Bank NA vs. Robert Kushner/Valerie Kushner/State of California**, breach of contract, case #108CVU114863, 06/13/08.  
**Amir Guy vs. Stanford University/Stanford University Medical School**, discrimination, case #108CVU114869, 06/13/08.  
**Manuel Montalvo vs. Leopoldo Gonzalez/dba Calmex Auto Body and Paint**, violation of labor codes, case #108CVU114889, 06/13/08.

**FORECLOSURES**  
**Date, time of sale:** 07/03/08 10:00 AM  
**Address:** 5060 Plaza Corona, Santa Clara 95054  
**Trustee:** Ahmsi Default Services Inc.  
**Original Balance:** \$487,615  
**Sale Location:** 190 N. Market St., San Jose; APN: 097-36-022; Trustor: Rogelio and Rita Dacon  
**Document no.:** 19882394  
**Trustee no.:** B350562 CA  
**Date, time of sale:** 07/03/08 10:00 AM  
**Address:** 1058 Walnut Woods Court, San Jose 95122  
**Trustee:** Ahmsi Default Services Inc.  
**Original Balance:** \$676,296  
**Sale Location:** 190 N. Market St., San Jose; APN: 477-46-025; Trustor: Teodoro Barron and Yessenia Tellez  
**Document no.:** 19882391  
**Trustee no.:** B352638 CA  
**Date, time of sale:** 07/03/08 10:00 AM  
**Address:** 1956 Bright Willow Circle, San Jose 95131  
**Trustee:** Ahmsi Default Services Inc.  
**Original Balance:** \$909,326  
**Sale Location:** 190 N. Market St., San Jose; APN: 237-33-101; Trustor: Elizabeth F. and Arturo B. Ybanez  
**Document no.:** 19885419  
**Trustee no.:** B353542 CA  
**Date, time of sale:** 07/03/08 11:00 AM  
**Address:** 954 Summerplace Drive, San Jose 95122  
**Trustee:** Aztec Foreclosure Corp.  
**Original Balance:** \$352,246  
**Sale Location:** 190 N. Market St., San Jose; APN: 477-69-342; Trustor: Juan A. Contreras  
**Document no.:** 19888406  
**Trustee no.:** 08-501615  
**Date, time of sale:** 07/03/08 11:00 AM  
**Address:** 2639 Gimelli Place, San Jose 95133  
**Trustee:** Cal-Western Reconveyance Co.  
**Original Balance:** \$371,135  
**Sale Location:** 190 N. Market St., San Jose; APN: 254-58-132; Trustor: Marilu and Danilo Levita  
**Document no.:** 19888173  
**Trustee no.:** 1134650-08  
**Date, time of sale:** 07/03/08 10:00 AM  
**Address:** 1665 Brentwood Lane, Gilroy 95020  
**Trustee:** Cal-Western Reconveyance Co.  
**Original Balance:** \$573,108  
**Sale Location:** 190 N. Market St., San Jose; APN: 783-36-042; Trustor: Jaime Morales  
**Document no.:** 19888049  
**Trustee no.:** 1126919-04  
**Date, time of sale:** 07/01/08 11:00 AM  
**Address:** 95 Hobson St. No. 57, San Jose 95110  
**Trustee:** Cal-Western Reconveyance Co.  
**Original Balance:** \$130,838  
**Sale Location:** 190 N. Market St., San Jose; APN: 259-49-057; Trustor: Geoffrey Lance Black  
**Document no.:** 19885577  
**Trustee no.:** 1136456-10  
**Date, time of sale:** 07/09/08 10:00 AM  
**Address:** 603 Carlsbad St., Milpitas 95035  
**Trustee:** Cal-Western Reconveyance Corp.  
**Original Balance:** \$503,436  
**Sale Location:** 190 N. Market St., San Jose; APN: 088-20-104; Trustor: Ricardo and Josefina Ablaza  
**Document no.:** 19885316  
**Trustee no.:** 1122440-02  
**Date, time of sale:** 07/01/08 10:00 AM  
**Address:** 559 S. Taaffe St., Sunnyvale 94086

**Trustee:** Cal-Western Reconveyance Corp.  
**Original Balance:** \$577,748  
**Sale Location:** 190 N. Market St., San Jose; APN: 209-29-043; Trustor: Juan Francisco Acevedo  
**Document no.:** 19885422  
**Trustee no.:** 1138067-15  
**Date, time of sale:** 06/30/08 10:00 AM  
**Address:** 524 Sieber Place, San Jose 95111  
**Trustee:** Cal-Western Reconveyance Corp.  
**Original Balance:** \$303,911  
**Sale Location:** 190 N. Market St., San Jose; APN: 494-69-155; Trustor: Jennifer Ann Ramelb  
**Document no.:** 19883812  
**Trustee no.:** 1137707-02  
**Date, time of sale:** 06/30/08 10:00 AM  
**Address:** 2671 Bonbon Drive, San Jose 95148  
**Trustee:** Cal-Western Reconveyance Corp.  
**Original Balance:** \$629,546  
**Sale Location:** 190 N. Market St., San Jose; APN: 649-20-053; Trustor: Oscar Tejada  
**Document no.:** 19885572  
**Trustee no.:** 1138211-15  
**Date, time of sale:** 07/01/08 11:00 AM  
**Address:** 1396-1398 Locust St., San Jose 95110  
**Trustee:** Cal-Western Reconveyance Corp.  
**Original Balance:** \$297,481  
**Sale Location:** 190 N. Market St., San Jose; APN: 434-11-076; Trustor: Sohrab Ezaz  
**Document no.:** 19885574  
**Trustee no.:** 1138684-10  
**Date, time of sale:** 07/01/08 10:00 AM  
**Address:** 123 Poas Circle, San Jose 95116  
**Trustee:** Cal-Western Reconveyance Corp.  
**Original Balance:** \$334,257  
**Sale Location:** 190 N. Market St., San Jose; APN: 481-56-032; Trustor: Jose Jimenez  
**Document no.:** 19885576  
**Trustee no.:** 1135576-04  
**Date, time of sale:** 06/30/08 10:00 AM  
**Address:** 399 Grandpark Circle, San Jose 95136  
**Trustee:** Cal-Western Reconveyance Corp.  
**Original Balance:** \$485,537  
**Sale Location:** 190 N. Market St., San Jose; APN: 462-39-013; Trustor: Maria and Karl Fischer  
**Document no.:** 19883881  
**Trustee no.:** 1137928-15  
**Date, time of sale:** 07/03/08 11:00 AM  
**Address:** 2302 Blueball Ave., San Jose 95122  
**Trustee:** Cal-Western Reconveyance Corp.  
**Original Balance:** \$542,410  
**Sale Location:** 190 N. Market St., San Jose; APN: 491-24-043; Trustor: Pedro Martin Carrizales  
**Document no.:** 19888174  
**Trustee no.:** 1136501-08  
**Date, time of sale:** 07/01/08 10:00 AM  
**Address:** 130 Schott St., San Jose 95116  
**Trustee:** Cal-Western Reconveyance Corp.  
**Original Balance:** \$432,583  
**Sale Location:** 190 N. Market St., San Jose; APN: 484-06-057; Trustor: Juan Cervantes  
**Document no.:** 19883813  
**Trustee no.:** 1137737-02  
**Date, time of sale:** 06/30/08 10:00 AM  
**Address:** 1183 Sherwood Ave., San Jose 95126  
**Trustee:** Cal-Western Reconveyance Corp.  
**Original Balance:** \$640,045  
**Sale Location:** 190 N. Market St., San Jose; APN: 230-16-047; Trustor: Eleute-

rio and Gloria Pacheco  
**Document no.:** 19885573  
**Trustee no.:** 1138219-15  
**Date, time of sale:** 07/01/08 10:00 AM  
**Address:** 2152 Hillstone Drive, San Jose 95138  
**Trustee:** Cal-Western Reconveyance Corp.  
**Original Balance:** \$1,042,074  
**Sale Location:** 190 N. Market St., San Jose; APN: 680-36-007; Trustor: Pedro Flores  
**Document no.:** 19885575  
**Trustee no.:** 1138320-15  
**Date, time of sale:** 07/01/08 10:00 AM  
**Address:** 1662 Nickel Ave., San Jose 95121  
**Trustee:** Cal-Western Reconveyance Corp.  
**Original Balance:** \$698,611  
**Sale Location:** 190 N. Market St., San Jose; APN: 670-11-017; Trustor: Juan G. and Eunice Valencia  
**Document no.:** 19880842  
**Trustee no.:** 1133468-11  
**Date, time of sale:** 07/07/08 10:00 AM  
**Address:** 1355 N. Fourth St., San Jose 95112  
**Trustee:** California Mortgage & Realty Inc.  
**Original Balance:** \$5,879,803  
**Sale Location:** 190 N. Market St., San Jose; APN: 235-05-008; Trustor: Delta Hotel Group LP  
**Document no.:** 19883995  
**Trustee no.:** 08-01266-3C  
**Date, time of sale:** 07/07/08 10:00 AM  
**Address:** 1355 N. Fourth St., San Jose 95112  
**Trustee:** California Mortgage & Realty Inc.  
**Original Balance:** \$5,879,803  
**Sale Location:** 190 N. Market St., San Jose; APN: 235-05-008; Trustor: Rosemary Land Co. LLC  
**Document no.:** 19883996  
**Trustee no.:** 08-01267-3C  
**Date, time of sale:** 07/07/08 10:00 AM  
**Address:** 1355 N. Fourth St., San Jose 95112  
**Trustee:** California Mortgage & Realty Inc.  
**Original Balance:** \$301,108  
**Sale Location:** 190 N. Market St., San Jose; APN: 690-18-133; Trustor: Miguel A. Carranza  
**Document no.:** 19888574  
**Trustee no.:** 424757CA  
**Date, time of sale:** 07/03/08 11:00 AM  
**Address:** 10425 Emerick Ave., San Jose 95127  
**Trustee:** California Reconveyance Co.  
**Original Balance:** \$448,768  
**Sale Location:** 190 N. Market St., San Jose; APN: 601-23-071; Trustor: Conrado Ayala  
**Document no.:** 19888581  
**Trustee no.:** 224724CA  
**Date, time of sale:** 07/02/08 11:00 AM  
**Address:** 456 Chelsea Crossing, San Jose 95138  
**Trustee:** California Reconveyance Co.  
**Original Balance:** \$613,983  
**Sale Location:** 190 N. Market St., San Jose; APN: 678-66-040; Trustor: Michael Joseph Herrera  
**Document no.:** 19886743  
**Trustee no.:** 424701CA  
**Date, time of sale:** 07/02/08 11:00 AM  
**Address:** 944 Cape George Place, San Jose 95133  
**Trustee:** California Reconveyance Corp.  
**Original Balance:** \$672,126  
**Sale Location:** 190 N. Market St., San Jose; APN: 254-42-038; Trustor: Gene and Michelle Balgos  
**Document no.:** 19886750  
**Trustee no.:** 224684CA  
**Date, time of sale:** 07/07/08 10:00 AM  
**Address:** 5224 Makati Circle, San Jose 95123  
**Trustee:** California Reconveyance Corp.  
**Original Balance:** \$457,133

**Date, time of sale:** 07/03/08 10:00 AM  
**Address:** 950 Nevada Ave., San Jose 95125  
**Trustee:** California Reconveyance Co.  
**Original Balance:** \$1,058,079  
**Sale Location:** 190 N. Market St., San Jose; APN: 429-22-004; Trustor: Guadalupe Gomez  
**Document no.:** 19888048  
**Trustee no.:** 1130966-04  
**Date, time of sale:** 07/03/08 11:00 AM  
**Address:** 3393 Blue Mountain Drive, San Jose 95127  
**Trustee:** California Reconveyance Co.  
**Original Balance:** \$535,073  
**Sale Location:** 190 N. Market St., San Jose; APN: 647-21-017; Trustor: Dalia Hernandez  
**Document no.:** 19888578  
**Trustee no.:** 424739CA  
**Date, time of sale:** 07/03/08 10:00 AM  
**Address:** 813 Frederick Commons, San Jose 95126  
**Trustee:** California Reconveyance Co.  
**Original Balance:** \$613,878  
**Sale Location:** 190 N. Market St., San Jose; APN: 261-59-096; Trustor: Naz Usmani  
**Document no.:** 19886613  
**Trustee no.:** 724720CA  
**Date, time of sale:** 07/02/08 11:00 AM  
**Address:** 1376 Saluda Court, San Jose 95121  
**Trustee:** California Reconveyance Co.  
**Original Balance:** \$765,158  
**Sale Location:** 190 N. Market St., San Jose; APN: 499-16-044; Trustor: Elodia Linares  
**Document no.:** 19886744  
**Trustee no.:** 424710CA  
**Date, time of sale:** 07/03/08 11:00 AM  
**Address:** 5475 Eagles Lane, Unit 2, San Jose 95123  
**Trustee:** California Reconveyance Co.  
**Original Balance:** \$301,108  
**Sale Location:** 190 N. Market St., San Jose; APN: 690-18-133; Trustor: Miguel A. Carranza  
**Document no.:** 19888574  
**Trustee no.:** 424757CA  
**Date, time of sale:** 07/03/08 11:00 AM  
**Address:** 10425 Emerick Ave., San Jose 95127  
**Trustee:** California Reconveyance Co.  
**Original Balance:** \$448,768  
**Sale Location:** 190 N. Market St., San Jose; APN: 601-23-071; Trustor: Conrado Ayala  
**Document no.:** 19888581  
**Trustee no.:** 224724CA  
**Date, time of sale:** 07/02/08 11:00 AM  
**Address:** 456 Chelsea Crossing, San Jose 95138  
**Trustee:** California Reconveyance Co.  
**Original Balance:** \$613,983  
**Sale Location:** 190 N. Market St., San Jose; APN: 678-66-040; Trustor: Michael Joseph Herrera  
**Document no.:** 19886743  
**Trustee no.:** 424701CA  
**Date, time of sale:** 07/02/08 11:00 AM  
**Address:** 944 Cape George Place, San Jose 95133  
**Trustee:** California Reconveyance Corp.  
**Original Balance:** \$672,126  
**Sale Location:** 190 N. Market St., San Jose; APN: 254-42-038; Trustor: Gene and Michelle Balgos  
**Document no.:** 19886750  
**Trustee no.:** 224684CA  
**Date, time of sale:** 07/07/08 10:00 AM  
**Address:** 5224 Makati Circle, San Jose 95123  
**Trustee:** California Reconveyance Corp.  
**Original Balance:** \$457,133

