

# Inside

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## BISHOP RANCH



### Tenant Appreciation Night at Blackhawk Grille

Thursday, September 7, 5–7:30 p.m.  
 3540 Blackhawk Plaza Circle, Danville  
**FREE**

Enjoy wine, delicious appetizers, and live music at the fabulous Blackhawk Grille on the waterway of Blackhawk Plaza. Described in the *Contra Costa Times* as “one of the East Bay’s finest dining establishments,” the award-winning Blackhawk Grille features innovative California cuisine, engaging service, and premium wines.

Don’t miss this opportunity to taste, sip, and mingle with your co-workers and other Bishop Ranch tenants in a sumptuous setting. Please RSVP to Tenant Services at 543-0100. Deadline: September 4.



### Bishop Ranch Concert in the Park

The California Symphony’s Free Community Concert  
 Sunday, September 17, 5:30 p.m.  
 San Ramon Central Park  
 12501 Alcosta Boulevard, San Ramon



For the second year running, the California Symphony will stage a special performance in San Ramon’s Central Park. This year’s concert promises to match or outdo last year’s fabulous event, whose audience of 1,000 relaxed on parkland lawns while they were regaled by the symphony’s wonderful musical repertoire.

We invite you and your family and friends to bring a picnic and blanket, and spend an afternoon with the California Symphony. No tickets, no reservation. Just come at your leisure and enjoy.

### Home Giveaway Exclusively for Bishop Ranch Tenants



**Here’s an opportunity of a lifetime:** Reflections Luxury Condominiums, located less than a mile from Bishop Ranch, is holding an extraordinary giveaway of a one-bedroom condominium, and the offer is strictly for employees of Bishop Ranch tenants. Imagine it: You could be the lucky winner of a new home at Alcosta Boulevard and Reflections Drive. No commuting! You could walk to work!

It’s easy to enter. Just stop by the Reflections sales office any day from August 1 through September 14 and tour the decorated models. You can enter only once, but be sure to enter before the drawing on Saturday, September 16. (Note: Reflections is located at 205 Reflections Drive. The sales office is open daily from 10:30 a.m. to 5:30 p.m.; from August 7 to August 11, special extended hours are 10:30 a.m.–7 p.m.)

The impressive new community of Reflections offers one- and two-bedroom condominium homes in the heart of San Ramon. Designed to give buyers more, the gated property is threaded with beautiful waterscape canals, creating a luxurious and relaxing setting. All homes are equipped with an array of modern conveniences, including private patios and balconies, high-speed Internet, cable TV availability and carports. Some models have cozy wood-burning fireplaces, nine-foot vaulted ceilings, walk-in closets and built-in shelves. Upgrades include slab-granite counter tops, maple cabinets, ceramic tiling in the kitchen and bath, and new stainless steel appliances. The community also offers a wide variety of recreational and leisure time activities and accommodations, including a pool, spa, poolside BBQ/picnic area, clubhouse, and fully equipped fitness center, plus access to fitness trails and car wash areas. Reflections is pet friendly, too.

All rules and regulations for the home giveaway are available at the Reflections sales office. Bishop Ranch ID is not required to enter, however the winner’s ID and Bishop Ranch employment will be confirmed. For more information, visit [www.reflections-condos.com](http://www.reflections-condos.com) or call 355-0550.

## Host Your Next Meeting Here



The Bishop Ranch Conference Center can accommodate gatherings of all sizes, from six to 100 people. For more information, call Tenant Services at **543-0100**.

## Pilates, Yoga or Meditation?

**12667 Alcosta Boulevard, Suite 110**

**Health alternatives for you:** Take your pick of options that will help keep your body and mind in top condition. For details about our Pilates, yoga and meditation classes and schedules, visit [www.bishopranch.com](http://www.bishopranch.com) (click "Amenities," then "Events").

## Save on AAA Memberships

**AAA members can skip the trip to the DMV:** Auto registration and renewal services are now available just five minutes from Bishop Ranch at the San Ramon AAA (located in Diablo Plaza at San Ramon Valley Boulevard/Crow Canyon near Longs Drugs).

Another great deal: Bishop Ranch tenants save \$17 on any new AAA membership. To join, visit the San Ramon office at 2335 San Ramon Valley Boulevard or call **830-9797** and mention promotion code 240B. You can also join online at [www.bishopranch.com](http://www.bishopranch.com) (click "Amenities," then "Special Offers"). FYI: AAA members can also avail themselves of an array of other services, including

- **insurance: auto, home/renters, life, annuities.**
- **travel agency: cruises, tours, group travel.**
- **auto travel: maps, tour books, hotel discounts.**

## Tenant Profile: Joe DeCredico

**Joe DeCredico knows the retail food business from top to bottom.** He's the founder and CEO of DeCredico and Associates, which represents more than 100 national and regional manufacturers, and of ICDS (International Consumer Demand Services), which services Safeway stores nationwide. "I've been a bag boy, checker, and store manager," says DeCredico. "When the company I was working for was sold, I decided to open my own business and figured I'd learned enough to give it a shot." Nowadays, his companies' competitive advantage is "our people and our passion for the business," he says. "Our 25 years in this business is quite unusual and demonstrates that we have a pretty good business model."



