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NEW LIGHTS SHINE IN ST. LOUIS PARK
-“Filament,” an Upscale Lighting Showroom, Relocates in New Downtown Area-

Todd Pearsall, President, of Filament, a boutique lighting showroom, is excited by his new move. “Our new location at 5007 Excelsior Boulevard in St. Louis Park counts heavily on the success of our “new” Downtown- with free parking and 30,000 cars driving by daily. I no longer want to bet on a “destination” location, where word of mouth and advertising are the sole sources of awareness of our business. We now realize that we need to be very visible for people to know us. We want people to come in and be surprised at all we offer.”

And Filament has a lot to offer. As a full service, boutique lighting showroom, featuring accents of furniture, it sells lighting equipment and accessories, specializing in new homes, remodeling and light commercial. “We carry about fifty lighting lines, like Illuminating Experience, Hubbardton Forge, Robert Abbey, etc., lines that builder stores, like Menards or The Home Depot don’t carry. They are not found in “track homes”. Our showroom displays samples of finishes, sizes, shapes and colors. Customers buy off the floor or special order.” Frank Perone, whose new home is in St. Louis Park, commented on the extreme care Todd took in lighting the 2800 square foot residence, “He tried to get to know our needs first. Todd knew his materials so well- what worked and what didn’t work- that when he ordered his materials, it was a perfect match.”

Todd, now nine years in the business, started working in a showroom part time. A few weeks later, he was working full time as a key sales staff member. Afterwards, he represented several lighting lines on the road, but that didn’t fit his personality. “I had this real flair for design and enjoyed working with customers interested enough to hire a lighting specialist. So I opened my own business.” One client, Richard Van Horne, agrees that Todd has an unusual grasp of lighting. “I’m working now with Todd on another building, a 3500 square foot residence in North Oaks. This project has certain challenges because we are utilizing a lot of glass in the design- in adjustable shelving to showcase artwork, in wall separation, in a glass ceiling. I’ve learned a lot in observing Todd’s intuitive search for perfect lighting solutions. I wouldn’t work with anyone else.”

And how does he feel about his gamble on the new location? “Well, with a new apartment building going up the street with 525 upscale housing units, and with a place for restaurants and retail stores on the first floor, I am very optimistic. In Phase 2, the developers envision town homes and a substantial greenway park for the residents to walk through to their community center. So, I wouldn’t call it a pure gamble. Let’s say- I have an educated guess that we’re going to get a lot of traffic.”

REGENCY PLAZA EXECUTIVE OFFICES, INC.

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**VOLATILE ECONOMY COMPELS CREATIVE ADJUSTMENTS IN
OFFICE SHARING**

**-In Addition to Offering a Host of Amenities, Regency Plaza Offers
Novel Office Matchmaking Service –**

Regency Plaza, centered in the Sacramento area, offers one of the most significant office suite environments in the United States. Replete with amenities far beyond the ordinary executive office suites, Regency Plaza provides a comprehensive, affordable and unequaled business and lifestyle alternative to entrepreneurial professionals. Still, the challenge of a volatile economy, has forced this creative and quality-seeking company to find new solutions to entrepreneurs seeking affordable space. They are now announcing a new service for office suite clients- a “matchmaking service for professionals” who only need a part time office.

With the current state of the economy, large companies are downsizing. Former employees are often branching out into their own businesses, requiring a more professional environment than a home office. The prospect of an office suite payment versus the no-cost option of working from home makes the decision difficult. Although one may desire to move one’s office from the dining room table and have some quiet working time, the cost and lease term may be prohibitive. With Regency Plaza’s new matching program, business professionals can submit their office space, time and support requirements and they will match them with another professional whose needs will allow for a compatible office-share such as working alternative days or hours.