**Sale Location:** 190 N. Market St., San Jose; APN: 692-29-059; Trustor: Michael A. and Elizabeth A. Morales  
**Document no.:** 19888068  
**Trustee no.:** 724762CA  
**Date, time of sale:** 07/02/08 11:00 AM  
**Address:** 433 Carpentier Way, San Jose 95111  
**Trustee:** California Reconveyance Corp.  
**Original Balance:** \$641,538  
**Sale Location:** 190 N. Market St., San Jose; APN: 494-42-102; Trustor: Aysa Dong  
**Document no.:** 19886747  
**Trustee no.:** 424724CA  
**Date, time of sale:** 06/30/08 11:00 AM  
**Address:** 5638 Calmar Ave. No. 2, San Jose 95123  
**Trustee:** CR Title Services Inc.  
**Original Balance:** \$350,192  
**Sale Location:** 190 N. Market St., San Jose; APN: 694-23-106; Trustor: Daljit and Rajpal Bhullar  
**Document no.:** 19886166  
**Trustee no.:** T08-34640-CA  
**Date, time of sale:** 06/30/08 11:00 AM  
**Address:** 342 Vineyard Drive, San Jose 95119  
**Trustee:** CR Title Services Inc.  
**Original Balance:** \$550,851  
**Sale Location:** 190 N. Market St., San Jose; APN: 704-37-031; Trustor: Araceli Hernandez  
**Document no.:** 19885142  
**Trustee no.:** T08-34521-CA  
**Date, time of sale:** 06/30/08 11:00 AM  
**Address:** 4684 Capay Drive No. 4, San Jose 95118  
**Trustee:** CR Title Services Inc.  
**Original Balance:** \$302,451  
**Sale Location:** 190 N. Market St., San Jose; APN: 569-45-060; Trustor: Daisy Flores  
**Document no.:** 19883765  
**Trustee no.:** T08-34543-CA  
**Date, time of sale:** 06/30/08 11:00 AM  
**Address:** 1512 Endicott Drive, San Jose 95122  
**Trustee:** CR Title Services Inc.  
**Original Balance:** \$553,868  
**Sale Location:** 190 N. Market St., San Jose; APN: 486-31-044; Trustor: Joel Arteaga Resendez  
**Document no.:** 19883959  
**Trustee no.:** T08-34539-CA  
**Date, time of sale:** 06/26/08 11:00 AM  
**Address:** 3239 Rocky Mountain Drive, San Jose 95127  
**Trustee:** CR Title Services Inc.  
**Original Balance:** \$501,514  
**Sale Location:** 190 N. Market St., San Jose; APN: 647-32-019; Trustor: Isidro Covarrubias  
**Document no.:** 19883595  
**Trustee no.:** T08-34443-CA  
**Date, time of sale:** 07/03/08 10:00 AM  
**Address:** 413 Shandon Court, San Jose 95136  
**Trustee:** DSL Service Co.  
**Original Balance:** \$554,300  
**Sale Location:** 190 N. Market St., San Jose; APN: 462-66-002; Trustor: Leonard Damico  
**Document no.:** 19883757  
**Trustee no.:** 48982  
**Date, time of sale:** 07/17/08 11:00 AM  
**Address:** 1892 Grand Teton Drive, Milpitas 95035  
**Trustee:** ETS Services LLC  
**Original Balance:** \$693,708  
**Sale Location:** 190 N. Market St., San Jose; APN: 088-25-016; Trustor: Don Q. Do  
**Document no.:** 19885649  
**Trustee no.:** FD-128414-C

BIG DEALS

Each week, the Business Journal will list the major lease transactions — over 10,000 square feet — as reported by Silicon Valley brokers. Submit information via e-mail to bigdeals@sanjose.bizjournals.com by Friday for publication in the following Friday's edition.

OFFICE / RESEARCH AND DEVELOPMENT

**Firetide Inc.**  
 Space: 14,113 sq. ft. lease  
 Address: 140 Knowles Drive, Los Gatos  
 Lessor: Knowles Los Gatos LLC  
 Brokers: Mike Michaels and Tim Boyd of Cresa-Partners represented the lessee. Bob Shepherd of Colliers International represented the lessor.

New litigation filed in Santa Clara County Court Superior Court. Only business-related case filings are listed.

**Date, time of sale:** 07/07/08 11:00 AM  
**Address:** 5745-5747 Lalor Drive, San Jose 95123  
**Trustee:** ETS Services LLC  
**Original Balance:** \$610,221  
**Sale Location:** 190 N. Market St., San Jose; APN: 687-17-012; Trustor: Javier Carranza  
**Document no.:** 19881819  
**Trustee no.:** GM-134599-C

**Date, time of sale:** 07/07/08 11:00 AM  
**Address:** 124 Poas Circle, San Jose 95116  
**Trustee:** ETS Services LLC  
**Original Balance:** \$446,235  
**Sale Location:** 190 N. Market St., San Jose; APN: 481-56-066; Trustor: Agripino Urquiza  
**Document no.:** 19880501  
**Trustee no.:** GM-134195-C

**Date, time of sale:** 07/02/08 11:00 AM  
**Address:** 1682 Salamoni Court, San Jose 95133  
**Trustee:** ETS Services LLC  
**Original Balance:** \$661,947  
**Sale Location:** 190 N. Market St., San Jose; APN: 254-73-042; Trustor: Kaitlyn and Tina Nguyen  
**Document no.:** 19880503  
**Trustee no.:** GM-134196-C

**Date, time of sale:** 07/01/08 11:00 AM  
**Address:** 938 Summerside Drive No. D, San Jose 95122  
**Trustee:** ETS Services LLC  
**Original Balance:** \$348,790  
**Sale Location:** 190 N. Market St., San Jose; APN: 477-64-016; Trustor: Michael A. Bradford and Sandra C. Gallagher  
**Document no.:** 19880506  
**Trustee no.:** GM-134194-C

**Date, time of sale:** 07/09/08 11:00 AM  
**Address:** 1249 Tucson Ave., Sunnyvale 94089  
**Trustee:** ETS Services LLC  
**Original Balance:** \$596,031  
**Sale Location:** 190 N. Market St., San Jose; APN: 104-19-099; Trustor: Andrew Deal  
**Document no.:** 19881818  
**Trustee no.:** GM-134676-C

**Date, time of sale:** 07/08/08 11:00 AM  
**Address:** 268 Mahoney Drive, San Jose 95127  
**Trustee:** ETS Services LLC  
**Original Balance:** \$639,810  
**Sale Location:** 190 N. Market St., San Jose; APN: 601-27-008; Trustor: Juan Francisco Perdomo  
**Document no.:** 19883657  
**Trustee no.:** GM-134752-C

**Date, time of sale:** 07/01/08 11:00 AM  
**Address:** 1061 Clark Way, Gilroy 95020  
**Trustee:** ETS Services LLC  
**Original Balance:** \$556,903  
**Sale Location:** 190 N. Market St., San Jose; APN: 808-31-059; Trustor: Phillip Jon Medina  
**Document no.:** 19880502  
**Trustee no.:** GM-134275-C

**Date, time of sale:** 07/07/08 11:00 AM  
**Address:** 815 Cabrillo Court, Gilroy 95020  
**Trustee:** ETS Services LLC  
**Original Balance:** \$659,992  
**Sale Location:** 190 N. Market St., San Jose; APN: 790-19-115; Trustor: Sean and Debbie Ledon  
**Document no.:** 19880505  
**Trustee no.:** GM-134236-C

**Date, time of sale:** 07/07/08 10:00 AM  
**Address:** 323 Spode Way, San Jose 95123  
**Trustee:** FCI Lender Services Inc.  
**Original Balance:** \$662,798  
**Sale Location:** 190 N.

Market St., San Jose; APN: 689-55-010; Trustor: Louie Dizon  
**Document no.:** 19887943  
**Trustee no.:** 48406

**Date, time of sale:** 07/08/08 10:00 AM  
**Address:** 820 Babbs Creek Drive, Gilroy 95020  
**Trustee:** FCI Lender Services Inc.  
**Original Balance:** \$655,828  
**Sale Location:** 190 N. Market St., San Jose; APN: 808-38-013; Trustor: Esteban Ruiz  
**Document no.:** 19881965  
**Trustee no.:** 48470

**Date, time of sale:** 07/01/08 10:00 AM  
**Address:** 3601 Kerwood Way, San Jose 95127  
**Trustee:** Fidelity National Title Co.  
**Original Balance:** \$495,047  
**Sale Location:** 190 N. Market St., San Jose; APN: 601-05-022; Trustor: Genaro Heredia  
**Document no.:** 19881976  
**Trustee no.:** 08-00716-03

**Date, time of sale:** 07/03/08 10:00 AM  
**Address:** 7598 Monterey St. No. 260, Gilroy 95020  
**Trustee:** Fidelity National Title Co.  
**Original Balance:** \$313,614  
**Sale Location:** 190 N. Market St., San Jose; APN: 841-81-012; Trustor: Josh Garcia  
**Document no.:** 19887833  
**Trustee no.:** 08-00772-3

**Date, time of sale:** 07/03/08 10:00 AM  
**Address:** 247 N. Capitol Ave. No. 187, San Jose 95127  
**Trustee:** Fidelity National Title Co.  
**Original Balance:** \$346,568  
**Sale Location:** 190 N. Market St., San Jose; APN: 484-09-095; Trustor: Haydee Morales-Parra  
**Document no.:** 19885137  
**Trustee no.:** 08-00799-3

**Date, time of sale:** 07/07/08 10:00 AM  
**Address:** 10310 Reva Court, San Jose 95127  
**Trustee:** Fidelity National Title Co.  
**Original Balance:** \$521,168  
**Sale Location:** 190 N. Market St., San Jose; APN: 601-39-048; Trustor: George S. and Georgia Cortez  
**Document no.:** 19888004  
**Trustee no.:** 08-00808-3

**Date, time of sale:** 07/03/08 10:00 AM  
**Address:** 8266 Gaunt Ave. No. A2, Gilroy 95020  
**Trustee:** Fidelity National Title Co.  
**Original Balance:** \$389,409  
**Sale Location:** 190 N. Market St., San Jose; APN: 790-49-028; Trustor: Laura Montes  
**Document no.:** 19885140  
**Trustee no.:** 08-00757-3

**Date, time of sale:** 06/30/08 10:00 AM  
**Address:** 1502 Shortridge Ave., San Jose 95116  
**Trustee:** Financial Title Co.  
**Original Balance:** \$495,132  
**Sale Location:** 190 N. Market St., San Jose; APN: 481-14-096; Trustor: Marisol Farfan  
**Document no.:** 19883805  
**Trustee no.:** 08-12079-CA

**Date, time of sale:** 07/01/08 10:00 AM  
**Address:** 3228 Coldwater Drive, San Jose 95148  
**Trustee:** First American Loanstar Trustee Services  
**Original Balance:** \$567,943  
**Sale Location:** 190 N. Market St., San Jose; APN: 649-08-034; Trustor: Ramon Jose Carvajal  
**Document no.:** 19886173  
**Trustee no.:** 20089073500356

## MECHANICS LIENS

**Claimant: A.J. Moreali Electric Consulting Design,** Contractor: Barry Swenson Builders, \$16,425, Owner: Gregg Bunker, on property at Wildflower Condominiums/1375 S. De Anza Blvd., Cupertino 95014, document #19881521, 06/10/08.  
**Claimant: TFK Drywall & Construction Inc.,** Contractor: South County Community Builders, \$42,551, Owner: Alexander Place Development LLC, on property at Gilroy Cannery Phase I and II/111 Lewis St., Gilroy 95020, document #19882496, 06/11/08.

**Claimant: Green Valley Corporation dba Barry Swenson Builder,** Contractor: Gregg Bunker, \$969,741, Owner: Wildflower Estates LLC, on property at 7369/7371/7373/7375 Wildflower Way, Cupertino 95014, document #19882331, 06/11/08.  
**Claimant: Elco Electric Inc.,** Contractor: Pacific Building Inc., \$42,191, Owner: The Mills Corp., on property at 447 Great Mall Drive Space 147, Milpitas 95035, document #19882479, 06/11/08.

**Claimant: Platinum Roofing Inc.,** Contractor: Fragoso Property Management, \$16,118, Owner: Melvin and Susan Read/Gary and Jean Walton, on property at 7209 Hanna St., Gilroy 95020, document #19883208, 06/11/08.  
**Claimant: ABC Supply Company Inc.,** Contractor: Louis & Riparetti Inc., \$35,277, Owner: The Villages Olivas Home Owners Association, on property at 5001 Cribari Vale, San Jose 95135, document #19884286, 06/12/08.

**Claimant: Clark Electric Corp.,** Contractor: Calstate Construction Inc. et al., \$28,409, Owner: Redevelopment Agency of the City of San Jose, on property at Starbird Teen Center/1050 Boynton Ave., San Jose 95117, document #19884173, 06/12/08.  
**Claimant: Summers Group Inc. dba Rexel Pacific,** Contractor: S.A.S. Electric, \$22,915, Owner: Dariush and Nasrin Etesam, on property at Glen Willow Apartments/877 Willow St., San Jose 95123, document #19886834, 06/16/08.

**Claimant: Swan Plumbing Inc.,** Contractor: Soruco Structures, \$52,010, Owner: Jafar and Jeff Fini, on property at 14005 Quito Road, Saratoga 95070, document #19886596, 06/16/08.  
**Claimant: Grant S. Lyndon,** Contractor: Alvin T. Levitt dba Alvin T. Levitt Esquire and Commerce Bank N.A. et al., \$136,972, Owner: Seven Springs Ranch LLC, on property at 11801 Dorothy Anne Way/Rolling Hills Road Subd., Cupertino 95014, document #19886229, 06/16/08.

Tax releases from liens satisfied or cleared against businesses by the State of California exceeding \$10,000 are listed. These documents are retrieved from the Santa Clara County Recorder's Office, (408) 299-5667.

## REAL ESTATE SALES

**Abby L. Ahrens Trustee to Harry W. Kellogg Jr. and Linda A. Kellogg Trustees,** 821 Vista Grande Ave., Los Altos 94024, APN: 189-30-002 Lot 89 Subd of Montebello Acres, \$3.7 million.

**David C. Nagel Trustee to Matthew H. and Katherine Haberkorn,** 371 Pennsylvania Ave., Los Gatos 95030, APN: 510-41-058 Lots 15 and 16 Block 1 Laurel Ave., \$3.5 million.

**Robert C. and Linda Hausen Trustees to Deon A. and Deborah A. Boles Trustees,** 15244 Via Lomita, Monte Sereno 95030, APN: 410-44-002 Rudy Bacher/King to Bushnell, \$3.1 million.

**Robert M. and Mary E. Buxton to Michael D. and Angela Agah,** 14825 La Rinconada Drive, Los Gatos 95032, APN: 409-32-002 Lot 25 Tract 1052 Country Club Vistas Unit 2, \$3.02 million.

**Stanley and Jeannine Blumenfeld to Holmes Business LLC,** P.O. Box 15516, Fremont 94539, APN: 216-26-039 Lots 160 and 161 Tract 2629 Lawrence Glen, \$2.75 million.

**Amidi Petroleum LLC to Mohan Singh Dhanotia and Hardev Kaur Dhanota,** 3828 Los Altos Court, San Jose 95121, APN: 205-01-010 Bernal Ave North Fair Oaks Ave., \$2.29 million.

**B. Thomas Kenyon III and Kay T. Kenyon Trustees to Patrick Loo and Grace Tai,** 14024 June Way, Saratoga 95070, APN: 397-25-085 Parcel 1, \$2.29 million.

**Barry L. and Polly J. Widen Co-Trustees to Carol L. Anderson,** 18101 Idylwild Road, Los Gatos 95033, APN: 558-18-016 Parcel 2 Evans, \$2.15 million.

**Andreas Stavropoulos and Chrysoula Dosiou Trustees to Charles E. Rosenblum and Mina Titi Liu,** 3730 Ortega Court, Palo Alto 94303, APN: 127-13-109 Lot 11 Tract 7670, \$1.99 million.

**Sinh Truong to Sinduchajana Sulistyo and Caroline Quach,** 2307 Larkspur Canyon Drive, San Jose 95138, APN: 680-55-028 Lot 178 Tract 8991, \$1.88 million.