### Résumé

**Name:** Joe DeCredico

**Title:** Founder and CEO

**Company:** DeCredico and Associates/ICDS

**Location:** Bishop Ranch 6

**Number of employees:** 40

**Year company was founded:** 1981

**Number of years at Bishop Ranch:** Three

### Company Profile

**Headquarters:** San Ramon

**Business:** "We represent the manufacturer to the retailer, and we provide a whole menu of services to both. We also help manufacturers develop sales and marketing plans."

**Business approach:** "We have an entrepreneurial spirit and passion for the business."

**Biggest challenge:** "Consolidations and mergers in our industry. It really takes tenacity and vision to sort out all the new opportunities and yet stay focused on our core business."

**Biggest risk taken:** "When I bought 11 smaller brokers. The reward is that it brought in great new lines to our company and, more important, it bought some really great people."

**Favorite task:** "Fine-tuning our business model for the next 25 years."

**Least favorite task:** "The travel, conventions, food shows. They're very tiring."

**Your source of inspiration:** "I always remember what is truly important in life: faith, family and friends. I love the business, but the reason I'm still working today is because my son joined the company 10 years ago and is now vice president. It's fun working side by side with him and watching him and the business grow."

### Personal Philosophy

**Best way to motivate co-workers and staff:** "Give them the ownership and support to build a team approach and provide a great working environment."

**Suggestions for up-and-coming executives:** "Surround yourself with good people, and work hard. When you do, good things will happen."

**A goal you still want to achieve:** "Through our strategic alliances with other brokers, we want to become a regional player in the western United States."

### Off Hours

**Favorite pastime and stress buster:** "Handball, tennis and my nine grandkids, who range in age from 2 to 25."

**Favorite vacation spot:** "Our home in Palm Desert."

**Favorite music:** "Jazz and big bands."

**Favorite causes:** "Various charities that I work with, including FICAH (Food Industry Crusade Against Hunger) and Stanford Cancer Research."



## LPGA Longs Drugs Challenge Comes to Danville



Blackhawk  
COUNTRY CLUB

**Host: Blackhawk Country Club**  
599 Blackhawk Club Drive, Danville

**Tournament Dates: Thursday, September 21–Sunday, September 24**

Sunset Development is pleased to partner with the LPGA Longs Drugs Challenge to bring its fabulous golf event to Danville this fall. Through this partnership, we are able to extend to you and your family members a 50% discount for each day's ticket price (the regular ticket price is \$20 per day, but for Bishop Ranch tenants, the cost is only \$10). To request a coupon that you can redeem at the gate, call Tenant Services (543-0100) or send an e-mail to [scorbett@bishopranch.com](mailto:scorbett@bishopranch.com).

**Note:** There will be shuttle buses departing each day from BR3 (2633 Camino Ramon, South Parking Garage), to take you to Blackhawk and back. (There is no general spectator parking at the Blackhawk Country Club.)

To obtain more detailed tournament information, please visit the Web site at [www.longsdugschallenge.com](http://www.longsdugschallenge.com).

## Take Golf Lessons at Bishop Ranch

**Time to tee up:** Bishop Ranch is now offering on-campus golf lessons through the Bay Area Golf Learning Centers. The instructors will teach beginning and intermediate classes, conveniently located at Bishop Ranch 3.

The series of classes includes

- six hours of instruction (two hours on campus, four hours at a local golf course).
- five rounds of off-peak hour golf (beginning students only).
- five discounted rounds of golf (intermediate students only).
- five "Practice & Play With the Pro" sessions.
- club fitting.

This entire package costs only \$205 per person for Bishop Ranch Tenants and their guests. For dates, locations and other details, visit us at [www.bishopranch.com](http://www.bishopranch.com) (click "Amenities," then "Events").

## Win Oakland Raiders Tickets and Raider Nation Gear

**Are you ready for some football?** Bishop Ranch is proud to announce its new relationship with the Oakland Raiders, and as a service to our tenants, we are extending a great offer to you for the upcoming 2006 season.

Just answer both of the Raiders trivia questions on our Web site ([www.bishopranch.com](http://www.bishopranch.com)), and you can enter to win one of the following:

- Two Luxury Suite tickets for a 2006 Raiders regular season game (nine winners)
- An authentic Raiders jersey, customized with a name and number of your choice (one winner)
- Two club tickets for a 2006 regular season game (one winner)
- A football autographed by a former Raiders star and NFL Hall of Fame member (two winners)
- An autographed Raiderette Calendar (seven winners)

Go to [www.bishopranch.com](http://www.bishopranch.com) (click on "Amenities," then "Events") to answer the quiz and get all the details. The contest ends August 15. Have questions? Call Tenant Services at 543-0100.