The main challenge of an Executive Suites business is to offer a stair-step process by which entrepreneurs can work towards greater and greater levels of expansion- from, sometimes, an extremely small budget. The “matchmaking service” is one option. Two other start-up programs are valuable alternatives, too, the Business ID Plan and the Incubator Office Program. The Business ID program provides clients with a virtual office, which allows budget-conscious home-based business owners to have an actual business address, personalized answering, an elegant reception area and a limited number of conference room space per month. For only \$150 per month, this plan is hard to beat as a start-up arrangement. The incubator office program allows new clients to customize their needs and take advantage of the high-profile business experience of the Managers of Regency Plaza. As for the typical executive suite business owners, monthly rates can begin as low at \$395. Lease options are from 1 month to one year, with office sizes ranging from 100 to 295 square feet. Offices are also rented out by the hour, day or week.

Regency Plaza goes far beyond providing office space and executive services. It promotes special lifestyle components that allow for the growth, development and success of the whole person. Regency has an on-site children's playroom, serving toddlers to Pre-kindergarten. There are amenities like spa services (including facials and Swedish massage); a meditation room, imbued with the pleasant smell of aromatherapy oils; yoga classes; hair styling, dry cleaning. Lunch can be made in their kitchen and eaten in the lounge or outdoor garden.

Sal Caravello, Regional Account Executive for Renaissance Mark, a label manufacturer, is thrilled. "Yes, this is everything you might hope for- and more. For instance, I'm on the road a lot. When I come back on Thursdays, I just bring all my clothes and pick them up on Tuesdays. They handle my filing, monthly summaries, my office work- so I can concentrate on my real work. They are fully integrated into my business. Another plus is their really neat, almost Victorian décor. This place is more like a home than an office. And when we all gather together in the kitchen for Friendly Fridays, you can feel the warmth and friendliness. Attorneys, accountants, business people- we all really love it. I also like, when my back starts to go out, I can get a massage- right when I need it."

Packages include 24 hour access to furnished office suites, conference rooms, an elegant reception area, coffee service, full receptionist, secretarial, notary and office support services. Clients have DSL Internet access, T-1 phone lines, web-site development and hosting, telephony systems, voice mail and use of all office equipment such as fax machines and copiers. Larry Winters, who runs "Debt Busters," a business specializing in consumer credit counseling and credit report problems, says, "This is very much one of the best kept secrets around. I shopped around for an Executive Suite, but the best most of them would do was throw standardized packages at me. Here, they say 'we'll develop a plan to meet your needs.' This is a very attractive place with a wonderful attitude."

Both Susan Schimmel Moody and Barbara Shade, founders of Regency Plaza, know what its like in the real world. "We've been there. As working moms trying to juggle work, family and alone time, we've experienced the chaos of doing it all - the proverbial superwoman syndrome. We were determined to find a way to make our lives more livable and help others reach this goal at the same time. That's how we came up with the first executive office center of its kind- Regency Plaza Executive Offices. We want to make it convenient for entrepreneurial parents to come to work."

Regency Plaza is located off Interstate 80 and Riverside in a prestigious colonial-style facility situated on the frequently traveled Auburn Boulevard and Riverside Boulevard corridor in the Greater Sacramento area. It serves the communities of Roseville, Citrus Heights, Fair Oaks, Rocklin and Granite Bay. An abundance of restaurants, shops, parks and recreation facilities are close by, adding even more convenience for working parents and their families. The concept is comprehensively described in their website at www.regency-plaza.com. For more information, call them at 888-722-9100 or 916-735-3500 or E-mail Susan at susan@regency-plaza.com.

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**FOR IMMEDIATE RELEASE:
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DROWNING IN THE INFORMATION AGE

-Permacharts: Valuable Life Rafts for Companies Adrift in a Sea of Information-

Is it surprising that a few pieces of laminated paper can prevent companies from drowning their employees in a tidal wave of information? These are not bytes of information compressed in some high tech holographic storage portal or a psychotronic implant in the brain, but plain old laminated “cheat sheets” or “crib notes,” known by anyone who has ever been a student. Permacharts, a now twenty-year old company, has brought these familiar products to new heights of usefulness, in Corporate Training Workshops or IT (Information Technology) support seminars, in relating health and safety matters to employees and in imparting “soft skills” to workers in a variety of industries.