**Bruce J. and Meiqing R. Levin Trustees to Cheri S. Freitas,** 15641 Loma Vista Ave., Los Gatos 95032, APN: 523-20-012 Lot 13 Tract 137 Loma Vista Tract Unit 1, \$1.83 million.

**Charles M. Jurek Trustee to Jean A. Kirk Trustee,** 671 Manresa Lane, Los Altos 94022, APN: 175-61-011 Lot 11 Tract 7917 Manresa Townhouses, \$1.80 million.

**PENSCO Trust Company/Thomas and Margaret Rancatore Trustees et al. to Thomas W. and Katherine K. Marron Trustees,** 12345 Murieta Lane, Los Altos Hills 94022, APN: 264-57-068 Lot 2 Lester Subd., \$1.77 million.

**Nicholas J. and Susan C. Testa to Craig R. Ferguson and Shannon Jemel Ferguson,** 672 Orange Ave., Los Altos 94022, APN: 175-16-026 Lot 18 Block 19 Map No. 2 of Town of Los Altos, \$1.69 million.

**Sreenivas R. and Sunitha R. Kosireddy to Jehyoung Lee and Hyungjeong Yun,** 13555 Saratoga Vista Ave., Saratoga 95070, APN: 393-39-019 Lot 6 Tract 518, \$1.68 million.

**Michael P. and Rita B. Allen Trustees to Stella Chong,** 24481 Summerhill Ave., Los Altos 94024, APN: 342-28-042 Lot 90 Tract 2618 Sierra Ventura Unit 3, \$1.65 million.

**Kristen A. Emery to Qiang Li and Beiyao Zheng,** 116 Coleridge Ave., Palo Alto 94301, APN: 124-17-003 Lot 16 Block 6 Tract No. 2 of Seale Addition, \$1.63 million.

**APN: 189-11-007 Lot 26 Tract 882 Loyola Acres,** \$1.62 million.

**Helen E. Eliadis and Deborah D. Gallo Trustees to Lisa Katherine Barrett Trustee,** 1645 Lupton Ave., San Jose 95125, APN: 429-34-058 Lot 8 Tract 278 Maurence Weaver Homestead Tract, \$1.58 million.

**David K. and Dawn E. Anderson/Kathleen Bradley Successor Trustee to Better Business Bureau of San Jose Ltd. et al.,** 700 Empey Way, San Jose 95128, APN: 282-28-010 (portion of) Lot 168 Tract 1367 Sherman Oaks Addition No. 3, \$1.55 million.

**Douglas B. and Claudia P. Quist to Roger W. and Elinor T. Kumpf,** 1486 Brookmill Road, Los Altos 94024, APN: 197-02-068 Lot 110 Tract 1575 Brookhurst Unit 3, \$1.5 million.

**Edith and Henk Van Bijvelit to Ron Matsuura,** 356 Santana Row No. 315, San Jose 95125, APN: 277-45-247 Condo Unit 315 Tract 9393, \$1.5 million.

**Renne Ricciardi Trustee to Kelly and Shannon Coan,** 1467 Topar Ave., Los Altos 94024, APN: 331-10-049 Lots 52 and 54 Los Altos Country Club Properties, \$1.5 million.

**Christopher and Susan M. Webb to Tim D. Schulze and Anita L. Nariani,** 608 Springer Terrace, Los Altos 94024, APN: 189-36-027 Lot 14 and 752 Lyndale Orchards, \$1.49 million.

**Cathy Graffigna to Fujian Huang and Mei Guo,** 1780 Newell Road, Palo Alto 94303, APN: 003-56-059 Lot 22 Block 104 Tract 253 Embarcadero Oaks No. 3, \$1.48 million.

**Alice Y. Wallace and**

**Northern Trust Bank of California N.A. Co-Trustees to Robert M. and Marilyn J. Kulick Trustees,** 106 W. Campbell Ave., Campbell 95008, APN: 307-47-001 San Tomas Aquino Road, \$1.47 million.

**Vasgo III LLC to Peter Wayman,** 823 Willow Glen Way, San Jose 95125, APN: 429-22-031 Parcels 36 and 37 Willow Glen Way, \$1.47 million.

**Wesley William Wong and Helen Hang Ye to Dharmesh C. and Sushma Bhagatwala,** 10551 Castine Ave., Cupertino 95014, APN: 326-44-035 Lot 61 Tract 4381, \$1.46 million.

**John Scott Ware and S.Y.C. Ware Trustees to Sumtinder Pal and Vandana Malik,** 10181 Lebanon Drive, Cupertino 95014, APN: 342-14-009 Lot 9 Block 1 Tract 991 Carolyn Gardens Unit 1, \$1.45 million.

**Michael Tarens to Raj S. Kapany,** 1260 Carmel Terrace, Los Altos 94024, APN: 193-43-028 Lot 5 Tract 558 Carmel Terrace, \$1.41 million.

**Christopher T. and Linda M. Sorauf Trustees to William John Gulland and Darcy A. Elman,** 634 Coleraine Court, Sunnyvale 94087, APN: 309-15-013 Lot 226 Tract 2743 Country Lane Unit 5, \$1.40 million.

**Gary Jerome Walden and Cecilia Walden Co-Trustees to Danny Seekin Chan and Mun Yee Chan,** 1340 Drysdale Drive, Sunnyvale 94087, APN: 269-41-054 Block 6 SR4W, \$1.3 million.

**Daniel A. and Pamela C. Pritchard Trustees to Feng Qu and Hong Zhang,** 653 Arastradero

**Mack Trustees,** 5270 Arezzo Drive, San Jose 95138, APN: 680-11-017 Lot 81 Tract 8374 Neighborhood No. 10 Unit 2, \$1.39 million.

**Michael and Cynthia M. DeCecco/Scott W. Meggs and Sally Reed Meggs and Charles W. Meggs to Dae-Wook Kang,** 2000 W. Hedding St., San Jose 95128, APN: 274-38-060 Lots 9 and 10 Tract 1053, \$1.38 million.

**Bernard R. and Beverly J. Gandler Co-Trustees to Andres and Laura Sintes,** 6853 Gold Pine Way, San Jose 95120, APN: 581-22-013 Lot 179 Tract 2729 Almaden Villa Unit 2, \$1.32 million.

**Rod and Teresa Firoozye to Inbal and Adi Kavalier,** 1544 Klamath Drive, Sunnyvale 94087, APN: 323-24-020 Lot 241 Tract 2021 Cherrhill West Unit 3, \$1.32 million.

**Mary Diane Patten Successor Trustee to Sachin S. Desai and Susan Kolachalam,** 10465 Brewer Ave., Cupertino 95014, APN: 326-41-062 Lot 81 Tract 4382, \$1.32 million.

**Paul David Koning and Kristen Lou Koning Co-Trustees to Kannan Varadhan and Shanthi Ranganathan,** 6740 Wistoria Way, San Jose 95129, APN: 373-17-046 Lot 96 Tract 1858 Thunderbird Unit 1, \$1.3 million.

**Joe and Filomena Cota to Waimana Enterprises Inc.,** Pauahi Tower Suite 2750 1001 Bishop St., Honolulu, Hawaii 96813, APN: 269-41-054 Block 6 SR4W, \$1.3 million.

**Daniel A. and Pamela C. Pritchard Trustees to Feng Qu and Hong Zhang,** 653 Arastradero

Road, Palo Alto 94306, APN: 167-06-012 Lot 43 Tract 792 Green Acres, \$1.28 million.

**Eric M. and Brooke S. Powers to Mark D. Wheeler and Amelia Archer,** 18190 Saratoga Los Gatos Road, Los Gatos 95030, APN: 510-12-025 SW line of Saratoga-Los Gatos Road H.P. Bancroft Inc., \$1.28 million.

**Terrence R. Deveau to Chu K. and Yuk L. Lau,** 1556 Bonita Ave., Mountain View 94040, APN: 193-17-010 Lot 10 Tract 1101 Rancho Estates, \$1.26 million.

**Paul A. Baginski and Linda A. Wilhelm-Baginski to Michael S. and Melonie T. Baranov,** 1573 Bedford Ave., Sunnyvale 94087, APN: 320-03-062 Lot 56 Tract 1881 Westmoor Glen, \$1.25 million.

**Wen Ping Lin and Yuh Juan Lin to Kun-Lung Hsiao and Chien-Hui Liao,** 10600 Johnson Drive, Cupertino 95014, APN: 375-36-013 Lot 232 Tract 1088, \$1.25 million.

**C. Gregory McClenon and Jennifer McClenon to Allan Paul Laser and Minnie L. Laser,** 3595 Sierra Road, San Jose 95132, APN: 595-10-048 (portion of) Lot 5 Ogan Tract, \$1.24 million.

**Danny Seekin Chan and Mun Yee Chan Trustees to Arthur S. and Naomi N. Nagahashi,** 3250 Machado Ave., Santa Clara 95051, APN: 211-27-050 Lot 27 Tract 4498 Plum Tree, \$1.23 million.

**Jack and Jane Rosenthal to Darius Karim and Cindyani Novida Putri,** 7712 Orogrande Place, Cupertino 95014, APN: 362-18-031 Lot 15 Tract 5711, \$1.22 million.

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**Milton Soong and Linda Liu to Ramasubbu Venkatesh and Vasanta B. Madduri,** 5528 Oak Park Drive, San Jose 95129, APN: 378-16-028 Lot 220 Tract 4290 Lynnbrook Unit 6, \$1.18 million.

**Orchard Heights Investors II LLC to Stacey T. and Christine T. Nguyen,** 3570 Cassis Court, San Jose 95148, APN: 659-10-022/-023 (portion) Lot 94 Tract 9531, \$1.16 million.

**Ralph B. and Phyllis A. Lindquist to Scott Hymen Rossi and Jonna Marie Rossi Trustees,** 1510 Oburn Court, Campbell 95008, APN: 406-24-069 Lot 5 Tract 7624, \$1.16 million.

**Cory J. and Michaela Q. Pavlik to Matthew H. Behan,** 297 Hersher Court, Los Gatos 95032, APN: 527-44-056 Lot 63 Tract 2978-Cameo Park, \$1.16 million.

**Adrienne Juliano Trustee to Dennis and Deborah Politi,** 15824 Cherry Blossom Lane, Los Gatos 95032, APN: 523-16-004 Lot 25 Tract 649 Blossom Hill Manor Unit 1, \$1.12 million.

**Brian L. and Kelli R. Sheumaker Trustees to Armando Gonzalez and Jennifer Lien,** 6570 Winterset Way, San Jose 95120, APN: 701-09-012 Lot 102 Tract 4404, \$1.12 million.

**Sandra Lynn Jacobson and David R. Jacobson to Rajesh and Kalpana Maisuria,** 10311 N. Blaney Ave., Cupertino 95014, APN: 316-33-008 Lot 45 Tract 2953 Triumph No. 2, \$1.12 million.

**Larry S. Kuechler Trustee to Hedva Porat,** 116 Altura Vista, Los Gatos 95032, APN: 407-19-020 Lot 327 Tract 5547 Rinconada Hills Unit 8, \$1.09 million.

**Michael L. Fancher to Jaclyn C. Fink,** 24790 Loma Prieta Ave., Los Gatos 95033, APN: 562-29-009 Furnish Jr., \$1.08 million.

**Joshua M. and Claire H. Weisenfeld to Christopher and Bethany Erickson,** 3989 Twilight Drive, San Jose 95124, APN: 421-28-030 Lot 65 Tract 5848, \$1.06 million.

**Gregory Fuji and Renee Kwan Fuji to Mu-Sik Ra and Eun Min Kim,** 18228 Kenyon Court, Saratoga 95070, APN: 366-56-007 Lot 7 Tract 8768, \$1.06 million.

**Stephen Gary Smith and Janice Jean Smith Trustees to Adam J. and Heather L. Cheney/ Stephen A. and Julie A. Hammond Trustees/ Benjamin and Jennifer Bajarin,** 12475 Creekview Circle, San Martin 95046, APN: 825-48-023 Parcel C and Parcel 4, \$1.05 million.

**Joseph Tse-Ping Ho and Chung-Fang Chang to Minyi Chen,** 5957 Dial Way, San Jose 95129, APN: 377-24-028 Lot 25 Tract 2713, \$1.05 million.

**Dale K. and Linda M. Burkhart Trustees to Nicho-**

**las P. and Lisa K. Tsolis,** 2186 Westmoreland Drive, San Jose 95124, APN: 442-10-016 Lot 347 Tract 4280 Dry Creek Unit 6, \$1.03 million.

**Ratnaje Arumilli and Ramavani Jayapada Arumilli to Teruko J. Edwards Trustee,** 876 Lockhaven Drive, Los Altos 94024, APN: 323-35-059 Lot 94 Tract 3038 Homestead Terrace Unit 4, \$999,999.

**Noemily Tsukushi to Alexander and Caroline Wallace,** 1072 Fuchsia Drive, Sunnyvale 94086, APN: 213-09-058 Lot 52 Tract 4618, \$980,909.

**William and Maggie Ho to Kang-Yung Bohannon and Nathan Y. Bohannon,** 4206-J Riskey's Way, Palo Alto 94306, APN: 148-01-029 a Condo Lot 12 Tract 9786, \$979,999.

**John P. Hurwitz to Donald S. and Shelly A. Guerra,** 6431 El Paseo Drive, San Jose 95120, APN: 577-20-009 Lot 114 Tract 3186 Almaden Country Club Estates No. 2, \$978,181.

**Joan K. (Mac Lean) Adler Successor Trustee to Christopher Pennington and Bryn MacVicar Pennington,** 1366 Turnstone Way, Sunnyvale 94087, APN: 313-07-018 Lot 39 Tract 4248 Forest Glen, \$965,454.

**Chatelaine-Santa Clara LP to Man Xiong and Lei Huang,** 497 Norwood Circle, Santa Clara 95051, APN: 316-50-022 Lot 22 Tract 9718, \$958,181.

**Carolyn Rose Wilson to Neeti Gowda,** 2380 Adele Ave., Mountain View 94043, APN: 147-35-051 Lot 4 Block 3 Tract 1710, \$950,000.

**David H. Tong and Ye He to Randy Po-Yao Wang and Hsiao Ling Lin,** 4186 Marston Lane, Santa Clara 95054, APN: 097-86-027 Lot 27 Tract 9319, \$937,272.

**Taylor Morrison of California LLC to Loann Trinh Truong and Thuy Trong Truong,** 1015 Banyan Court, San Jose 95131, APN: 237-15-183/184 Lot 34 Tract 9850 Hawthorn Place II, \$931,818.

**Rod Couvrey Trustee and Andrea Couvrey to Tai Sup Hwang and Kyung Hye Oh Hwang,** 451 Lowell Drive, Santa Clara 95051, APN: 316-12-006 Lot 11 Block 9 Tract 1752 Westwood Oaks Unit 3, \$917,272.

**Sinde Tu Torres to Neil and Leela Correa,** 480 Bluefield Drive, San Jose 95136, APN: 462-04-065 Lot 1 Parcel Map, \$898,181.

**Michael A. Chang and Karin Brown to Krishna-kumar Sriramadesikan and Priya Srinivasan,** 10163 Parish Place, Cupertino 95014, APN: 316-44-018 Lot 26 Tract 5698, \$895,454.

**Devan and Seema Batavia to Gaurav Rishi and Arati Sohoni,** 399 Vasquez Ave., Sunnyvale 94086, APN: 161-26-049 Lot 1 Tract 4694 Midtown, \$894,545.

