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## BISHOP RANCH



### “A Toast to Your Health”

**Bishop Ranch Health Fair**

Thursday, April 27, 11:30 a.m.–1:30 p.m., 4–6 p.m.

2305 Camino Ramon (BR11), outside

FREE, including food, drawing for a free flat-panel LCD TV and more

**For your convenience:** Join us on Thursday, April 27, for “A Toast to Your Health,” the Bishop Ranch Health Fair, which will be held outside at BR11 during lunchtime and at the end of the workday. Bishop Ranch providers will offer vital health information, present interactive health demos, give massages and more. Several different health screenings will be provided, including eye exams plus blood pressure, bone-density and cholesterol tests. There’ll also be plenty of food, drinks and giveaways. One lucky attendee will win a flat-panel LCD TV!

FYI: Be sure to check out the offices of BR11’s numerous healthcare professionals, including dentists, chiropractors, optometrists, obstetricians, allergists, pediatricians and internists. The complex is conveniently located to help keep you and your family on the road to health. Stop by today. (For a full list of doctors, visit [www.bishopranch.com](http://www.bishopranch.com). Click on “Amenities and Events” and then click “Medical Providers.”)

### Seminar: Living the Digital Lifestyle

Thursday, April 20, noon–1 p.m.  
 Bishop Ranch Conference Center  
 2623 Camino Ramon, Suite 175 (BR3)  
 FREE, includes lunch



In today’s high-tech world, people can communicate and be entertained in increasingly exciting new ways. Are you ready to go digital?

Representatives from AT&T, Cingular Wireless and Yahoo invite the Bishop Ranch community to a discussion and technology demonstration showcasing the latest in consumer electronics and how they work with a high-speed Internet connection. Learn how to share photos and download music using AT&T Yahoo High-Speed Internet, as well as how to take full advantage of digital music devices, digital cameras, and wireless laptops and phones. Space is limited. Please RSVP by April 17 to 543-0100.



### Capture the Media’s Attention

Corporate Communications Seminar  
 Thursday, April 27, 8–9:30 a.m.  
 Bishop Ranch Conference Center  
 2623 Camino Ramon, Suite 175 (BR3)  
 Presenters: Mark Ibanez, KTVU Fox Channel 2,  
 and Deborah Mullan, Coast2Coast PR—FREE

Learn firsthand what the media really want to know and how your company can own the conversation. At this morning seminar, we’ll discuss what it takes to stay top-of-mind and sharpen your company’s competitive advantage.

Our presenters know what they’re talking about. KTVU Fox Channel 2’s Mark Ibanez is one of the Bay Area’s premier sportscasters and principal of Ibanez Media, a 10-year-old enterprise that provides media coaching to corporate executives, professional athletes, entertainers and public officials. Deborah Mullan brings more than 15 years of technology public relations experience to her role as a strategic PR consultant. She’s worked with leading technology companies, including Intel, Nokia and FedEx, and has supported the launch of industry standards such as DSL and ZigBee.



Whether you’re starting a small business, launching a new product or planning a corporate event, your success will depend on how you communicate your message and whether that message reaches the right audience. Don’t miss this opportunity to explore what it takes to build a truly effective communications program. For more info or to RSVP, call 543-0100. **Deadline: April 21.**



## Sign Up for Pilates and Yoga

Noon–12:45 p.m.

12667 Alcosta Boulevard, second floor (BR15)

Six-week session: \$40 cash, \$42 check

### Pilates Classes

Now you can tone that body of yours three days a week. Instructor Judy Connaughton will patiently guide beginners to ensure that you're in alignment and get the most out of each session. And, as always, regulars will be warmly welcomed back. To sign up, call **543-0100**.

Here's the schedule for the current session.

**Mondays, March 27–May 1**

**Tuesdays, March 28–May 2**

**Thursdays, March 30–May 4**

Here's the schedule for the next session.

**Mondays, May 8–June 12**

**Tuesdays, May 9–June 13**

**Thursdays, May 11–June 15**

### NEW! Wednesday Yoga Classes—All Levels

Instructor Dannett Rose, a yoga teacher at Danville's Diablo Yoga Center, will lead yoga classes at Bishop Ranch on **Wednesdays at lunchtime, April 12 to May 17**. Bring your mat and a yoga strap (or, in a pinch, a tie or belt), and get ready to try this approach to body toning and strengthening and stress reduction. Drop-ins are welcome. The fee is \$6 per session. To sign up, call **543-0100**.

