



Corridors

Spring 2007



RUE Takes
Fashion to the
Street

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The Vance Corporation



RUE

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HETHER DRIVING OR WALKING ALONG STEWART STREET,

YOU WILL WANT TO TAKE A LEFT-HAND TURN INTO RUE, A NEW DESIGNER BOUTIQUE WHICH OPENED IN JANUARY IN THE LLOYD BUILDING.



Shoppers find fashion musts at the boutique.

True RUE

Owner Michelle Kim, poised on a zebra stripe couch, describes the retail shop as: "An intersection of New York SOHO and France."

And while fashion is her passion, Michelle is all business when she talks about opening a boutique in Seattle, a city that some say is too safe when it comes to fashion. "I want RUE to be a bridge between that safe zone and something a bit trendier," she says.

In fact, RUE—one of a growing group of downtown boutiques—is helping redefine the Seattle clothes shopping experience. According to *Seattle Magazine* (March 2007), the city's boutique business is on the upswing because people want clothing that is tasteful and unique.

Setting Up Shop

Originally from Seattle, Michelle attended college at Georgetown and then migrated to New York to begin her career. "When I returned here, I began thinking about what I wanted to do next. My father is an entrepreneur so it was natural that I

turn into one, too," Michelle says.

She spent a year looking for the right retail space and snatched the Lloyd Building location as soon as

she saw it. "I wanted a place near the retail core—one with big windows," she says.

Michelle worked closely with The Vance Corporation for several months to transform the space, formerly a printing shop. "It was

"I want RUE to be a bridge between that safe zone and something a bit trendier."



an empty shell, and Vance helped me make it into a warm and inviting boutique," she says. Michelle adds that Bill Gavin, Building Manager at Vance, was instrumental to the conversion. "I had Bill's number on my speed dial, and I called him daily with questions. He was gracious and helpful every time."

Fashion Grid

According to Michelle, naming RUE, which means street in French, was an easy choice. "I used to live in New York, which is sectioned into Uptown, Midtown and Downtown. Sometimes you can tell which street a woman lives on just by the way she dresses," she says.



Michelle organized her boutique with this grid in mind. Underneath a sparkling chandelier and against a backdrop of stunning black and white velveteen wallpaper, she placed racks of creamy leather jackets, sheer black blouses and pleated spring frocks. "That's my Park Avenue," Michelle says, noting that RUE specializes in dresses—from casual to cocktail.

Perhaps because first impressions are everything in fashion, Michelle actually held up opening RUE while she awaited delivery and installation of the wallpaper, which she ordered directly from London. "It's an important part of the RUE experience," she says.

Crowning the middle of the shop is an aerial photo of the Flatiron District in New York. "That's Midtown, where I used to live," she adds, noting that the herringbone gauchos and printed silk blouses on the racks reflect the style of the neighborhood.

Dresses are always in style at RUE.

Toward the back, Michelle displays her more edgy fashion items alongside a spray-painted graffiti door. "When you look in the mirror, you feel like you are on a Downtown street," she says. And, at the top of the stairs, shoppers will find a whisper of pale pink walls, painted in contour to look like a walk-in closet. "It's all vintage clothing up there," Michelle says.

Currently, RUE carries designers from New York and Los Angeles, including Madison Marcus, Julie Brown, Yana K and Farren Elizabeth. "Soon we'll have more international designers from London and Tokyo," she adds.



In the meantime, Michelle is having a fantastic time helping women add pieces to their wardrobe. "When I moved here, I didn't think there were any fashionistas in Seattle. But now I'm meeting them every day at RUE."





Sterling Communications

High-Tech Co

“Our specialty is making complex information simple,” says Kevin Pedraja, vice president and primary contact for the agency’s Seattle office. “So we avoid technology jargon and overused marketing terms. Instead, we talk about benefits—how the technology will make peoples’ lives easier and more productive.”



as thumbprint readers and iris scanners, to verify an individual’s identity. “Sterling Communication is helping Saflink with its overall communications plan and ongoing media relations efforts,” Kevin says.