**Paul R. Griffin and Ann Marie Brogna-Griffin to Karyl Aklund,** 1680 El Dorado Drive, Gilroy 95020, APN: 783-02-015 Lot 5 Tract 5701, \$874,545.

**Thomas and Consuelo M. Osborne to Maurice Leibenstern,** 7 Kew Court, Northport, N.Y. 11768, APN: 331-20-071 Lot 9 Block 5 (portion) of Lot 39 Subd. of Hale Ranch, \$870,000.

**Thomas and Michele Braucht to Edward M. Goldberg,** 18111 La Verne Drive, Los Gatos 95033, APN: 544-46-104 Parcel A, \$860,000.

**Ronald R. Reneau Trustee and Sophiaavalas to Otto Crawford Trustee,** 95 Church St. Unit 2207, Los Gatos 95030, APN: 529-54-037 Unit 37 Tract 6700, \$857,272.

**LG Developers LP to Hanh Huy Phan and Kinh Demaree,** 657 Helweh Court, San Jose 95126, APN: 261-08-092 Lot 2 Tract 9828 Subd. of Lots 11 and 12 Alameda Villa Tract, \$857,272.

**Majid Danapur to Frank Steegmans and Briggitta R. Turelinczk,** 4857 Tampico Way, San Jose 95118, APN: 569-38-028 Lot 104 Tract 4332, \$854,545.

**Ian and Ruth Hardie to Daniel Sana and Renelyn Sana,** 3452 Wheeling Drive, Santa Clara 95051, APN: 293-07-049 Lot 4 Tract 2493, \$850,000.

**Hosamm Mitch Ramsey to Toni Trujillo Vian and Corey Vian,** PO Box 613, Redwood City 94064, APN: 305-37-034 Lot 31 Tract 3324, \$850,000.

**Hazel Hughes and Juliette Ann Black to Sheng Qing and Li Nian,** 7626 Hollandery Place, Cupertino 95014, APN: 362-29-033 Lot 71 Tract 2999, \$850,000.

**Kenneth McCraney and Lanna Kay McCraney to Michael Chun and Jennifer Assaf/Halbert Shaoching Tam and Shirley Ongee Tam,** 1096-1102 Courtland Ave., Milpitas 95035, APN: 088-34-019 Lot 4 Tract 6301, \$850,000.

**Ann Marie Gittings/Ann C. Gittings Co-Successor Trustee and Mary E. Rupp/Mary C. Carver Co-Successor Trustee to Dorcas L. Kelley,** 832 Peach Ave., Sunnyvale 94087, APN: 201-14-036 Lot 150 Tract 1341 Westmoor Village Unit 2, \$850,000.

**Hsiaw Ping Lin to Joseph and Nicki Parisi Trustees,** 156 Isabelle Ave., Atherton 94027, APN: 279-40-015 Lot 19 Subd. of Moulton Tract SE 1/4 of S26 T7S R1W, \$840,000.

**Mark E. and Debra L. VanCuren to Hedviga C. and Florin Arsene,** 5305 Harwood Road, San Jose 95124, APN: 527-54-026 Lot 1 Tract 4187, \$834,545.

**Shan-Min Swei and Wen-Yen Kao to Sanjeev Gupta and Ruchi Pratap,** 1052 Whitebick Drive, San Jose 95129, APN: 377-11-020 Lot 187 Tract 4929 Regency Park Unit 2, \$830,000.

**Uwe Paul Kerkhoff to Venkatachalam and Usha S. Kalahasti,** 1390 Trailside Lane, San Jose 95138, APN: 679-35-042 a Condo Unit 28 Phase 4 Ranch on Silver Creek, \$830,000.

**Warmington Palo Alto Associates LP to Charles and Judy Shen,** 111 Lowell Ave., Palo Alto 94301, APN: 127-68-041 (portion) Unit 51 Tract 9740, \$826,363.

**Garry Crosby Successor Trustee to Thomas and Ponprop Flynn,** 1251 Janis Way, San Jose 95125, APN: 439-38-006 Lot 6 Tract 677, \$824,545.

**Taylor Morrison of California LLC to Sasikumgar Gandhi and Bhavani Ganapathy,** 1027 Banyan Court, San Jose 95131, APN: 237-15-183/184 Lot 32 Tract 9850 Hawthorn Place II, \$818,181.

**Quang D. Duong and Janny Tran Trustee to Monica C. Mineo and Amir Ali Yasser,** 930 Schoolhouse Road, San Jose 95138, APN: 678-65-005 Lot 4 Tract 8742, \$810,909.

**Ruth Zaphiropoulos Trustee to Jimmy K. Poon and Elaine M. Wan,** 45 Los Altos Square, Los Altos 94022, APN: 170-45-018 a Condo Unit 18 Tract 3625, \$804,545.

**Blanche Houston to Michael A. Chang and Karin Brown,** 1285 Sierra Ave., San Jose 95126, APN: 261-25-010 Lot 3 Block 11 Hanchett Residence Park, \$800,000.

**The 1790 Ten Corp. to Linda Le,** 254 Southside Drive, San Jose 95111, APN: 477-26-043/-049 Seventh St., \$800,000.

**Frank and Donna Kirkbride to Mihai and Monica Manolescu,** 1264 Mayette Ave., San Jose 95125, APN: 439-32-020 Lot 16 Tract 1156 Thomas Gardens Unit 1, \$794,545.

**Sampathkumar Sreetharan and Gayathri Masilaramani to Nirmal Kumar Chandrasekaran and Malhalakshmi Dhevarajan,** 3013 Mauricio Ave., Santa Clara 95051, APN: 296-29-010 Lot 18 Tract 1459 Quito Rancho, \$790,000.

**Marsha August to Bradley Dohaniuk and Toral Patel,** 4496 Headen Way, Santa Clara 95054, APN: 097-90-106 a Condo Unit 89 Rivermark Landings Phase VII, \$784,545.

**Cindy A. Wong and Dick Chiang to Torsten Muesse,** 3055 Dibble Court, Santa Clara 95051, APN: 293-16-036 Lot 98 Tract 1260 Beverly Wood Unit 3, \$784,545.

**Zoltan Eyged and Eva Pappi Trustees to Jason Hickethier and Jackie McNulty,** 752 Springfield Drive, Campbell 95008, APN: 307-39-014 Lot 9 Tract 4237 Westmont Park Unit 1, \$781,818.

**Clarence R. Hope Trustee to Pavle and Elizabeth Sedic,** 172 Bel Ayre Drive, San Jose 95117, APN: 303-21-021 Lot 28 Tract 322 Bel Ayre Manor, \$780,000.

**John M. Price and Laura R. Robinson to Mark Olson and Leticia Magana,** 3260 Oakwood Court, Morgan Hill 95037, APN: 729-15-014 Lot 19 Tract 5117 Jackson Oaks Unit 6, \$774,545.

**Chandrasekhar V. and Padmaja C. Modumudi to Suresh Thalamati and Madhavi L. Bellapu,** 3408 Juno Ann Court, San Jose 95148, APN: 659-61-082 Lot 52 Tract 9105, \$771,818.

**Sharon Lane Trustee to Roland Lagier,** 9 Avenue de Villares 78150 Le Chesnay, France, APN: 148-34-030 Lot 30 Tract 6102, \$768,181.

**Steven V. and Amelia S. Kantonemi to Abraham and Sarah Chiu,** 1524 Briancourt, Milpitas 95035, APN: 029-43-101 Lot 32 Tract 7583 Fairview Estates, \$767,272.

**U.S. Bank N.A. Trustee to Sauma and Heena Tripathi,** 2956 Gala Court, Santa Clara 95051, APN: 679-41-032 Condo Unit 27 Phase 6 Ranch on Silver Creek Tesoro, \$760,000.

**Hector Javier Villegas and David Flores/Aracely Gonzalez to Mingliang Li and Hui Zeng,** 838 S. Mary Ave., Sunnyvale 94087, APN: 201-16-022 Lot 76 Tract 1341 Westmoor Village Unit 2, \$754,545.

**Abdolreza Novbakhtian to Asheesh and Seema Mahajan,** 1741 Olswald Place, Santa Clara 95051, APN: 216-03-019 Lot 32 Tract 1220 Walnut Acres, \$754,545.

**Kevin R. Kelleher to Yufei Chen and Yanxia Li,** 10401 Menhart Lane, Cupertino 95014, APN: 375-15-049 Lot 92 Tract 1004, \$750,000.

**Graham M. Wallace and Georgianna A. Sassano-Wallace to Steven Marsh and Dilip Biswal,** 976 Delmas Ave., San Jose 95125, APN: 264-49-092 Lot 1 Map of Subd. of Mrs. Wuen-sche Tract Lots 30 and 35, \$743,636.

**James R. Lanning to Ned and Jennifer Laugharn,** 3969 Hastings Park Court, San Jose 95136, APN: 462-22-060 Lot 44 Tract 4662, \$738,181.

**Washington Mutual Bank FA to Richard M. Martin and Lucia C. Langone-Martin,** 14980 Palomino Drive, San Jose 95127, APN: 817-22-019 (portion) of Lot 181 Catherine Dunne Map No. 7, \$734,545.

**Abdo NH and Linda S. Ghazali/Laela NH Ghazali-Rocha and Mark S. Rocha to Gautam Gollwala and Shipra Narwade,** 1172 La Rochelle Terrace No. B, Sunnyvale 94089, APN: 110-43-008 a Condo Unit 8 Condo Bldg No. 2, \$710,909.

**Roger O. Betz Trustee to Pacita T. Tang,** 2354 Sunrise Drive, San Jose 95124, APN: 421-01-074 Lot 116 Tract 2333, \$710,000.

**Aaron D. Whyte and Suzanne Kramer to Sonal Ranjan and Mamta Sinha,** 5704 Coniston Way, San Jose 95118, APN: 567-46-042 Lot 53 Tract 2606, \$710,000.

**Brenda Kay Borowski to Joshua and Tanya Young,** 1481 Bay Tree Drive, Gilroy 95020, APN: 783-35-078 Lot 4 Tract 9162, \$710,000.

**James R. Meehan Trustee to Misha Urano and Jennifer Wilson,** 990 La Mesa Terrace No. A, Sunnyvale 94086, APN: 165-24-173 Unit 173 Condo Plan The Plan Lot 1 Tract 7540, \$703,636.

**Tuan L. Lu dba Kara's Li-quoer,** \$24,742, State Board of Equalization, document #19881283, 06/10/08.

**Adam Santana Enterprises Inc.,** Franchise Tax Board, document #19881323, 06/10/08.

**Jon Anderson Builds Inc. dba Jonandersonbuilds,** Franchise Tax Board, document #19881365, 06/10/08.

**Jon Anderson Builds Inc.,** Franchise Tax Board, document #19881366, 06/10/08.

**Westbox et al.,** \$32,034, Employment Development Department, document #19881451, 06/10/08.

**Taco Del Mar Development LLC,** Franchise Tax Board, document #19882600, 06/10/08.

**Zacharee LP (recorded in error),** Franchise Tax Board, document #19882589, 06/11/08.

**Wardencylfre LP (recorded in error),** Franchise Tax Board, document #19882590, 06/11/08.

**I Think I Can LP (recorded in error),** Franchise Tax Board, document #19882591, 06/11/08.

**Los Gatos' Eyes Inc.,** Franchise Tax Board, document #19882598, 06/11/08.

**Epoit Solutions Inc.,** Franchise Tax Board, document #19882599, 06/11/08.

**Mark Leon Garrett dba White Oaks Automotive (recorded in error),** State Board of Equalization, document #19882597, 06/11/08.

**L.L.D. Inc./Auto Parts Depot,** 1373 Kooser Road, San Jose 95118, \$51,506, Employment Development Department, document #19882977, 06/11/08.

**Choyoo's Group Inc. dba Hanmi Auto,** 3300 Broadway, Oakland 94611, \$20,893, State Board of Equalization, document #19886293, 06/16/08.

**Bethesda Community Church dba BCC Enterprises,** 1305 Oakland Road, San Jose 95112, \$26,732, State Board of Equalization, document #19886294, 06/16/08.

**Sports City Cafe of Cupertino LLC dba Santa Barbara Grill,** \$26,069, State Board of Equalization, document #19884482, 06/12/08.

**Sports City Cafe of Cupertino LLC dba Santa Barbara Grill,** \$176,698, State Board of Equalization, document #19884483, 06/12/08.

**Sports City Cafe of Cupertino LLC dba Santa Barbara Grill,** \$107,653, State Board of Equalization, document #19884484, 06/12/08.

**Majid Naraghi dba M Performance,** \$10,549, State Board of Equalization, document #19884485, 06/12/08.

**Ventron Technologies LLC,** \$10,055, State Board of Equalization, document #19884487, 06/12/08.

**Tax releases from liens satisfied or cleared against businesses by the State of California exceeding \$10,000 are listed. These documents are retrieved from the Santa Clara County Recorder's Office, (408) 299-2966.**

**Tax releases from liens satisfied or cleared against businesses by the Internal Revenue Service exceeding \$10,000 are listed. These documents are recorded in Santa Clara County \$700,000 and up.**

**Tax Liens RELEASES/ STATE**

**Tax Liens RELEASES/ FEDERAL**

**Tax releases from liens satisfied or cleared against businesses by the Internal Revenue Service exceeding \$10,000 are listed. These documents are retrieved from the Santa Clara County Recorder's Office, (408) 299-2966.**

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## Classified

### Engineering

**TELLABS** seeks Senior Engineer for Santa Clara, CA office. Will be responsible for MPLS and IP converged packet-based data networks to support carrier class Multi-Service Edge Router Solutions. Duties include: design/develop/deploy data networks; maintain/update engineering records for customer networks; and testing/validating/supporting new features. Apply on line at: <http://www.tellabs.com/careers/jobsearch.shtml>. Reference Job ID #7018. EOE

### Public Notice

**APPOINTMENT TO PANEL OF CHAPTER 7 TRUSTEES**  
The Office of the United States Trustee is seeking resumes from persons wishing to be considered for appointment to the panel of trustees who administer cases filed under chapter 7 of the bankruptcy code. The appointment is for cases filed in the United States Bankruptcy Court for the Northern District of California, San Jose division - Salinas and Santa Cruz areas. Chapter 7 trustees receive compensation and reimbursement for expenses in each case in which they serve, pursuant to court order under 11 U.S.C. §330 and §326.

The minimum qualifications for appointment are set forth in Title 28 of the Code of Federal Regulations as Part 58. To be eligible for appointment, an applicant must possess strong administrative, financial and interpersonal skills. Fiduciary experience or familiarity with the bankruptcy area is desirable but not mandatory. A successful applicant will be required to undergo a background check and must qualify to be bonded. Although chapter 7 trustees are not federal employees, appointment is made consistent with federal Equal Opportunity policies which prohibit discrimination in employment.

Forward resumes to the Office of the United States Trustee, 280 S. First Street, Room 268, San Jose, CA 95113 Attention: Edwina Dowell. All resumes should be received by July 7, 2008. No phone inquiries please.

