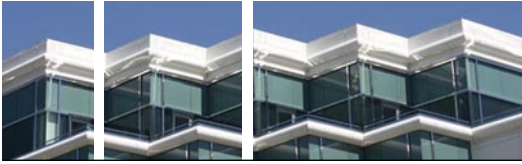


Business @ Bishop Ranch

Northern California's Most Dynamic Business Community



NewsFeed

- **BenefitStreet Inc.**, a provider of 401(k) recordkeeping solutions and administrative services, has sold its subsidiary BisNet, a health and welfare benefits technology firm, in an effort to focus on defined-contribution plan record keeping and enable the pursuit of opportunities the company sees in servicing 401(k)s. www.benefitstreet.com
- **Ford** has partnered with *Esquire* for the magazine's first-ever digital cover. In celebration of *Esquire's* 75th Anniversary, the cover for the October issue uses flexible electronic display technology from E Ink to flash the magazine's cover line, "The 21st Century Begins Now." www.ford.com
- **Spherion Corporation**, a recruiting and staffing company, has signed a one-year contract with Gerdau Ameristeel. The mini-mill steel producer and North America's second largest recycler will use Spherion to support 400 new hires across its U.S. operations. www.spherion.com
- **The Regus Group**, a global provider of fully furnished and equipped offices, is opening a new 21,000 square foot business center in Paramus, NJ. The new business center includes 86 offices, 147 workstations, a boardroom, a conference room and a videoconferencing studio. www.regus.com
- **Gensler**, a global design firm, will unveil a new 635,000 square foot terminal for the John F. Kennedy International Airport this October. The terminal's unique design cuts plane turnaround times to thirty minutes—an industry first. www.gensler.com
- **NRT LLC**, a national residential real estate brokerage, has expanded two major regional centers to support nine of NRT's local brokerage companies that operate under the Coldwell Banker and ERA banners along the East Coast from Virginia to Maine. www.nrtinc.com
- **Wells Fargo** is adding an additional 277 envelope-free ATMs in Los Angeles County by the end of the year. Wells Fargo's existing 1,575 paper-free ATMs in California have saved an estimated 30.1 million envelopes, which equates to 245 tons of paper or 4,116 trees. www.wellsfargo.com

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BISHOP RANCH NEWS

JAPONESQUE™
CREATE BEAUTY

Bishop Ranch welcomes **Japonesque**, a maker and distributor of professional quality makeup brushes and tools. The company relocated its headquarters from a facility in Pleasanton and is leasing 4,500 square feet in Bishop Ranch 15. www.japonesque.com



Bishop Ranch also welcomes **ConGlobal**, a provider of repair, maintenance, storage and redistribution facilities for the intermodal industry. The company relocated company headquarters from Legacy Plaza in San Ramon to a new 7,000 square foot space in Bishop Ranch 3. www.cgini.com



EXECUTIVE PROFILE

Cindy Johnson

Cindy Johnson is founder, CEO and president of **Chozen, Inc.**, a direct-hire search firm that focuses on recruitment within the medical device industry.

Title: President and CEO

Company: Chozen, Inc.

Location: Bishop Ranch 6

No. of employees: 3

Year Company Founded: 2001

Years at Bishop Ranch: 3+

Business: Executive search

Business philosophy: Chozen is founded on the premise of delivering fast, high-quality service to our clients, without compromising our integrity, professionalism and ethics.

Definition of success: Acquiring new business through word-of-mouth referrals based on our industry reputation. It's rewarding to know people feel confident in our abilities and pass the word on to others.

Definition of good leadership: Leading by example. It's important to provide the right tools and direction and then step out of the way so employees can achieve their goals.