Carmine Bello, who oversees Permacharts, Inc., knows that product innovation has not rested so much in the physical form of the product. “Our core competency is writing and content. We do it better and more efficiently than anyone else. After all, what has to happen is retention of key information. In the real world, serious study does not always take place in front of a computer, even a laptop. Permacharts are called ‘reference guides’ because people who study a subject, ‘refer’ to them frequently. They like to carry them around; pace around with them; grab them while eating, read them on a subway or bus.”

Companies often impart key knowledge to workers through complex and costly training programs. Permacharts can be the final tools to nail down the essential points of that training- or they can replace it altogether! As Bello points out, “We’ve found out that often the company really doesn’t need a training program to convey core information and can save thousands by a minute investment in a few, customized Permacharts.” For instance, if a company needs upgraded Lotus Notes and its workers are trained software users, it may not need to implement special seminars with costly trainers. Workers actually use Permacharts, because they need the information to be effective.

Permacharts can drive home methodologies about “soft skills” like motivational, planning and leadership skills, interpersonal interactions, etc. “Frequently review of these processes help effect useful changes in people and seem to seem to jumpstart these new ways of thinking.” Why? “Perhaps because they highlight what Corporate Training icon, Stephen Covey, calls ‘paradigms,’ key insights that have an effect beyond the merely cognitive.” So, in a world of increasing complexity, Permacharts provide a safe and cost effective passage through these informational shifts and paradigmatic transformations that seem to define this new century. Cheat sheets have come of age!

MYFREETRAVEL

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**FOR IMMEDIATE RELEASE
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THE SECRET OF THE CERTS

-MyFreeTravel.Com Reveals a Product that Extravagantly Boosts Sales –

It's always great to hit a home run in your business. But, when you do it consecutively for so long, you sometimes want to shout it from the rooftops. After promoting other businesses for so long, Steven L. Horwitz, President of the Myfreetravel, a division of HORT Financial, has finally decided to launch his own promotional campaign. "After doing this for so many years, I realized that we have quite a product and quite a story to tell- free travel accommodations with no hidden costs! Also, there are no timeshare presentations, vacation seminars, airfare purchases or deposits clients never see again."

MyFreeTravel.com distributes give-aways that rank as one of the most appealing in the Travel Industry- full color certificates for free 3 night/2 day vacations in some of the most delightful resorts in the United States, Canada and Mexico. With 25 choices, from Las Vegas to Orlando, FL; Cancun, Mexico to Honolulu, Hawaii; Victoria, Canada to Branson, MO, clients cannot help but be enticed by the comfort and excitement these vacations provide. The company that provides the certs has been in business for twenty-seven years. An amazing 72% of the people who redeem the certs actually re-book in these hotels. This is the only company like it that has been in business longer than 10 years and does not have a single complaint on file with the Better Business Bureau.

Maria Vowell, who owns an Internet marketing business, cites an increase of sales of almost 50%. "I've discovered many different ways to use them, as a thank you for visiting my site, as incentives to my affiliate members, and in my e-book campaigns." Joe Weinstein, V-P of Optimation, Inc. reports, "I have only used these vacation certificates for about 6 months, but they have INCREASED OUR SALES by over 70%! And these guys are honest! I have given away over 1,000 certificates and had only ONE problem with a customer and they RESOLVED the problem immediately (within 2 hours!)."

Horwitz says, "Right now, Kirby Vacuum Cleaners use them in their national telemarketing program to set appointments. Pearle Vision centers and Merlin's Mufflers use them. Auto dealerships announce prospects can "come in and test drive a new car and receive a free vacation." Network marketing companies, like Mary Kay and Tupperware, use them with smashing success in home parties to sell product and bring in new people in their downlines." Affordable, desirable, easy to use, matched with great customer service and an unparalleled sales generating power, it's no wonder that Steve Horwitz wants to shout from the rooftops. The secret of these Certs is that they actually work!