In this case, the client is Saflink, a Kirkland-based developer of security solutions that rely on biometric devices, such

It's

2:00 PM
ON A TUES-
DAY AND THE
EMPLOYEES

OF STERLING COMMUNICATIONS, INC., A PUBLIC RELATIONS AGENCY LOCATED IN

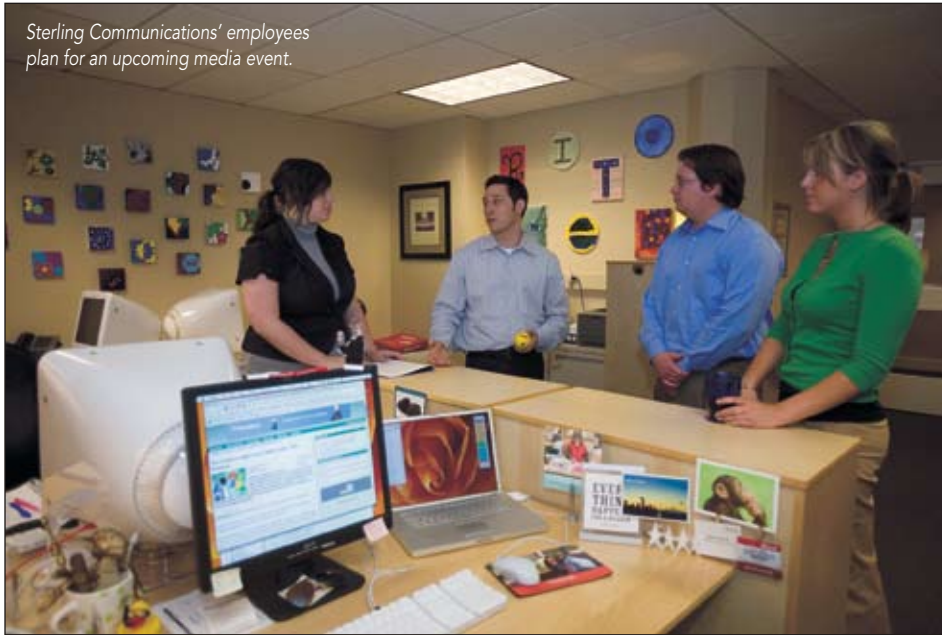
SUITE 1414 OF THE TOWER BUILDING, ARE GATHERED IN THE COLLABORATIVE AREA OF THE OFFICE. THEIR OBJECTIVE? DETERMINE

HOW TO COMMUNICATE ABOUT A CLIENT’S ADVANCED TECHNOLOGY PRODUCT IN TERMS THAT THE MEDIA AND POTENTIAL CUSTOMERS CAN UNDERSTAND.



Kevin Pedraja and Stan Wagner

Communicators



Sterling Communications' employees plan for an upcoming media event.



Skilled PR Practitioners

Sterling Communications develops communications strategies that help high-tech companies deliver their messages to customers, partners and the media. Among other things, this includes creating corporate and product messages, distributing information to the media and industry analysts, booking speakers at technology trade shows, and conducting market research.

"We work as an extension of our clients' internal marketing teams to help them reach their PR goals," Kevin says. Sterling Communications serves a diverse group of technology clients—from startups touting new technology ideas to Global 1000 companies selling established technology products and services.

Kevin adds that working with high-tech clients continuously exposes the agency team to emerging technologies and trends in the marketplace. Over time, Sterling's PR professionals become adept at deciphering technology lingo and translating it into everyday language. For example, he can tell his mother what the acronym SOA means and how it helps companies without having to look it up on Wikipedia. (Hint: service-oriented architecture.)

Given that the agency operates in the high-tech realm, it is also no surprise that Sterling Communications uses a number of productivity-improving technologies, such as Wi-Fi and a company Intranet. "We also use an Internet-based collaboration system to share information, news feeds and competitor intelligence with clients," Kevin says. "It's another way for us to integrate ourselves with our clients."

High-tech City Sites



Sterling Communications provides public relations services from a trio of offices. The company has headquarters in Los Gatos, California, near the hub of Silicon Valley, and maintains a second office in San Francisco. The Seattle office officially opened in June 2006.