### Engineering

**TELLABS** seeks Senior Engineer for Santa Clara, CA office. Will be responsible for MPLS and IP converged packet-based data networks to support carrier class Multi-Service Edge Router Solutions. Duties include: design/develop/deploy data networks; maintain/update engineering records for customer networks; and testing/validating/supporting new features. Apply on line at: <http://www.tellabs.com/careers/jobsearch.shtml>. Reference Job ID #7018. EOE

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## Birdhouse auction benefits Child Advocates organization

About 200 people attended the Child Advocates' Birdhouse Bash on May 31 at the home of Shelly and Nathan Sarkisian. The event raised \$70,000 to support Child Advocates work. A variety of handcrafted birdhouses, garden and springtime items created by local artists, designers, and children were auctioned

1. Howard Slayen, left, board member, Child Advocates, and Sue Slayen with an award-winning birdhouse.

2. From left: Natasha Sarkisian; Nathan Sarkisian, former CFO of Altera; Shelly Sarkisian, board member, Child Advocates; and Kira Sarkisian.

Information and photos provided by Child Advocates of Silicon Valley. Photos by Jeff Carlick/www.BeMyAdvocate.org



## First graduation ceremony for Downtown College Prep

Downtown College Preparatory in San Jose celebrated its first class of college graduates at a ceremony held at the Tech Museum of Innovation on June 6.

3. Attending the graduation are, from left: Chris Worrall, vice president, OEM business unit, Hitachi; Kim Warrall, public relations, Rotary Club of Cupertino; and Forrest Williams, councilman, city of San Jose.

4. Don Kassing, recently retired president of San Jose State University, is acknowledged for his support of DCP. At right is Jennifer Andaluz, executive director, DCP.

Information and photos provided by Downtown College Preparatory.



## Blue Coat hosts art show

Blue Coat Systems of Sunnyvale hosted a community art showcase on June 6 for Santa Clara County high school students and awarded grant money both to individuals and local schools. More than 1,200 works of art were submitted from 23 schools.

5. Sunnyvale councilman and former mayor Ron Swegles, left, and Dave de Simone, senior vice president of corporate operations at Blue Coat, discuss student artwork on display.

6. Grand Prize award winner and the recipient of a \$1,000 scholarship is Mary Dyer of Freestyle Academy with her winning submission, a photo entitled "Under the Shell."

Information and photos provided by Merritt Group.



**VALLEY LIFE WELCOMES PHOTO SUBMISSIONS** from networking and fundraising events that take place in Silicon Valley, from Salinas north to San Mateo. Please submit three to eight photographs in color, with detailed information about the event and names and titles of people in the photographs. Submit images as jpeg attachments by e-mail to [svsjevents@bizjournals.com](mailto:svsjevents@bizjournals.com), or by disk to: Valley Life Events, 96 N. 3rd Street, Suite 100, San Jose, CA 95112. Photos should be at least 4x5 inches and 200 dpi in size or larger.

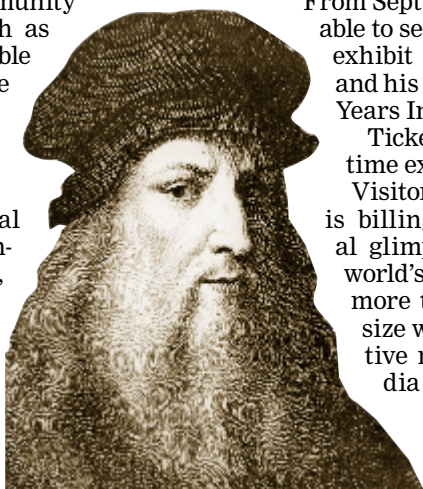
## Amazing Race benefits child skin care group

Stiefel Laboratories raised more than \$11,000 for the Children's Skin Disease Foundation with its Amazing Race on June 11.

About 100 Stiefel employees and community partners competed in zany events such as bathtub derbies, sack races and inflatable obstacle courses to raise money for the foundation's Camp Wonder, a weeklong medically staffed summer camp for children with severe chronic or fatal skin diseases.

The Palo Alto-based pharmaceutical company has been supporting Camp Wonder for six years and made a five-year, \$125,000 endowment to the foundation to ensure that the camp can operate at capacity until 2012.

Employees from VWR Scientific, Café Barrone, Sheraton Palo Alto, Westin Palo Alto and Guckenheimer Food Service also participated in the event.



## Tech Museum to host big show on da Vinci

Following its success with "The Human Body" exhibit, the Tech Museum of San Jose has another blockbuster show coming this fall.

From Sept. 27 through Jan. 4, visitors will be able to see the largest, most comprehensive exhibit of works by Leonardo da Vinci and his contemporaries in "Leonardo: 500 Years Into the Future."

Tickets are now on sale for this first-time exhibit in the U.S.

Visitors will be offered what the Tech is billing as an exciting and educational glimpse into the mind of one of the world's most innovative thinkers, with more than 200 artifacts, including life-size working models, hands-on interactive machines and displays, multimedia presentations and works of art.

Tickets may be purchased by calling 408.294.TECH or visiting [www.thetech.org](http://www.thetech.org).

## Meriwest Credit Union backs Habitat housing

Meriwest Credit Union said it sponsored two successful Federal Home Loan Bank of San Francisco Affordable Housing Program grant applications on behalf of the Silicon Valley Habitat for Humanity. The two projects, comprising seven total units, will allow seven low-income Santa Clara County families to own a home of their own.

The first project on Delmas Street in San Jose is a three-bedroom, single-family home that will be 1,200 square feet in size. The grant award for the Delmas Street Development was \$50,000. This project will be called a "Women's Build," meaning all the construction of the unit, from the foundation to the roof, will be primarily performed by woman volunteers.

The second project, on Cory Drive in Morgan Hill, will be for six single-family homes. There will be four three-bedroom units of 1,100 square feet, one four-bedroom unit of 1,200 square feet and one two-bedroom unit of 900 square feet. The construction will be done by volunteers from the community. The grant award for this development was \$144,000.

PEOPLE ON THE MOVE

**BANKING**



**Farahani**

San Jose-based **Comerica Bank** promoted **Mehran Farahani** to assistant vice president, banking center manager of the Palo Alto branch. Previously, she was a business development officer. Farahani has more than six years of experience in the financial industry. **Jorge Mendoza** was named assistant vice president, banking center manager of the Silver Creek branch. Previously, he was the assistant banking center manager in the San Jose main branch. Mendoza has more than eight years of experience in the financial industry.



**Mendoza**

**CAREER**



**Saiz**

**Lynne Saiz** has been hired as vice president-client services for the career management firm **Torchiana, Mastrov & Sapiro**. She will be responsible for managing client relationships and selling leadership development, career transition and executive search services in the South Bay and mid-Peninsula. Torchiana, Mastrov & Sapiro has offices in Santa Clara, San Francisco and San Ramon.

**SPOTLIGHT**

New Parascale executive comes over from NetApp

Sajai Krishnan, the new chief executive at Parascale Inc., believes the office should be “a place where you meet payroll in a setting that makes people happy to come to work and be productive.”

“I’ve always wanted to run a small company,” said Krishnan, who describes himself as an engineer by training. Parascale, a Cupertino-based startup, develops cloud storage solutions for rich-media content.

Krishnan spent five years at Sunnyvale-based NetApp Inc., where he was most recently general manager of the company’s StoreVault business unit.

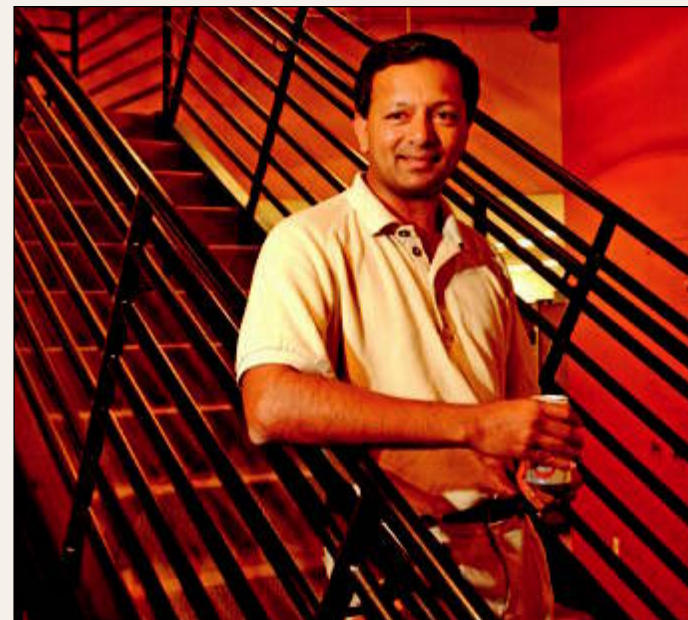
“I think Parascale has the opportunity to address a major issue today,” he said. “Computing is so pervasive, and the amount of content data that’s being crunched is overwhelming in whatever field you look at — entertainment, genetics, security, anything.”

He said that since “so many areas will be enabled to store data more cost effectively than it is today,” Parascale “truly has the potential to impact business immediately.”

Krishnan, a Burlingame resident, added that the tech business as a whole “really gets me excited. I’m a business strategist, so I’ve seen a lot in the past 20 years — not just one domain. Here, I saw the opportunity to change business model elements, and that was a particularly good fit.”

Earlier in his career, Krishnan was a vice president at Booz Allen & Hamilton and partner within the company’s Communications, Media Technology practice. Before that, he worked at Santa Clara-based Sun Microsystems Inc.

Krishnan said he’s particularly proud of his work at Network Appliance. “Starting with two PowerPoint pages

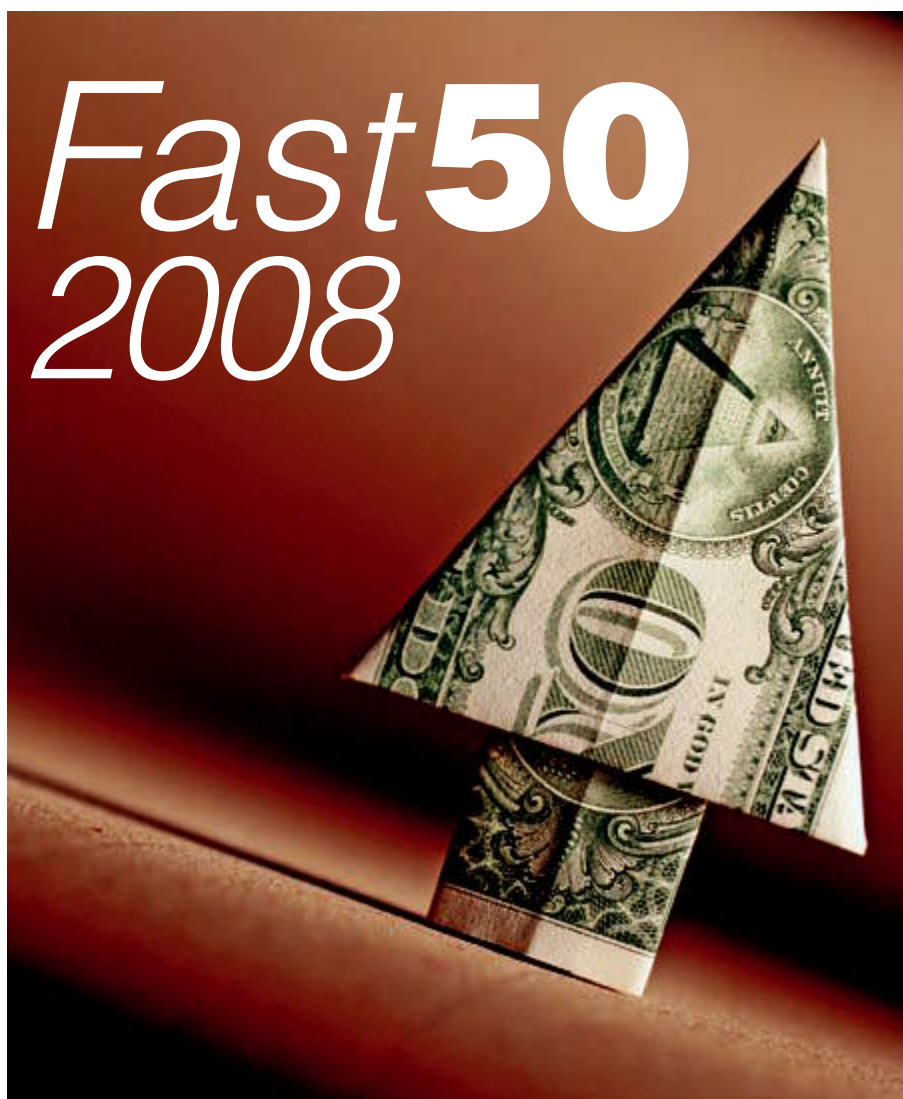


DENNIS H. HENDRICKS

Sajai Krishnan says it’s been his goal to run a small company such as Parascale.

— and dealing with an industry in a market segment that already had a couple of big players — in a period of three years we created a multinational business. And it was a nice environment where 100-plus people created cool things of sustaining value.”

He likes companies that have a “ripple effect” for a much broader context, and said Parascale is such a company. “If you can make it inexpensive to store data, you can change the economics of many large companies,” he said. Earlier this week, Parascale announced \$11.37 million in new funding.



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## PEOPLE ON THE MOVE



Nielsen

## C-LEVEL

**Eric Nielsen** was named chief financial officer of **Thoits Insurance Service Inc.** San Jose-based Thoits said Nielsen's financial experience spans more than 20 years. He began his career as an accountant with KPMG Peat Marwick,

and later was named CFO of a physician-based HMO in California. From there, he was a finance officer for The Marcus & Millichap Company and CFO of its subsidiary, Summer-Hill Homes.

Chipmaker Advanced **Micro Devices Inc.** named senior vice president **Gustavo Arenas** chief sales officer. Sunnyvale-based AMD said Arenas will be responsible for making sure the company's regional sales organizations coordinate and collaborate among themselves and with customers worldwide. Most recently at the company, Arenas was in charge of sales, business and marketing organizations for North America, Latin America and the Caribbean. Before joining AMD, he worked for 30 years at Schaumburg, Ill.-based Motorola Inc.

**Pinnacle Bank** named **Denise Brown** executive vice president and chief administrative officer. Gilroy-based Pinnacle Bank said Brown was a founding officer of the bank. Working with Pinnacle Bank since before its 2006 inception, Brown has been instrumental in building the infrastructure of the company, Pinnacle Bank said. She has more than 20 years of experience in the banking industry.

**Lightspeed Venture Partners** named **Andrew Moley** chief financial officer. Moley was CFO of San Francisco-based eGreetings Network Inc., taking it public, and then took over as CEO of the company until its sale to American Greetings Corp. Most recently, he was CFO of three venture-backed startups. The firm also named **David Gussarsky** managing director of Israel and **James Mi** managing director of China.

**Anesiva Inc.** named **Michael L. Kranda** president, chief executive and a member of the board. Kranda succeeds John P. McLaughlin, who resigned as chief executive officer and member of the Anesiva board to pursue other business interests while remaining a consultant to the company. South San Francisco-based Anesiva said Kranda is a seasoned biopharmaceutical executive who brings two decades of commercial operating and corporate development experience to the company. Most recently, he was managing director for biotechnology and life science investments at Seattle-based Vulcan Inc.



Herzog

## DATA

**Eric Herzog**, formerly vice president of operations at Santa-Clara based Asempra Technologies Inc., was hired as vice president of sales and marketing for **Tarmin Technologies**. U.K.-based Tarmin said Herzog will be based in the company's

North America headquarters in Palo Alto. Prior to Asempra, Herzog was vice president of product line management for desktop and mobile storage, vice president of worldwide channel marketing, and vice president of corporate communications at Maxtor.

## DIRECTORS

The Silicon Valley chapter of the **Association for Corporate Growth** named **Cheemin Bo-Linn** to its board of directors.