TIMESHARE TRAVEL
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TIMESHARE TRAVEL COMES OF AGE!
-Timeshare Travel One of Few to Capture Resale Market-

With over 4000 timeshare resorts worldwide and growing, timeshares have become a billion dollar industry, with the changes in its nature and structure indicative of a more mature market. With brand names like Hilton, Hyatt, Marriott, Disney and Embassy Suites competing actively in the timeshare market, there is a new aura of respectability in timeshares. Over 3.1 million people own timeshares now, up over 75% since 1990, according to the American Resort Development Association. New markets like casinos, dude ranches or more urban-oriented destinations are beginning to open up, now conventional venues have been considerably utilized. It is because of this worldwide fascination with timeshares that new approaches to the industry are now emerging. Timeshare Travel and Associates, Inc., run by its founder, Jim Jewkes, is one of the leaders in a major spin-off of the industry, the resale market.

Commenting on the history of timeshares, Jewkes remarks, "The timeshare industry has always been an innovative response to helping people travel to places they love with more of the comforts of home than a typical hotel destination concept. But the problem has always been the high prices passed off to the initial customer, owing to the very high costs of marketing the product. Quite frankly, the industry started off at being very over-priced, which is why timeshare re-sale has become so popular. With re-sale, consumers can save 20-80% off of the original retail price. Now things become a bargain, instead of a burden."

Timeshare Travel was started eighteen years ago, about twelve years after the timeshare industry was birthed in the early seventies. Recently ranked by USA Today as one of seven timeshare resale companies that provide serious service and assistance to consumers, they are a minority in an industry base still composed of hundreds of Mom and Pop businesses and a few shark-like companies, without the integrity of the handful of respectable industry leaders. One of the hallmarks of Jewkes' company is a no-frills, no steak knives or cheap-vacation-prizes approach, which further cuts the cost of his product. "Most of our business comes to us through referrals, Internet and a small amount of targeted advertising- a little radio, some newspapers, in trim, well-designed national campaigns."

Why do people like timeshare so much? According to Jewkes, it's because "The American Dream is to own property." And, with their services, customers can ask for exactly the type of made-to-order vacation they want- and they can wind up owning it, with plenty of opportunity to swap vacations. Typically, a deal will save consumers 50% off deeded timeshare weeks, something that puts timeshare right in line as an opportunity and a bargain. Years of work in the industry have made sourcing a dream vacation a virtual snap of the fingers for the Timeshare Travel professionals."

Consumers no longer have to feel stuck with their timeshare investments, because there are quick and efficient ways to market their resort real estate. When approaching Timeshare Travel, consumers will be surprised at the number of options immediately open to them, options like- placing a very specially targeted ad, auction sales, participating in an advertising campaign, which includes yellow pages, radio, magazines and direct mail. Nowadays, the Internet can play a big part in a marketing campaign.

Probably, the one-service sellers need more than anything else is some kind of true evaluation of their product. Obviously, the product is going to have been at a resale price, from 20% to 50% to what they originally bought it for. Listings are efficient and pruned so that only a sellable number are promoted at once. Ads are not buried with Timeshare Travel.

The consumer can also release his or her timeshare to a bonified charity, in which the donation, based on the fair market value of the property and monitored by Timeshare Travel. Also, there are opportunities within the over-all service to trade your week for another, more desirable week. Timeshare Travel is a complete timeshare resale business- buying, selling, consigning and trading resort properties. If the property meets certain criteria, Timeshare Travel may buy it outright. For more information, **visit** their website at www.timesharetravel.com or contact Jana Jones at **1-800-367-3799** or **1-800-35-CONDO**. E-mail her at jana@timesharetravel.com