Kevin notes that he and operations manager Stan Wagner looked at a lot of downtown buildings before selecting office space in the Tower Building. Vance anticipated Sterling Communications' needs and provided easy-to-understand building information at the right time. As Kevin can attest from his experience in the PR business, good communication tactics can make all the difference.





The Coe Law
Group, PLLC

Family team: Michelle Coe, Harold "Buzz" Coe and John Coe.



Legal Life

national companies with interests in Washington State.

"Our clients, regardless of size, are looking for a firm that can spin on a dime to meet their needs," says John.

Elements of Business

Part of what makes The Coe Law Group tick is its business approach

to professional services. When Michelle joined in 2000, she drew on her business background in sales and administration to implement a business-centric organizational structure and set of policies. "We don't cater to the whims of a managing partner," Michelle says. "Instead everyone here is accountable for the health of the firm."

According to John, the other key to success is smart client selection and retention. "We strive for long-term business relationships with our clients," he says. John adds that The Coe Law Group seeks to work with people who have similar values and a standard of excellence.

The formula is clearly working. Recently, The Coe Law Group was featured in the *ABA Journal* as one of a few sole-member firms in the nation with annual revenues exceeding one million dollars. The article provides business tips to help other lawyers achieve the same success.

Family Values

John also shares kudos for the firm's success with his father, Harold "Buzz" Coe, a former partner in The Coe Law Group, who now works part time. John actually joined in 1994 Buzz's former firm—Franco Asia Bensussen & Coe. Following an amicable split in 1999, Buzz and John established The Coe Law Group. "My father has had a major influence on the philosophies of our practice," John says.

While John did not intentionally set out to work with family, he says the arrangement strengthens The Coe Law Group. "I have unequivocal trust in my wife and her abilities—and in my father and his abilities," he says. Michelle adds that she and John work in different spheres of the business and her risk-taking style balances his more conservative approach. "It also helps to have offices at opposite ends of the hall," she adds, before both she and John start laughing.

Nevertheless, Michelle says that what works in the office magnifies what works in their relationship. "We know each others' ethics and values inside out and that instills complete confidence in each others' decisions and work product," she says.

Shared values are also what drove John and Michelle to move the firm to the Plaza 600 Building about 18 months ago. Michelle sums it like this: "Vance's sense of professionalism and warmth mirrors our own and that makes a great landlord-tenant relationship."

COUNSEL FOR LIFE & YOUR LIFE'S WORK IS MORE THAN A SNAPPY TAGLINE AT THE COE LAW GROUP, PLLC, ("THE COE LAW GROUP"). IT'S A MINDSET THAT IS HELPING THE LAW FIRM PROSPER.

Advocating this way of thinking is the husband and wife team of attorney John Coe and firm administrator Michelle Coe. "This is certainly our life's work," Michelle says, noting that John is dedicated to providing the best possible legal advice to clients while she focuses on running the firm with top notch efficiency. The Coe Law Group is located on the 9th floor of the Plaza 600 Building.

Small by choice, the six-person firm works primarily in real estate and business law, providing legal counsel to clients ranging from mom-and-pop businesses to

Seeking Social Justice



A FORMER
S SOCIAL
WORKER,
BOOKDA

GHEISAR HELPED PROVIDE A SAFE PLACE FOR BATTERED WOMEN TO STAY FOR A WEEK AT A TIME. "BUT I BECAME DISHEARTENED WITH THE WORK," SHE RECALLS. "OFTEN IT MEANT PROVIDING SHORT-TERM SOLUTIONS AS OPPOSED TO ADDRESSING THE ROOT CAUSES OF VIOLENCE IN OUR COMMUNITY AND FAMILIES."

Now Bookda serves as executive director of the Social Justice Fund, a 29-year Vance tenant located on the 10th floor of the Lloyd Building. Social Justice Fund is an organization dedicated to addressing the root causes of social, economic and environmental inequities. "As a progressive public foundation, we provide funding to strengthen the grassroots efforts of more than 100 organizations working toward systemic social change," Bookda says.