## Contact Us

Leasing	866-0100
Building Services	
Main Line: Property Management Office	277-1700
Transportation Center	830-0101
Conference Center	543-7700
After-Hours Security/Emergency	277-1700
Lost and Found	277-1700

## Tenant Profile: Mike Gorun

Mike Gorun was trained as a process engineer and spent 28 years in the automotive industry but he knew a great business opportunity when he spotted one. Three years ago, he ventured into new frontiers and started his own marketing company—and he's never looked back. "I saw similar technology being used elsewhere and figured there could be a great application for small companies," says Gorun, pointing out that last year's sales at Media-Trac topped the previous year's by 138%. "We're not an off-the-shelf company. All of our products are customized, and everything is designed specifically for our clients."



### Résumé

**Name:** Mike Gorun

**Title:** Managing Partner

**Company:** Media-Trac, LLC

**Location:** Bishop Ranch 8

**Number of employees:** 20 and growing

**Year company was founded:** 2003

**Number of years at Bishop Ranch:** almost three

### Company Profile

**Headquarters:** San Ramon

**Business:** "Our two products assist businesses in acquiring and retaining customers. Our Media Manager product helps marketing professionals measure their media and advertising effectiveness in an effort to optimize their marketing results. The LoyaltyTrac product helps companies gain and retain customers through reward-based loyalty programs."

**Business approach:** "Focus on vertical markets where there is little or no competition. Get in and establish market share before anyone else does."

**Biggest challenge:** "Maintaining profitability while growing the business quickly."

**Biggest risk taken:** "Investing in, and developing, a business in an industry that I initially knew nothing about."

**Favorite task:** "Presenting our product to potential clients."

**Least favorite task:** "Commuting on I-680—although satellite radio has made it easier!"

**Your source of inspiration:** "Setting a good example for my children and being able to provide life's necessary resources for them."

### Personal Philosophy

**Best way to motivate co-workers and staff:** "No surprises. Let everyone know exactly what is expected of them and reward exceptional performance. Create an environment where everyone looks forward to coming to work."

**Suggestions for up-and-coming executives:** "Don't have an attitude about being an executive. Treat your staff more like family than employees. Provide incredible customer service to your clients."

**A goal you still want to achieve:** "To finish writing and then publish a series of children's adventure books."

### Off-Hours

**Favorite stress-buster:** "Riding a Jet Ski or snowmobile—fast."

**Favorite vacation spot:** "Anywhere warm, on a boat, away from the crowds."

**Favorite music:** "From 'Smooth Jazz' to '70s and '80s rock 'n' roll."

**Favorite cause:** "To help protect living things that can't speak for themselves, such as endangered species and abandoned animals."

## Bishop Ranch Twilight Golf League

Wednesdays, May 3–August 30

First tee time: 5:30 p.m.

San Ramon Golf Club

9430 Fircrest Lane, San Ramon

Cost: \$16 per person (includes greens fee, cart and contribution to prize fund)

It's time to tee up for Bishop Ranch's Twilight Golf League. Last year's league was such a hit that we're doing it again this year, on Wednesday evenings from May 3 through August 30. Play will be at the San Ramon Golf Club, the ever-popular championship links with the signature ninth-hole island green. The league welcomes golfers of all abilities and will feature a different competition each week. We'll award weekly prizes and top it all off with an awards party at season's end.

Sign up or find out more information at San Ramon Golf Club's pro shop, or call (925) 828-6100.



## Recycle Electronics, Honor Earth Day

Wednesday, April 19, 10 a.m.–2 p.m.

2623 Camino Ramon (BR3), front parking lot

FREE—and a chance to win \$100!

Bishop Ranch will celebrate Earth Day by hosting an environment-friendly event. We're going to "Clean Up Our Corner of the World" by recycling electronic equipment and providing commuter information to help reduce pollution. Unwaste Inc. will be on-site to accept electronic equipment for recycling free of charge, and the Transportation Center staff will offer a \$100 prize drawing, answer commuting questions, sell transit tickets and provide transit incentive information.

The following items can be recycled: electronic devices such as computer monitors, hard drives and cases; keyboards; mice; printers; fax and copy machines; VCRs; DVD players; televisions; telephone equipment; power supplies (batteries, lead-filled cable, coaxial cable); and iPods. Regular batteries and fluorescent light bulbs can also be recycled, but a charge will apply. Sorry, no appliances can be accepted.