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NewsFeed continued

- **Del Monte Foods** returned as the Presenting Sponsor of the American Heart Association's San Francisco Heart Walk for 2008. This was the company's third year sponsoring the walk, which raised more than \$1 million to help efforts in reducing heart disease and stroke. www.delmonte.com
- **Accela Inc.** was awarded a 10-year, \$10 million contract by Oregon's Department of Consumer and Business Services' Building Codes Division. The company's software will become the backbone of a new statewide e-building program, giving contractors the ability to manage business around-the-clock. www.accela.com
- **EnXco** has announced that Mark Tholke will assume the position of Southwest Regional Director, based out of the company's San Ramon offices. Mark will manage the strategic operations of EnXco's renewable energy programs in the company's Southwest region. www.enxco.com
- **Alcatel-Lucent** announced the launch of the 7705 SAR—Fixed Form Factor (7705 SAR-F) and enhanced operating system software. The expansion of the 7705 SAR family brings feature enhancements that provide more bandwidth and scalability at lower operational costs. www.alcatel-lucent.com

HONORS AND AWARDS

- **Reaction Search International**, an executive search firm, was named the number one retained executive search firm in the East Bay for 2008 by the *East Bay Business Times*. www.reactionsearch.com
- **The Corporation for Manufacturing Excellence (Manex)**, an advisor and solutions provider for manufacturers, distributors, and their supply chains, was named one of the region's fastest-growing companies by the *East Bay Business Times* in its annual "Fast 50" list. www.manex.com
- **Rosendin Electric**, an electrical contractor specializing in engineering, prefabrication and preconstruction, was ranked the number one electrical contractor in the Silicon Valley by the *Silicon Valley Business Times*. www.rosendin.com
- **NetApp**, which specializes in enterprise storage and data management, has been ranked 14th on the 2008 *InformationWeek* 500. The list honors companies that use technology to create business innovation, including new environmentally friendly operations and revenue generation techniques. www.netapp.com

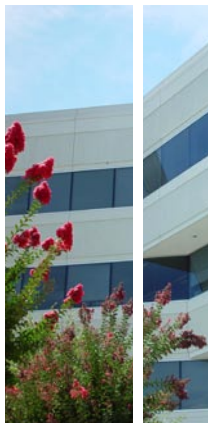
INDUSTRY SPOTLIGHT: COMPUTER & SOFTWARE SERVICES

Computer and software companies at Bishop Ranch:

- Total: **84**
- Fortune 500: **IBM**
- Fortune 100 fastest growing company: **Cognizant Technology Solutions**
- Top private companies: **Valley Oak Systems, Intelli-Services**

Computer hardware and software industry:

- Worldwide spending on IT: **\$1.35 trillion**
- Projected worldwide spending through 2010: **\$1.48 trillion**



JOHNSON continued

Suggestions for up-and-coming executives: Stay completely focused and fully committed to achieving your business goals. Don't allow obstacles to become show stoppers—you need a bit of blind faith and self confidence to help you overcome challenges.

Greatest business challenge: Growing the business in a way that maintains our reputation and allows us to continue offering high-touch service.

Business goals: To organically grow the business here in the Bay Area and also branch out to other areas across the country.

Best way to motivate staff: People really need to be self-motivated in a sales environment. Financial incentives seem to be the primary motivator for most sales people.

Best decision ever made: Going into business for myself.

Like best about job: I love what I do and I love the people I get to work with on a daily basis. We are exposed to a great deal of new technology in the medical field and it is fascinating to learn about.

Like least about job: I truly love my job and the only thing that could be better is being able to share this opportunity with more folks who want to get into executive recruitment.

Greatest strength: Staying focused and being totally committed.

Most admired characteristic: Honesty and a strong work ethic.

Dealing with disappointment: It's like water off a duck's back. You will always have disappointment to deal with in any job. I truly believe life is 10 percent what happens to you and 90 percent how you deal with what happens to you.

Personal interests: Traveling, wine, playing guitar, motorcycle riding, music, painting...to name a few.

Submit news about your company to business@bishopranch.com. For more information about Bishop Ranch tenants located here, visit www.bishopranch.com.