Spreading the Support

Each year, Social Justice Fund pools money from 600 individuals in the Northwest as well as through grants from major foundations, such as the Ford Foundation and Kellogg Foundation. Then, through member participation, Social Justice Fund grants the money to organizations working toward social justice in Washington, Oregon, Idaho, Montana and Wyoming. According to Bookda, some of these states have the highest poverty and hunger rates in the country.

The organization also educates its members and the larger community about social issues, including anti-bigotry, economic justice, immigrant rights, sexual orientation rights and racial justice. "The beauty of the Social Justice Fund? Members write one check for as little as \$20 per month. That money is combined with other donor circle contributions and allocated to support a range of pressing social justice needs," Bookda says.

In the case of domestic violence, Social Justice Fund is providing a grant to the Asian and Pacific Islander Family Safety Center, which is working to address domestic violence in the community. "A big portion of their work is making the connection between domestic violence and immigration, poverty and generational issues," Bookda says.

Other recent grant recipients include:

- Center Pole Foundation, which is dedicating to preserving traditional Crow Indian ways, promoting equal opportunity for Native people and conducting community projects on the Crow Reservation in Montana.
- Interfaith Alliance of Idaho, a statewide organization made up of progressive clergy and people of faith who have united to address the distortion of religion to advance political agendas.

In addition to giving money, some Social Justice Fund members serve on one of three grant program committees; others conduct site visits to the organizations that apply for funding.

At Home in the Lloyd

Social Justice Fund, formerly known as A Territory Resource, appreciates the Lloyd Building for its like-minded tenants. "Several organizations working on similar missions have offices here," Bookda says.

She adds that The Vance Corporation has been very accommodating during the organization's long tenancy. "Recently, for example, we needed more space on the 10th floor for our volunteers. Vance was quick to respond with a solution that worked for everyone."



Bookda Gheisar

Go Green in the Office

At THE VANCE CORPORATION, WE ARE COMMITTED TO CONSTANTLY IMPROVING OUR ENERGY EFFICIENCY. TO HELP YOU REDUCE ENERGY CONSUMPTION AND WASTE IN YOUR OFFICE, WE OFFER SOME SIMPLE AND COST EFFECTIVE IDEAS. TOGETHER, WE CAN ALL DO OUR PART TO BE GREEN.



General

- Check with your IT department to see if PCs, copiers or other office equipment can be put in "sleep mode" or turned off when not in use.
- Turn off coffee makers and other kitchen appliances when not in use.
- Shut off task lighting at the end of the day.
- Switch off office lights that are not on motion sensors at the end of the day.
- Server rooms with supplemental 24/7 cooling do not need to be set at 65 degrees. Please reset the temperature to 70 degrees. Server stability is related to non-fluctuating

temperatures and internal component temperatures not getting too hot.

- Report leaky faucets and running toilets to Vance.
- Space heaters are prohibited. They are a fire hazard and consume excessive power when in use. Call Vance if office temperatures are outside of the 70-74 degree range.
- Keep a sweater or vest in your office to help overcome the occasional chill.
- Use the sun shades to deflect solar rays and reduce incoming radiant heat.
- Keep personal fan use to a minimum. Fans consume a fair amount of power and add to the heat load. If office temperatures are outside of the 70-74 degree range, please call Vance.

Waste and Recycling

Please use the provided recycling containers to recycle plastic, paper and aluminum cans. We find that the demand for glass recycling

Make a Difference

Stop wasteful usage. Turn off power and lights. Reduce water usage. Avoid supplemental heating/cooling devices.

Recycle paper, plastic, aluminum, office electronics and furniture. Reuse when appropriate.

Make green choices when possible.

is low; therefore, we currently do not recycle glass.

Tenants are responsible for properly recycling or disposing of old computers, printers, office machines and all types of furniture. Please do not leave these items on the building loading docks. For more information and to arrange for items to be picked up, visit www.resourceventure.org and www.takeitbacknetwork.org.



Vance Welcomes New Tenants

Plaza 600 Building – The Broderick Group, HDR Engineering, Washington Health Foundation, Nelson Law (relocated)

Lloyd Building – Brad Wressell, Marty Des Rosier, RUE Boutique, Russ Hare

Tower Building – GIS Integral, Hugh Wood, Inc.