Bo-Linn

ACG is a global association for professionals involved in corporate growth, corporate development, and mergers and acquisitions for mid- to large-sized companies. She is CEO and co-founder of Peritus Partners and has more than 25 years of experience with a variety of finance, engineering, and technology companies ranging from startup businesses to Fortune 500 global companies.

development of cancer. Rubin is among 20 researchers chosen this year and the third UCSC faculty member to receive this prestigious award.

## GAMING

San Jose-based online game publisher **Gamescampus.com** named **David Chang** executive vice president of marketing and business development. He has more than 11 years of game and media industry experience, most recently as vice president of business development for PlaySpan.



Willis

she was named vice president of product marketing for the Creative Business Unit, where she drove the worldwide marketing strategies for a portfolio of more than 35 products, including Adobe Photoshop and the Creative Suite family.

## REALTY

**Coldwell Banker Residential Brokerage** said **Sam Peters** has rejoined as a sales associate. In his new position, Peters will work in the Almaden office in San Jose and specialize in residential sales in the San Jose area. After more than 30 years as a general contractor, Peters began his real estate career in 2000 with Coldwell Banker Residential Brokerage's Los Gatos office.

## SECURITY

Los Gatos-based security industry and public key infrastructure company **TriCipher Inc.** said **Kyle Austin** was promoted to vice president of engineering. He has been leading the company's development team. He has nearly 15 years of front-line security and identity management experience and worked directly with President Bill Clinton to apply a digital signature to the eSign act (Senate Bill 761).



Austin

Austin also designed one of the country's first commercial online banking applications for Zions Bank, with a 10-state network of more than 1,000 offices and ATMs.

## SERVERS/STORAGE

Fremont-based **Rackable Systems Inc.** named **George Skaff** vice president of marketing. Skaff has more than 25 years of technology marketing and management experience and will drive worldwide marketing. Prior to joining Rackable Systems, Skaff worked as the vice president of worldwide marketing at Wyse Technology, where he led a large team in demand generation, product marketing, business development and customer support. Before joining Wyse, Skaff held vice president of marketing positions at NEC Computer and DocuMagix.



Skaff

## TECHNOLOGY

San Jose-based **Bell Microproducts Inc.** said **Daniel Vertrees** has joined the company as vice president, enterprise sales. Vertrees has more than two decades of experience in technology related fields, most recently with Hewlett-Packard Co., where he was vice president of sales, Americas systems integrators, outsourcers and service providers. Before that, he was vice president and general manager, technology solutions partners for the company.

**PEOPLE ON THE MOVE WELCOMES INFORMATION** about any valley-based businesspeople who have been promoted, appointed to a new position, have joined a new company or have received an award. Include photographs, preferably in color, of these people when possible, along with a company contact name and phone number in case additional information is needed. Submit items by e-mail only to [svsjevents@bizjournals.com](mailto:svsjevents@bizjournals.com). Photos should be sent as jpeg attachments and should be 200 dpi in size or larger.

SKYLINE  
Construction

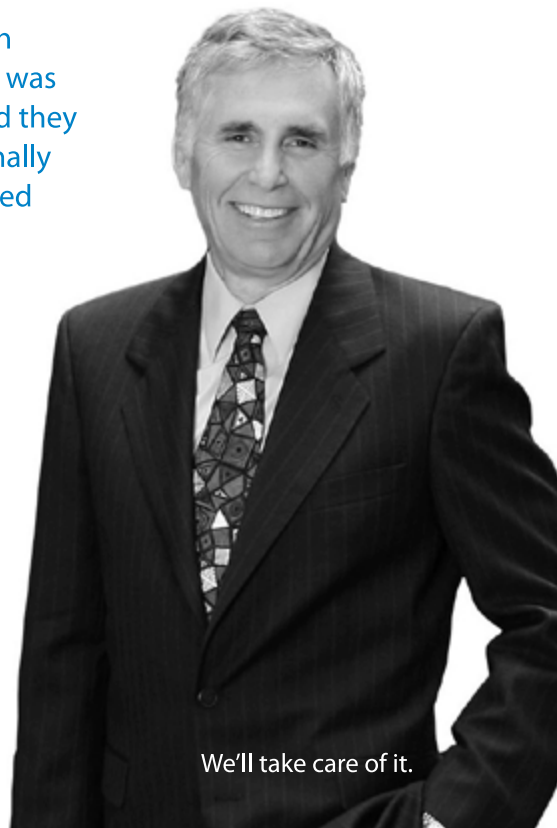
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**Ikanos Communications Inc.** named **Elizabeth Fetter** a nonexecutive director. Her experience includes more than 25 years in senior business roles, most recently as president and CEO of Jacent Technologies Inc.

Cupertino-based **ArcSight Inc.** said **Tom Reilly**, its president and chief operating officer, has joined the company's board. Reilly has been the company's president since August 2007 and chief operating officer since November 2006. From April 2004 to November 2006, he was vice president of business information services for IBM.

## EDUCATION

The **Pew Charitable Trusts** has named **Seth Rubin** assistant professor of chemistry and biochemistry at the University of California, Santa Cruz, a Pew Scholar in the Biomedical Sciences. Rubin will receive a \$240,000 award over four years to support his research on the molecular mechanisms involved in the



Weber

## ONLINE

Redwood City-based **Shutterfly Inc.** named **Geoffrey Weber** vice president of Internet operations. Weber will be responsible for leading all strategic and operational aspects of Shutterfly's online presence, including systems,

networks, data centers and Shutterfly's image archive, which holds billions of customer images. Most recently, he was chief technology officer with Quigo Technologies. Before that, he was director of engineering for San Jose-based eBay Inc.'s PayPal.

## PAYROLL

**PayCycle Inc.** said **Jane Willis**, a long-term marketing executive with Adobe Systems Inc., was named vice president of branded business. Willis first joined Adobe in 1996 and rose through the marketing ranks. In May of 2005,

## CALENDAR OF EVENTS

### Wednesday, July 2

#### IFMA SV FM roundtable: Interviewing skills

Time: 11:30 a.m.-noon registration & lunch, noon-1 p.m. program  
Place: Nortel, 4655 Great America Parkway, Cafe 2, Santa Clara  
Cost: Members \$15, nonmembers \$20  
Contact: Chapter administrator 408.226.0190, admin@ifmasv.org

#### EWomenNetwork dinner event: Overcoming the terror barrier

Time: 5-8:15 p.m.  
Place: Villa Ragusa, 35 S. Second St., Campbell  
Notes: Fee. Sponsored by eWomenNetwork.  
Contact: www.ewomennetwork.com or kristyrogers@ewomennetwork.com or 408.288.8484

### Tuesday, July 8

#### SDForum quarterly venture breakfast with PWC-cleantech investment

Time: 8-10 a.m.  
Place: Pillsbury Winthrop Shaw Pittman LLP, 2475 Hanover St., Palo Alto  
Notes: Fee. Sponsored by SDForum  
Contact: www.sdforum.org or info@sdforum.org or 408.414.5950

#### Accounting for small businesses

Time: 5-8 p.m.  
Place: 84 W. Santa Clara St., San Jose  
Notes: \$35 online, \$40 at door  
Contact: Register online at www.SVSCORE.org or call 408.288.8479

### Wednesday, July 9

#### Do less with more so more gets done

Time: 7-9 p.m.  
Place: Samovar Conference Hall, 1077 Independence Ave, Mountain View  
Notes: Fee. Sponsored by Global Learning Foundation

Contact: <http://itexec.meetup.com/32/calendar/8076768/> or [ceo@ict-eu.com](mailto:ceo@ict-eu.com) or 650.941.8464

### Wednesday, July 9 & Thursday, July 10

#### Management essentials

Time: 8:30 a.m.-4:30 p.m. both days  
Place: Tibco Software, 3307 Hillview Ave., Palo Alto  
Notes: Fee. Contact [www.effectivevtraining.com/calendar.php](http://www.effectivevtraining.com/calendar.php) or 408.441.8881

### Thursday, July 10

#### Tax strategies for the self-employed

Time: 6-9 p.m.  
Place: Embassy Suites Hotel-Santa Clara, 2885 Lakeside Drive, Santa Clara  
Notes: Fee. Sponsored by Professional & Technical Consultants Association  
Contact: [www.PATCA.org](http://www.PATCA.org) or [info@patca.org](mailto:info@patca.org) or 800.747.2822

### Friday, July 11

#### Managing change

Time: 8:30 a.m.-6:40 p.m.  
Place: Mission College, 3000 Mission College Blvd., Santa Clara  
Notes: \$10 plus application fee  
Contact: [www.missioncollege.org](http://www.missioncollege.org)

#### Energy Summit 2008: The new energy economy

Time: 7:30 a.m.-5:30 p.m.  
Place: Stanford University, Frances C. Arrillaga Alumni Center, 326 Galvez St.  
Notes: Public officials, energy experts and utility representatives scheduled to participate. Students \$45, members \$105, government \$105, nonmembers \$135, same-day registration \$200  
Contact: [www.svlg.net](http://www.svlg.net) or [Catie Biver at 408.501.7873](mailto:Catie Biver at 408.501.7873), [cbiver@svlg.net](mailto:cbiver@svlg.net)

### Friday, July 11 & Friday, July 18

#### Grant writing

Time: 8:30 a.m.-6:40 p.m.  
Place: Mission College, 3000 Mission College Blvd., Santa Clara  
Notes: \$10 plus application fee  
Contact: [www.missioncollege.org](http://www.missioncollege.org)

### Tuesday, July 15

#### The yin and yang of negotiation: finding the pivot point for optimal agreements

Time: 6-8:30 p.m.  
Place: Silicon Valley Capitol Club, 50 W. San Fernando St., San Jose  
Notes: Presented by the National Association of Women Business Owners-Silicon Valley  
Cost: \$40 for members, \$50 nonmembers (advance registration)  
Contact: [www.nawbo-sv.org](http://www.nawbo-sv.org)

### Wednesday, July 16

#### Starting a business workshop for startups & existing businesses

Time: 8 a.m.-5 p.m.  
Place: 84 W. Santa Clara St., San Jose  
Notes: \$55 online, \$60 at door  
Contact: Register online at [www.SVSCORE.org](http://www.SVSCORE.org) or call 408.288.8479

### Thursday, July 17

#### Moving up to a new lifestyle

Time: 7-8:30 p.m.  
Place: Alain Pinel Training Center, 1071 Blossom Hill Road, San Jose  
Notes: Free admission, refreshments  
Contact: [barbara@nickandbarbara.com](mailto:barbara@nickandbarbara.com) or 408.893.6306

#### Mobile forum: Getting mom to use LBS

Time: 8:30 a.m.-2 p.m.

Place: Microsoft Campus, 1065 La Avenida, Mountain View  
Notes: Fee. Sponsored by Telecom Council of Silicon Valley  
Contact: [www.telecomcouncil.com](http://www.telecomcouncil.com) or [council@telecomcouncil.com](mailto:council@telecomcouncil.com) or 408.834.7933

### Tuesday, July 22

#### The business plan

Time: 5-8 p.m.  
Place: 84 W. Santa Clara St., San Jose  
Notes: \$35 online, \$40 at door  
Contact: Register online at [www.SVSCORE.org](http://www.SVSCORE.org) or call 408.288.8479

### Friday, July 25

#### Diversity in the workplace

Time: 8:30 a.m.-6:40 p.m.  
Place: Mission College, 3000 Mission College Blvd., Santa Clara  
Notes: \$10 plus application fee  
Contact: [www.missioncollege.org](http://www.missioncollege.org)

### Tuesday, July 29

#### Marketing and sales explained

Time: 5-8 p.m.  
Place: 84 W. Santa Clara St., San Jose  
Notes: \$35 online, \$40 at door  
Contact: Register online at [www.SVSCORE.org](http://www.SVSCORE.org) or call 408.288.8479

**SUBMIT ITEMS FOR CALENDAR** to [svsjevents@bizjournals.com](mailto:svsjevents@bizjournals.com), by fax to 408.295.5028, or by mail to Networking, Silicon Valley/San Jose Business Journal, 96 N. Third St., Suite 100, San Jose, CA 95112. Please submit items at least three weeks prior to event.

# Giving Guide

2008-2009

An important publication that reaches the right audience!

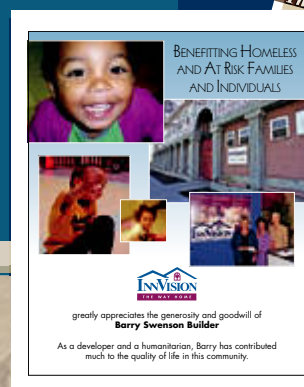
Non-profits need to share the important work they do here in the Silicon Valley. The non-profit community's need for corporate support has increased and here is an opportunity to reach 96,800 business professionals!

Our 2nd annual *Giving Guide* continues to give non-profits the opportunity to showcase their organization and inform the community of different ways to contribute — whether it's a gift of money or time. With limited dollars, resources and staff, these organizations do amazing work in our community. Just think what more they can do with your help.

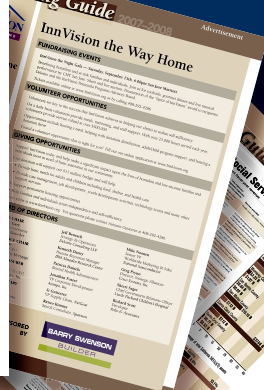
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### The Giving Guide



## Deadlines

Content info due  
8/8/08

Close of sales  
9/3/08

Camera-ready art due  
9/8/08

Publication Date  
9/19/08

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# Yahoo's new e-mail domains let users choose preferred IDs

Yahoo Inc. on June 19 announced public availability of two new e-mail domains: ymail.com and rocket-mail.com.

**1** Sunnyvale-based Yahoo said users will be able to choose their preferred Yahoo ID using the new domains. "People can finally say goodbye to CutiePie4Ever80 or mattclark1977@yahoo.com," the company said.

With the two new e-mail domain choices, Yahoo said it will make mil-

## TOP WEB READS

The most-viewed stories from the last week as seen on the Silicon Valley/San Jose Business Journal's Web site [www.sanjose.bizjournals.com](http://www.sanjose.bizjournals.com)

lions of new e-mail addresses available to the online community.

"We recognize that people want an e-mail address that reflects who they are, whether they are signing up for an e-mail address for the first time or simply updating their e-mail pseudonym to reflect the stage they are at in life," said John Kremer, vice president, Yahoo Mail. "We are thrilled to be able to

offer new Yahoo e-mail domain choices to Internet users, along with the same great Web mail experience that hundreds of millions of people have already come to expect."

### AMD names chief sales officer

**2** Chipmaker Advanced Micro Devices Inc. on June 19 named senior vice president Gustavo Arenas to the post of chief sales officer. Sunnyvale-based AMD said Arenas will be responsible for making sure the company's regional sales organizations coordinate and collaborate among themselves and with customers worldwide. Most recently at the company, Arenas was in charge of sales, business and marketing organizations for North America, Latin America and the Caribbean. Before joining AMD, he worked for 30 years at Schumburg, Ill.-based Motorola Inc.

### United to cut 950 pilots

**3** United Airlines will lay off 950 pilots, according to reports. Parent company UAL Corp. said June 23 the airline plans to furlough the pilots as it cuts domestic capacity to offset rising fuel prices. Chicago-based United is the world's second-largest air carrier. It operates 109 weekly

flights out of Mineta San Jose International Airport. The layoffs involve nearly 15 percent of the airline's 6,518 pilots.