Pickup will be 10 a.m.–2 p.m. on Wednesday, April 19, in the BR3 front parking lot. There's no need to sign up; just drop by. For more information, call 543-0100.



## Top Location for Your Meetings

Bishop Ranch Conference Center

2623 Camino Ramon, Suite 175 (BR3)

NOW—wireless networking!

There are many location options for hosting your meeting, but are they as convenient as Bishop Ranch? We're certain you'll be pleased with the Bishop Ranch Conference Center. It offers room rental, LCD and setup, and new wireless network—all for one reasonable price. And we've made arrangements with several local caterers who'll offer you a discount on catering services for your event.

Call 543-0100 today to schedule a tour or book your next meeting. For more details, visit [www.bishopranch.com](http://www.bishopranch.com) and link to "Amenities and Events" and then "Conference Center."

## Child-Care Referrals

Your Tenant Services office is working with child-care referral agencies in Contra Costa County, as well as elsewhere in the Bay Area, and can help you obtain a list of licensed child-care providers based on your child's age, location of the child-care facility, hours required and any special needs. This referral service is free to Bishop Ranch tenants and their families. For assistance, call 543-0100.

## Say Good-bye to Cold Calling

Book Signing at Bishop Ranch

Thursday, April 6, 11 a.m.–1 p.m.

2678 Bishop Drive, Atrium

Meet Joanne Black, author of *No More Cold Calling*, at an April 6 book signing presented by Ascot Staffing. Black, a leading authority on referral selling, will reveal her secrets of creating and maintaining a highly profitable business through a 100% referral program.

Whether you're a one-person shop or part of a large, complex organization, *No More Cold Calling* will give your business—and your life—a welcomed boost. For more information, contact Nadine Davi of Ascot Staffing at [Nadine@ascotstaffing.com](mailto:Nadine@ascotstaffing.com) or 242-8200.

## Preferred Rates for Bishop Ranch Tenants

**Shop smart:** Exclusive discounts on everything from restaurants, hotels and car rentals to florists, fitness centers and spas are available to Bishop Ranch tenants. Visit [www.bishopranch.com](http://www.bishopranch.com) and click "Amenities" to view these sponsor companies' special offers. While you're there, check offers from Monterey and Napa vendors, too.

### New This Month

Angela Pourghassemi, DMD, Inc./Family Smile Center • ColorZone • Innovative Dental Concepts • Pasta Pomodoro Restaurant • 21 Minute Convenience Fitness • The UPS Store #3035

### Caterers

Boudin Bakery • Classic Catering • Diablo Deli • Emilio's of Danville • Erik's Deli Café • Events by Wallace • Giuseppe's Pasta & Grill • Max's Diner • Scott's Seafood Bar & Grill Walnut Creek • Uncle Yu's Szechuan Restaurant • Valley Catering

### Restaurants

Applebee's Restaurant • Blackhawk Grille • The Brass Door • Bridges • Café Esin • The Dog • Erik's Deli Cafe • Faz Restaurant • Kabob House Too Restaurant • Luna Loca Mexican Restaurant • Max's Diner • Mudd's • Pasta Gondola Restaurant • Quiznos Subs • Regional St. Bistro at the Radisson Hotel Dublin • Stixx & Steaks Restaurant (Marriott Hotel) • Yang's Restaurant at Canyon Lakes

### Hotels

AmeriSuites Hotel • Best Western Danville Sycamore Inn • Corporate Housing by Synergy Relocations • Courtyard by Marriott • Crowne Plaza Hotel Pleasanton • Embassy Suites Walnut Creek • Hampton Inn • Harbor Court Hotel • Hilton Garden Inn Livermore • Hotel Griffon • Hotel Triton • Hyatt Regency San Francisco • Marriott Walnut Creek • Oakwood Corporate Housing • The Prescott Hotel • Radisson Hotel Dublin • Residence Inn San Ramon • The Rose Hotel • Sierra Suites San Ramon • Sir Francis Drake Hotel • Summerfield Suites • The Village at Squaw Valley • Wyndham Garden Hotel Pleasanton