Be sure to join the Raiders for their exciting 10-game home season with matchups that include the reigning World Champion Pittsburgh Steelers and the new-look Arizona Cardinals, plus division rivals Denver Broncos, Kansas City Chiefs and San Diego Chargers. Experience Raider Nation up front and personal with your own season tickets, starting as low as \$260 per seat. Visit the Raiders' Web site at [www.raidernation.com](http://www.raidernation.com) or call (800) RAIDERS (724-3377) to speak with a Raiders ticket office representative today.

## Go to a Giants Night Out

**San Francisco Giants vs. Cincinnati Reds**

**Thursday, August 24**

**AT&T Park, San Francisco**

**Game time: 7:15 p.m.**

**Departure: 5:15 p.m. SHARP!**

**\$65 per person**



We've made all the arrangements for a fun night at the ballpark to watch the San Francisco Giants take on the Cincinnati Reds on Thursday, August 24. The \$65 per person price includes bus transportation, refreshments on board and your ticket for the game. All seats are located in the lower box section. Call Tenant Services at 543-0100 to reserve a seat. Tickets are limited, so call today.

## Preferred Rates for Bishop Ranch Tenants

**Offers you can't refuse:** Bishop Ranch tenants can avail themselves of exclusive discounts on everything from hotels and caterers to fitness clubs and golf courses. Just visit [www.bishopranch.com](http://www.bishopranch.com) and click "Amenities" to view these sponsor companies' special offers. While you're there, check the offers from Monterey and Napa vendors, too.

### New This Month

ADS Direct Mail & Marketing • Cookies By Design • Forbes Mill Steakhouse • Harding Taekwondo • Lafayette Park Hotel & Spa • New York Pizza • PayChex • Rollz Royce Transportation Service • Salon X • Tutoring Club • Z Pizza

### Caterers

The Blue Sage Catering Company • Boudin Bakery • Classic Catering • Diablo Deli • Emilio's of Danville • Erik's Deli Café • Events by Wallace • Giuseppe's Pasta & Grill • Kinder's Deli • 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 Café • Faz Restaurant • Kabob House Too Restaurant • Luna Loca Mexican Restaurant • Max's Diner • Mudd's • Pasta Gondola Restaurant • Pasta Pomodoro Restaurant • Quiznos Subs • Regional St. Bistro at the Radisson Hotel Dublin • Thyme To Eat Café/Catering • 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

Alamo Limousine • Alexander's Mobility Services • American Financial Lending • Angela Pourghassemi, DMD, Inc./Family Smile Center • Armanino McKenna LLP • Artful Solutions • Avis Rent-a-Car • Awe-Dacious Salon • Bishop Ranch Chiropractic Center • Bishop Ranch Veterinary Center • Black Tie Transportation • Bochenski Video Services • Bodylines Day Spa • Café Matty • Campus Wireless • Chic & Yonique • ClubSport of San Ramon • ColorZone • Crown Billiards • *East Bay Business Times* • East Bay Flower Company • Enterprise Rent-a-Car • Fitness 19 • Healthy Ways Muscle Therapy Solutions • Home Inventory Specialists • Hometown GMAC Real Estate • Hornblower Cruises • IM=X Pilates Studio • Indulgence Salon • Innovative Dental Concepts • Liberty Fitness • Matchpoint Graphics • Meeting Possibilities • 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 • TLC Interior Plant Services • Trans American Tours • 24 Hour Fitness • 21 Minute Convenience Fitness • The UPS Store #3035 • Valley Limousine • Versailles Jewelers • Wedgewood Wedding & Banquet Center • WineStyles Wines & Gifts • XO Communications



## 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**.

## Free Breakfast Session: Transportation Center Benefits

**Employers who want to learn more** about the Bishop Ranch Transportation Center's benefits for commuting employees are invited to a free breakfast and information session on **Thursday, September 14, from 8:30 to 9:30 a.m.**

The Transportation Center, the event's host, offers a free commuter benefits program, which ranks among the top 20 in the nation. FYI: A commuter program's success rate is determined by the "drive alone rate" it achieves—the lower the rate, the better. Bishop Ranch's drive alone rate is below 70%; the national average is 85%.

The secret to the center's success is the high level of participation from employers and employees. Many employers wisely recognize that the program contributes directly to the happiness and well-being of their workforce. Bishop Ranch employees used the free program to save more than \$2 million in out-of-pocket expenses last year.

To RSVP for the breakfast session and to find out its Bishop Ranch location, call the Transportation Center at **830-0101**.