### Citigroup set to slash 10% of investment banking jobs

**4** Citigroup Inc. will cut 10 percent — or about 6,500 — of the jobs in its investment banking division, according to reports June 23. The Wall Street Journal said the New York-based bank, which posted a \$5.11 billion quarterly loss in April, has more than 350,000 employees around the globe. By the end of March, at least 9,000 positions had been cut, the

Journal said. Entire trading desks in New York and other cities will likely be cut, the report said, and especially hard-hit will be mergers and acquisitions bankers.

Over the past two quarters, the company has seen \$15 billion in losses and expects billions of dollars more in second-quarter write-downs.

### Rambus wants Hynix to stop selling chips in U.S.

**5** Chip designer Rambus Inc. has asked a federal judge in San Jose to rule that Hynix Semiconductor Inc. can't sell chips in the U.S. Los Altos-based Rambus — which earlier won a pat-

ent infringement lawsuit against Hynix — also wants damages, with an undecided total based on royalties Hynix

**5** would pay for selling computer chips from 2001 to 2007. As an alternative, Rambus asked for a mandated license from Hynix.

In a court filing, South Korea-based Hynix said the injunction would be used by Rambus as "a hammer to improve its position in licensing negotiations." In October, the U.S. Supreme Court said it would not hear an appeal in an antitrust lawsuit brought by Rambus against Hynix Semiconductor and others over pricing issues.

### Northern California UFCW locals win gains for Rite Aid workers

**6** Northern California Rite Aid Corp. workers will receive wage increases and expanded health benefits as a result of a new labor agreement reached June 23 by United Food and Commercial Workers locals 5, 8 and 101. The three UFCW unions represent about 4,300 workers

in Rite Aid stores in the Northern two-thirds of Californias. Locals 5 and 101 represent members in the San Francisco Bay Area, San Jose and Silicon Valley. UFCW 8-Golden State extends from the Oregon border south to Fresno County.

## BIODIESEL: Three biodiesel gas station owners team up to bring alternative fuel to Bay Area

CONTINUED FROM PAGE 1

Michele Swiggers, co-owner of Dogpatch Biofuels, said she has never encountered this level of cooperation among competitors.

"It helps make everyone stronger," she said.

### Buying in bulk

In recent weeks, biodiesel has been priced competitively with petroleum-based diesel, both hovering between \$5 and \$6 per gallon. Customers have traditionally bought biodiesel for environmental reasons, but the price parity is expanding the market to first-time customers looking to save money, Mader-Clark said.

Autopia Biofuels sold 3,000 gallons in its first six weeks but will need to sell 10,000 a month to break even, Mader-Clark said. She added a convenience store with organic snacks and products to boost revenue.

Costs are high in the new industry because suppliers are facing start-up expenses, Mader-Clark said.

One of her suppliers charges \$2,200 to deliver any amount of fuel, so local stations sharing shipments could mean lower prices for the consumer, she said.

Currently, there is only one government-approved fuel dispenser for pure biodiesel use, and it costs \$11,000. The trio is trying to negotiate with a different manufacturer to obtain approval for a similar dispenser that costs less than \$3,000.

"We approached the manufacturer and said, 'There's three of us in the Bay Area willing to buy your dispenser. Can you put money forward to do testing to get it certified?'" said Swiggers, whose station is still in the permitting process and is looking to buy two dispensers. "They were quite receptive."

The stations also help each other navigate state and local agencies, said Melis-



sa Hardy, one of the five worker-owners of BioFuel Oasis, which is moving to a bigger site in the fall.

"Dogpatch shared a lot with us about the building-permit process," Hardy said. "We chose a lot of the things they used so no one's reinventing the wheel."

### Building an industry

The three stations sell biodiesel made from used cooking oil, which is chemically treated and filtered before use. Pure biodiesel is nonflammable and reduces harmful emissions of hydrocarbon and carbon monoxide.

Swiggers said many consumers confuse biodiesel with corn-based ethanol, which can negatively affect carbon emissions and the global food supply.

One of the first steps to establishing a market, she said, is explaining who can use the fuel.

Pure biodiesel can invalidate some vehicle warranties, but many vehicles built since 2000 don't require modifications to use it. In older vehicles, its solvency can corrode rubber fuel lines and loosen deposits that

clog filters. In cold weather, biodiesel can form wax crystals and reduce fuel economy.

Used cooking oil is one of the best fuels for the environment, but it's on the fringe of the biofuel industry because many consumers don't understand its benefits, said Jon Guice, head of research and co-founder of AltaTerra Ltd., a Palo Alto-based research firm focused on green business and cleantech.

Area biodiesel stations are more likely to build a market for their products if they consolidate efforts to educate consumers, Guice said.

"Biodiesel is a very new, very nascent field," Guice said. "Collaboration makes perfect sense to me. It is much more likely to take off as an industry if there are more of them, and there will be more of them if they can make the price and logistics work."

### Long-term prospects

Berkeley's BioFuel Oasis opened nearly five years ago and has found some success, Hardy said. The station

is profitable and will move from its small, warehouse site into a historical filling station on Ashby Avenue in the fall.

As business grew, members of the cooperative discussed ways to encourage more drivers to use biodiesel. The simple answer was more filling stations, but the owners didn't want to open other Bay Area locations, Hardy said.

"This is our community. It's where we want to run our business," Hardy said. "No one wanted to open a franchise elsewhere, so we discussed what we could do to support more stations to open without being in the traditional business model of franchising."

BioFuel Oasis held a weeklong class in February 2007 to teach 12 applicants how to open biodiesel stations in areas outside Berkeley. The only student to open a station so far is Mader-Clark in San Mateo.

Patrick Cook, director of the Silicon Valley Small Business Development Center, said this collaboration is necessary for the stations to survive initially, but the cooperation could become counterproductive when the market reaches critical mass.

Hardy said that time is still far away. BioFuel Oasis is planning another how-to class for potential station owners next February and is encouraging new waste vegetable oil plants to open to meet the growing demand.

"There's not enough waste vegetable oil to replace the fuel for every diesel engine that's running on petroleum diesel in the country," Hardy said. "Biodiesel is a transition fuel. We are looking at this as one solution among many, such as encouraging customers to drive less, to bicycle and to localize their lives."

EMMA RITCH can be reached at 408.299.1830 or [eritch@bizjournals.com](mailto:eritch@bizjournals.com).

## HOMES: Builders bid to move new developments in East Palo Alto and Morgan Hill with auctions

CONTINUED FROM PAGE 1

vice president of the company founded in 1989, said it took less than an hour to sell houses for about \$500,000 that were originally priced at close to \$900,000.

It wasn't easy to watch, Sanson said, but she will do it again on July 20 when DeNova holds its fifth auction, again in Morgan Hill for its Viento project.

"These are trying times," she said. "It's fair to say that overall we've been pleased with the (auction) results. It has allowed us to move on. Otherwise we'd still be there."

### Setting it up for sale

Staging an auction costs a builder from \$150,000 to \$200,000 for newspaper and billboard ads, booking space in a hotel and buying the food for the event. Buyers, who register on a Web site, are prequalified before they are handed a paddle and admitted to the auction floor.

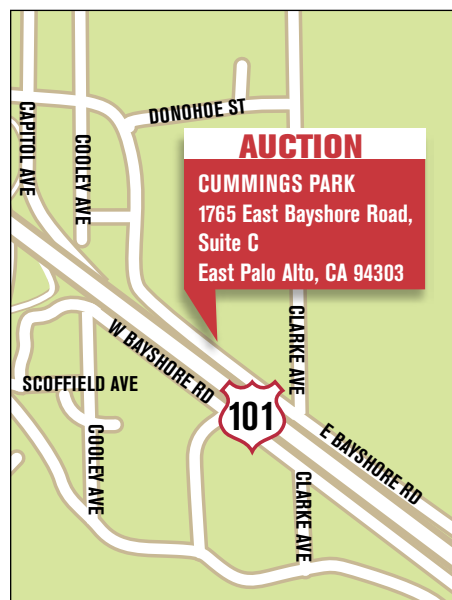
"Results have been incredible, considering the market," said Tom Reiser of Alamo-based Reiser Group, a marketing company. "When the communities hit a standstill and you've tried everything else, auctions create urgency. You determine a minimum bid and get the hype going."

Builders usually get 15 percent more than the minimum bid, Reiser said, adding, "If you double that, that's a home run."

John Hunter, a developer for 30 years, is hoping his project scores when he auctions 23 lofts and townhomes at Cummings Park in East Palo Alto on June 29. Bids start at \$299,000 for condos and \$375,000 for townhomes.

An auction was the last thing on his mind when he began the project in 2003. Now, he said, he has no choice.

"I've never seen a market like this one," said the home-building veteran. Hunter got caught in the new rule



recently imposed by lenders requiring 51 percent of a condominium project to be sold before buyers can obtain mortgages in the project. He has eight buyers, but they cannot close escrow and get their loans until 51 percent of his project is sold.

"It's a Catch-22," he said. "This is a result of the mortgage fiasco."

He said the requirement puts his eight buyers at risk. If they don't have the time or patience to wait until he sells half the units, they may walk away.

"I think lots of builders will have to use auctions to get past the 51 percent hurdle," he said. "I just don't see any other way to do it."

### Auctions viewed differently

As auctions have become more popular, they are losing their stigma as the sale of last resort for distressed properties. Home builders such as Pulte, Standard Pacific and William Lyon are all doing auctions in Northern California, Stevens said.



VICKI THOMPSON

**WHAT A DEAL:** New homes in East Palo Alto will be auctioned off on June 29. John Hunter, the site's developer never imagined he would market the homes this way when he began the project. He has been a developer for 30 years.

"It's become a marketing approach to unloading a lot of inventory," Reiser said.

But Alan Mark, head of the marketing firm the Mark Company of San Francisco, questions whether auctions are a good idea for projects that are just opening.

"If you want to close out a building and just have a few units left, they're a good tool," Mark said.

It depends on the goal of the developers, he said. Some need to make a payment to a lender, so it speeds up the process and brings in that immediate cash.

"But often developers may be turning down offers that are better than the prices they end up with at auction," Mark said. "I just think it puts a stigma on the building."

Stevens disagreed. "We've been back by popular demand for about a year," he said. "The key thing is we use an

inverted selling strategy, and set prices as low as a developer can stomach. Then we keep people out of room who are not realistic buyers by prequalifying them."

Not surprisingly, the auctions can get exciting.

"We've had people jumping up and down and screaming," Stevens said. "Clearly, it's not what the seller really wants, but if you can sell 23 townhomes in an hour that's a house every three minutes."

Hunter said he is gratified with the reaction generated so far by the publicity about the auction.

"The response is very, very positive. People really love the project," he said. "The buyers are going to get a bargain on this one."

**KATHERINE CONRAD** can be reached at 408.299.1820 or [kconrad@bizjournals.com](mailto:kconrad@bizjournals.com).

## FILES: Unpaid Alliance Title storage fees has DA's office concerned about vital case documents

CONTINUED FROM PAGE 1

escrows were being handled by the company. It declared bankruptcy on June 5. The closure came a day after The Mercury Cos. told Alliance it would no longer back it financially, according to a court document.

Since its closure, the Santa Clara County district attorney's office said it has struggled to locate Alliance's escrow files.

The importance of locating these files was evident in the cases involving East San Jose's former Century 21 Su Casa and real estate agent Gloria Alvarez, Sibley said.

Alvarez, her son Ricardo Alvarez, and her sister Patricia Alvarez, were arrested June 19 on conspiracy and theft charges in connection with three 2006 property transactions. Gloria Alvarez faces 11 felony counts and could get 14 years in prison if convicted. Ricardo Alvarez, a licensed notary, faces seven felony counts.

Gloria Alvarez has been the subject of more complaints to the Santa Clara County district attorney's office than any other real estate agent, the DA's office said.

Her arrest was delayed, and the complaint against her incomplete be-

cause his office could not find the Alliance escrow files, Sibley said.

Only in the last 30 days has the Santa Clara County's D.A.'s office been able to identify the location of 900,000 Alliance Title escrow files. The files are sitting in professional storage companies, Sibley said.

"The difficulty in acquiring the escrow records was why it took so long to get the case together and why we have not filed all of the counts that will be filed against her," he said.

Since news of Alvarez's arrest broke, Sibley's office has received five additional complaints against Alvarez, it will be critical to find the escrow files involving those complaints to pursue the investigation.

Alliance Title, its escrow officer Maria Antunes and Century 21 Su Casa also have been named as co-defendants in at least two Santa Clara County lawsuits alleging fraud, according to public record. Alliance Title also had been identified as a party, though not listed as a defendant, in at least two other civil complaints where Su Casa is the defendant.

While Sibley's office is trying to obtain files on current cases, Sibley has no way of knowing what complaints might be filed in the future

and if all the files will be accounted for. The statute of limitations on the most foreseeable crimes is up to four years.

Financial Title — another Mercury division — still operates in Santa Clara County and has assumed responsibility for some of Alliance's pending escrows but has been of limited help, Sibley noted.

Alliance also is a defendant in at least 10 unsettled civil cases in Santa Clara County Superior Court. Numerous others have been settled.

In a voice mail message, a spokesman for the California Department of Insurance, the state agency that regulates title companies, disavowed responsibility for preserving the files, saying that they are now "under the purview of the bankruptcy court."

The Alameda County District Attorney's office is facing similar hurdles, said Bill Denny, the deputy district attorney over real estate fraud investigations and the former chairman of the California District Attorneys Real Estate Fraud Committee.

Denny has secured a 31-count indictment against former Alliance Title escrow officer Jo Saenz. His evidence in the case largely originates in the Alliance Title escrow files.

"Escrow files are the mother's milk for proving fraud in the real estate world," Denny said. "It is almost impossible to prove a crime with just a lender's file."

Beyond them are so-called "disbursement journals" that are supposed to be maintained by the manager of every branch office for a title company as "antifraud documents."

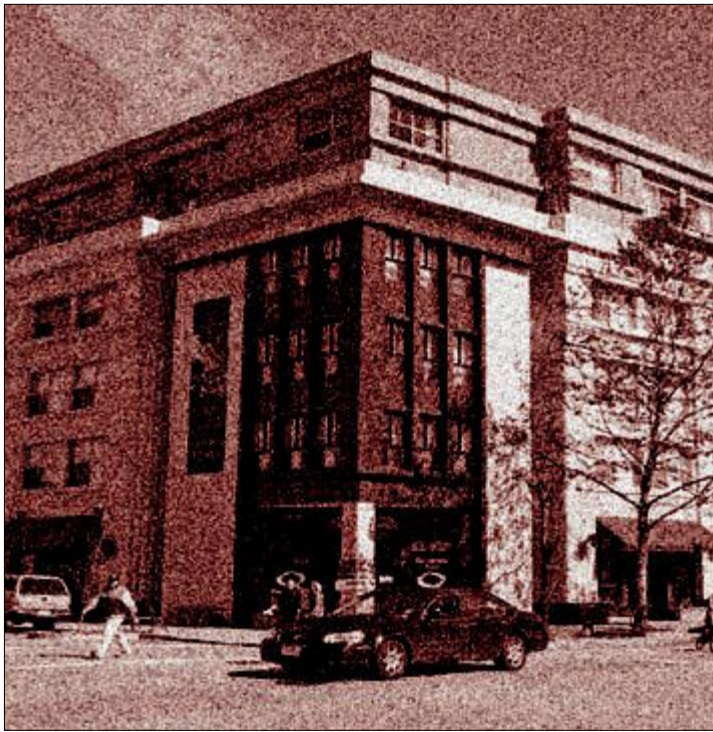
The journals "are meant to be an independent tally or inventory of what checks are cut and released by that office every single day," Denny said.