### Miscellaneous Services

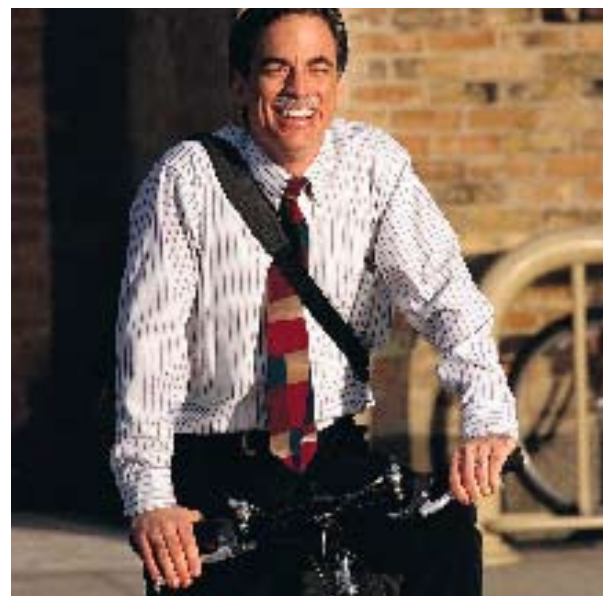
American Financial Lending • Armanino McKenna LLP • Artful Solutions • Avis Rent-a-Car • Awe-Dacious Salon • Bishop Ranch Chiropractic Center • Bishop Ranch Dentistry • Bishop Ranch Veterinary Center • Black Tie Transportation • Bochenski Video Services • Bodylines Day Spa • Café Matty • Campus Wireless • Chic & Younique • ClubSport of San Ramon • Crown Billiards • Dublin Golf Course • East Bay Business Times • East Bay Connections • East Bay Flower Company • Enterprise Rent-a-Car • Fitness 19 • Gift Baskets by Design • Healthy Ways Muscle Therapy Solutions • Home Inventory Specialists • Hometown GMAC Real Estate • Hornblower Cruises • IM=X Pilates Studio • Indulgence Salon • Liberty Fitness • Matchpoint Graphics • Meeting Possibilities • New Age Dentistry • Nor-Cal Moving Services • Optometric Elements at Bishop Ranch • Quality Haircuts • The Rain Forest • RMS Data • SAFE • Sam Clar Office Furniture • San Ramon Body & Detail Shop • San Ramon Chiropractic and Occupational Center • San Ramon Dental Excellence • San Ramon Family Optometry • Scott McElroy, DDS, MDS • Security Public Storage • Seishindo Acupuncture • Serenity Skincare • Smog Check by Boss Trucks • Sponges Car Wash • Spray Soleil • Suddath Relocations • Tans Plus • TLC Interior Plant Services • Trans American Tours • 24 Hour Fitness • 20/20 Optometry • Valley Limousine • Versailles Jewelers • Wedgewood Wedding & Banquet Center • WineStyles Wines & Gifts • XO Communications

## New Express Buses

**Getting to work just got easier if you live in Martinez or Mountain House.**

County Connection's new 980 Express bus departs from the AMTRAK station in Martinez, stops at the Sun Valley Mall in Concord and then travels directly to the Walnut Creek BART station; passengers then transfer to the 960 Express to Bishop Ranch. Buses run every 30 minutes from 5:40 a.m. to 7:10 p.m. and make the one-way trip in just 35 minutes. Regular prices are \$53 per month, \$17 for 12 one-way rides or \$4 for daily round trips. A transit incentive is available for new riders. For details, call **830-0101**.

Tri Delta's Express Bus service now stops in Mountain House. Morning departures are at 5:40 and 6:10 a.m. and reach the Dublin BART station at 6:25 and 6:55 a.m. Passengers then connect to the Route 970 bus to Bishop Ranch. Evening departures from Dublin BART are at 4:34 and 5:49 p.m. Regular prices are \$110 per month or \$65 for 20 one-way rides. The Bishop Ranch Transportation Center offers a Buy One, Get One Free incentive to new riders. For details, call **830-0101**.



## Are You Ready to Ride?

**Mark your calendar:** Thursday, May 18 is Bike to Work Day. The Bishop Ranch Transportation Center will host Energizer Stations 6–9 a.m. and 3–6 p.m. at the intersection of Bollinger Canyon Road and the Iron Horse Trail. Refreshments, information, prizes, bike bags and promotional items will be available to employees who bicycle to work that day.

Visit [www.511.org](http://www.511.org) to register for a chance to win the regional grand prize and to learn about Team Challenge and May cycling activities around the Bay Area. If you're a new rider, call the Transportation Center at **830-0101** for a Bike to Work Starter Kit. Plan ahead for a smooth ride!