"In theory, you should be able to take an escrow file and compare it to the disbursement journal" to identify discrepancies, he said.

In some cases Denny has seen, an escrow officer will issue a check to a charity or former mortgage holder as stipulated by a homeseller, only to cancel them several days later and issue checks in the same amount to a mortgage broker fraudulently, he said.

Alliance had 52 offices in California at one time, Denny said, "It's hard for me to say where those disbursement journals are now."

**SHARON SIMONSON** can be reached at 408.299.1853 and [ssimonson@bizjournals.com](mailto:ssimonson@bizjournals.com).

**NEXT WEEK****Structures: Santa Cruz**

The Business Journal looks at development in Santa Cruz over the past year and how the city plans to grow. We'll talk to developers to see how current economic conditions will affect their business plans.

One list: Santa Cruz Employers.

**Beyond next week  
INDUSTRY FOCUS****Education and Training July 11**

We'll explore how businesses in Silicon Valley continue to evolve by incorporating education and training. We look at operations that help entrepreneurs get their start and grow their businesses. Conditions will affect their business plans.

**Commercial Real Estate Quarterly July 18**

Our quarterly real estate section will be wide ranging: from updates and new coverage on the latest construction projects, to early market trends for leasing activity. We will also profile some of the newsmakers in the valley commercial real estate industry.

**SPECIAL PUBLICATIONS****Book of Lists July 27**

A reference tool, lead source and guide to the leading businesses in Silicon Valley. It's a compilation of all the lists appearing in the Business Journal throughout the year.

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**Upcoming events****BOOK OF LISTS EVENT**

**What:** Celebration of the most anticipated publication of the year, the 2008 Book of Lists.

**When:** Tuesday, July 22

**Time:** 5:30 – 8:30 pm

**Where:** San Jose Museum of Art register online (space is limited): <http://sanjose.bizjournals.com/sanjose/event/4624>

**For more information:** Contact Julie Borra at 408.299.1832 or e-mail [sjevents@bizjournals.com](mailto:sjevents@bizjournals.com)

**Nominations sought****FAST 50**

Nominations are now open for the Business Journal's annual Fast 50 list, where the most dynamic private companies are honored.

Silicon Valley-based private companies that had three full years of revenue by fiscal year-end 2007 are invited to apply.

Visit [www.bizjournals.com/sanjose/bol\\_survey](http://www.bizjournals.com/sanjose/bol_survey) and click on the Fastest-Growing Private Companies 2008 link to apply.

**DEADLINE: July 10**

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**LETTERS TO THE EDITOR**

Moryt Milo, Editor  
[mmilo@bizjournals.com](mailto:mmilo@bizjournals.com)  
408.299.1838

**STORY IDEAS**

Cromwell Schubarth, Managing Editor  
[cschubarth@bizjournals.com](mailto:cschubarth@bizjournals.com)  
408.299.1823

**CALENDAR**

Elizabeth Kim, Web Editor  
[svsjevents@bizjournals.com](mailto:svsjevents@bizjournals.com)  
408.299.1835

**LISTS**

Sara Hayden,  
Research Director  
[shayden@bizjournals.com](mailto:shayden@bizjournals.com)  
408.299.1827

**QUESTIONS ABOUT LISTS**

For any questions regarding lists published in the newspaper, contact Moryt Milo, Editor at [mmilo@bizjournals.com](mailto:mmilo@bizjournals.com) or 408.299.1838.

**ADVERTISING**

Advertising rates, event sponsorships, and online advertising: Jan Rowe, 408.299.1810, [jrowe@bizjournals.com](mailto:jrowe@bizjournals.com). Calendar available online.

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**SILICON VALLEY / SAN JOSE  
Business JOURNAL**

**Publisher**  
James MacGregor 408.299.1801 [jmacgregor@bizjournals.com](mailto:jmacgregor@bizjournals.com)

**NEWS**

**Editor**  
Moryt Milo 408.299.1838 [mmilo@bizjournals.com](mailto:mmilo@bizjournals.com)

**Managing Editor**  
Cromwell Schubarth 408.299.1823 [cschubarth@bizjournals.com](mailto:cschubarth@bizjournals.com)

**Special Sections/Focus Editor**  
Keith Bowers 408.299.1840 [kbowers@bizjournals.com](mailto:kbowers@bizjournals.com)

**Web Editor**  
Elizabeth Kim 408.299.1835 [ekim@bizjournals.com](mailto:ekim@bizjournals.com)

**Copy Editor/assistant Web editor**  
Stephen Ellison 408.299.1822 [sellison@bizjournals.com](mailto:sellison@bizjournals.com)

**Reporters**  
Katherine Conrad 408.299.1820 [kconrad@bizjournals.com](mailto:kconrad@bizjournals.com)  
Commercial real estate

Emma Ritich 408.299.1830 [eritich@bizjournals.com](mailto:eritich@bizjournals.com)

Cleantech, emerging technologies

Lisa Sibley 408.299.1841 [lsibley@bizjournals.com](mailto:lsibley@bizjournals.com)

Biotechnology, health care

Sharon Simonson 408.299.1853 [ssimonson@bizjournals.com](mailto:ssimonson@bizjournals.com)

Economic development, real estate

Cathy Weselby 408.299.1821 [cweselby@bizjournals.com](mailto:cweselby@bizjournals.com)

Hospitality, nonprofits, small business

**Research Director**  
Sara R. Hayden 408.299.1827 [shayden@bizjournals.com](mailto:shayden@bizjournals.com)

**Researcher/Copy Editor**  
Laura Cutland 408.299.1826 [lcotland@bizjournals.com](mailto:lcotland@bizjournals.com)

**Photographer**  
Dennis G. Hendricks 408.299.1815 [dhendricks@bizjournals.com](mailto:dhendricks@bizjournals.com)

**Editorial Graphics Coordinator**  
Colleen Combes 408.299.1824 [cocombes@bizjournals.com](mailto:cocombes@bizjournals.com)

**Editorial Graphics Designer**  
Maria Pazos 408.299.1825 [mpazos@bizjournals.com](mailto:mpazos@bizjournals.com)

**ADVERTISING**

**Display Advertising Director**  
Jan Rowe 408.299.1810 [jrowe@bizjournals.com](mailto:jrowe@bizjournals.com)

**Senior Account Executive**  
Linda D'Oliveira Dillon 408.299.1809 [lindad@bizjournals.com](mailto:lindad@bizjournals.com)

**Display Account Executives**

Mark Eaton 408.299.1816 [meaton@bizjournals.com](mailto:meaton@bizjournals.com)

Helene Meyer 408.299.1812 [hmeyer@bizjournals.com](mailto:hmeyer@bizjournals.com)

Christyne Pavone 408.299.1817 [cpavone@bizjournals.com](mailto:cpavone@bizjournals.com)

Hector Quintana 408.299.1813 [hquintana@bizjournals.com](mailto:hquintana@bizjournals.com)

**Advertising Coordinator**  
Michelle Nguyen 408.299.1811 [mnguyen@bizjournals.com](mailto:mnguyen@bizjournals.com)

**CREATIVE SERVICES**

**Creative Services Director**  
Barry J. Baldi 408.299.1851 [bbaldi@bizjournals.com](mailto:bbaldi@bizjournals.com)

**Graphic Designers**

Linda Eng 408.299.1861 [leng@bizjournals.com](mailto:leng@bizjournals.com)

Jason Sherry 408.299.1852 [jsherry@bizjournals.com](mailto:jsherry@bizjournals.com)

**ADMINISTRATION**

**Business Manager**  
Italo Jimenez 408.299.1819 [ijimenez@bizjournals.com](mailto:ijimenez@bizjournals.com)

**Accountant**  
Lucila Naranjo 408.299.1842 [lnaranjo@bizjournals.com](mailto:lnaranjo@bizjournals.com)

**Accounting Assistant**  
Michelle Chan 408.299.1848 [mchan@bizjournals.com](mailto:mchan@bizjournals.com)

**Receptionist**  
Millie Elpidama 408.299.1881 [millie@bizjournals.com](mailto:millie@bizjournals.com)

**MARKETING**

**Events Director**  
Julie Borra 408.299.1832 [jborra@bizjournals.com](mailto:jborra@bizjournals.com)

**CIRCULATION**

**Circulation Sales Director**  
Bryan Larsen 408.299.1873 [blarsen@bizjournals.com](mailto:blarsen@bizjournals.com)

**Circulation Operations Manager**  
Bill Schwee 408.299.1872 [bschwee@bizjournals.com](mailto:bschwee@bizjournals.com)

**Circulation Account Executive**  
Ryan Cooper 408.299.1876 [rcooper@bizjournals.com](mailto:rcooper@bizjournals.com)

Holly Villoria 408.299.1870 [hvilloria@bizjournals.com](mailto:hvilloria@bizjournals.com)

**Special Projects Manager**  
Jan Pasternak 408.299.1875 [jpasternak@bizjournals.com](mailto:jpasternak@bizjournals.com)

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## EDITORIAL

## San Pedro Square upgrade needs careful review

The San Jose City Council took a first step on June 24 toward supporting an ambitious overhaul of a key downtown destination — San Pedro Square.

Two longtime downtown property owners and boosters — former San Jose Mayor Tom McEnery and developer Barry Swenson — are leading a group that wants to spend more than \$20 million to transform the strip of restaurants and clubs into an “urban market” at the center of new housing and retail developments.

About \$6 million of the funds needed would come from the city’s redevelopment agency, if everything works according to their plan. Much of it would go toward street and sidewalk improvements.

The developers plan to kick in \$15 million of their own money to help create the project. Their vision is to design the square a la San Francisco’s Ferry Building or Santa Monica’s Third Street Promenade.

San Pedro is inviting and bustling when there is an event at HP Pavillion or when the Friday Farmer’s Market is open, but much of the time it is an attractive yet underused part of the downtown mosaic.

The plan under consideration will make it more inviting and attract more visitors on a daily basis.

It is inevitable that charges of political favoritism by some city officials would arise, since the plan is proposed by McEnery and backed by current Mayor Chuck Reed, who was supported and advised by the former mayor.

But it would be a shame if a potentially rewarding project such as San Pedro Square was shot down before a careful examination of its merits is completed.

A 9-1 majority of the City Council apparently agreed with this view, voting to spend \$125,000 on a financial consultant to study the proposal and provide the council with a report. The council also authorized city leaders to negotiate terms for the \$6 million that developers want the city to contribute.

The council also is scheduled to receive preliminary estimates on potential sales tax returns from the competed development in about two months.

When all of that is in hand in about six months, the project can be weighed on its merits rather than on the politics of its principals. The council, in its action this month, has shown it is ready to do so.

## AN INVITATION

The Business Journal welcomes letters to the editor. Send your thoughts via:

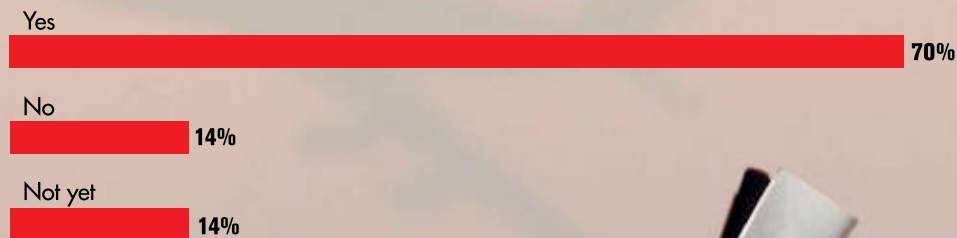
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The best letters are short, usually under 300 words, and make a point clearly.

We reserve the right to edit and/or reject submissions. All letters must include the author’s name and a way to contact the author.

## BUSINESS PULSE SURVEY

Are you changing air travel plans in light of recent flight cutbacks and increased costs?



## Airline turbulence is ticket to ride — not fly

Travelers — whether for business or pleasure — are staying grounded as a result of the recent air fare hikes and surcharges imposed by airlines,

So says the latest Business Pulse Survey, conducted June 17-24.

Of the respondents who indicated they regularly travel for business, many have found alternatives.

“I am flying less and doing more with telecommuting/teleconferencing — and even faxing,” one reader said.

Many readers who have routinely flown on past vacations said they are inclined to change or even cancel this year’s travels.

“Planning less trips back East to see the folks. If I bring my wife, the cost is ridiculous,” said one disgruntled vacationer.

A small number of respondents weren’t quite ready to stop flying and seemed to find it difficult to hide their contempt toward some airlines: “Banning flight with American and United. I now carry on the luggage that I checked before.” said one fed-up flier.

Another empathized with the few customer-friendly airlines while showing little mercy for others: “Air travel is a necessary evil. Not all airlines are horrible. Reward the best ones with your business when possible. Let the mismanaged airlines starve and then improve or vanish.”

Finally, there were a few who felt compelled to stick it out, with some concessions, of course: “I still sit in first class, but my wife and son sit in coach.”

## THIS WEEK’S SURVEY QUESTION:

Are you prepared for the July 1 law that bans using handheld cellphones while driving?

Go to [www.sanjose.bizjournals.com](http://www.sanjose.bizjournals.com) and respond.

## EDITOR’S NOTE

## Time to bring the DA’s office into the 21st century



Moryt Milo

It’s difficult to understand how Silicon Valley, ground zero for high-tech, scores an absolute zero in high-tech when it pertains to efficient and smart technology in the Santa Clara County District Attorney’s office.

It was an eye-opener to learn from District Attorney Dolores Carr and Assistant District Attorney Stephen Gibbons that sharing information with other cities or gathering files for court cases is done manually. By this I mean physically locating the necessary information and searching through paper files and folders. There is no central database available for the 13 jurisdictions in the county to log into for information about crimes or cases. Nothing is cataloged electronically. What it comes down to is phone calls and file swapping.

There is something drastically wrong with this picture, and the DA’s office knows it. So does law enforcement.

To set things right and bring our public defenders and law enforcement into the 21st century, the DA’s office has applied for a \$1.2 million grant from the federal government. The funds will enable the district attorney’s office to install an online management-resource system that would provide criminal information in real time. The goal initially was part of a countywide

upgrade when the interoperability system was designed, but the money ran out.

I doubt anyone would argue that the funding couldn’t come soon enough. The system — the district attorney is looking at COPLINK — also would aid the other cities in the county by enabling them to share information promptly. This could expedite solving crimes.

Gibbons said his goal would be to have the system evolve into a Bay Area-wide network that could hook into Southern California. Apparently, a lot of criminals flee south, according to Gibbons.

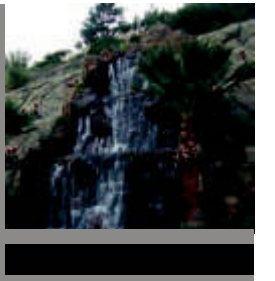
However this evolves, one thing is certain: When criminal activity crosses city lines, it’s paramount that law enforcement has the data to react swiftly. Today, that can’t happen.

It’s a crime to not have these tools in a region that touts itself as being ahead of the technology curve.

The lack of such equipment amounts to hours of wasted manpower searching for files, tracking down evidence and making phone calls for information.

It’s hard to fathom how Silicon Valley, a place that thrives on instant communication and knowledge, can be so outdated when it comes to public safety. It should be a priority.

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