



PLAZACENTER

March 2015
Volume 1 Issue 1

R. Zaballos & Sons, Inc., 22320 Foothill Blvd., Hayward, Ca 94541
www.zaballos.net zaballos@zaballos.net 510-581-5993

INSIDE THIS ISSUE

- 1 New Website Launched
- 1 Alpine Cleaners
- 2 Plaza Center Reminders
- 3 Conference Room
- 4 The Elements of a Newsletter

New Website Launched

R. Zaballos & Sons, Inc. has just launched its new website at www.zaballos.net. This site has greatly enhanced capabilities and design. Of most interest to tenants is the online work order form. This form will allow tenants to place service and repair requests directly from the website. **Just go to www.zaballos.net and click on the Support menu and then on Commercial Work Order. Fill the form completely and press send. The request will go directly to our maintenance staff and the system will send out a confirmation that the order was sent.** We hope that you will find this new feature to be convenient and useful. This is only one of many enhancements planned for the website.

We have also launched web pages on Facebook at facebook.com/rzaballosandsonsinc and on LinkedIn at company/r-zaballos-&-sons-inc. Please take a moment to check us out on the web. Tenant satisfaction is our highest priority. We hope these new tools will make it easier to get in touch with us whether it is a maintenance problem, repair order or just general feedback. Our office hours are from 8:00 a.m. to 5:00 p.m. Monday through Friday. Don't hesitate to let us know what's on your mind.

Alpine Cleaners Makes the Grade

We wish to congratulate Alpine Cleaners located at 22286 Foothill Blvd. in Plaza Center on being named one of the best rated dry cleaners in the Bay Area by quality and price by The SF Chronicle in their February 1 issue. Bay Area Consumers' Checkbook and checkbook.org evaluated 177 dry cleaning locations on both price and quality of service. Checkbook researchers collected prices on a variety of typical cleaning jobs and found that there was a wide range in prices. For example, to dry-clean a men's two-piece wool suit the range was \$5.50 to \$70 with an average cost of \$14.83 and to launder a men's dress shirt the range was \$1 to \$8 with an average cost of \$2.28. Quality also matters —you don't want to trust your favorite clothes to just anyone. Checkbook collected ratings from customers and again found dramatic differences. Of the 177 shops Checkbook evaluated, 56 were rated "superior" for "doing service

*"The more you engage
with customers the
clearer things become
and the easier it is to
determine what you
should be doing.*

-John Russell

Please see *Alpine* on page 3

Plaza Center Reminders

It's that time of year to reiterate some of our basic property policies.

1. **Signage:** Please refrain from putting up temporary signage in the parking lot and landscaping areas. While we want to see our tenants thrive and grow their businesses we also need to abide by the City of Hayward's sign ordinance. Plus, if every tenant put up signs in the parking lot area our property would look cluttered and unkempt. Please go to www.hayward-ca.gov/CITY-GOVERNMENT/DEPARTMENTS/CITY-CLERK/MUNICIPAL-CODE/SignRegulations.pdf for information regarding temporary signage.
2. **Parking:** Gentle reminder that the guest parking lot at the Plaza Center Tower is just that. This lot is reserved for the visitors and guests of Plaza Center Tower and has a two-hour time limit. If you are a tenant, please park in tenant parking located on P1 and P2. We appreciate your cooperation on this matter.
3. **Security Issue:** Please do not allow people into the building after hours. The main entrance doors lock at 5:30 p.m. Once someone has entered the building they have access to all floors including the parking garage. If you see someone that looks suspicious contact the Hayward Police non emergency number at 510-293-7000. If you have an emergency dial 911.
4. **Security Guard:** Please note that we have discontinued the evening security guard effective Friday, March 13. This is standard procedure during daylight savings time when it is light until 7-8 p.m. The 6 a.m. to 10 a.m. shift is unaffected. The evening guard will start up again in the fall once we lose evening daylight. Please contact us at zaballos@zaballos.net with any concerns.

Please see *Reminders* on page 4

"Customers don't expect you to be perfect. They do expect you to fix things when they go wrong."

-Donald Porter



The Plaza Center Tower.

A Dream Come True at The Cannery Cafe

Local caterers for 20 plus years, Debbie Pfisterer and Elizabeth Fazzio, are on a new and exciting adventure as proprietors of The Cannery Cafe. They are dedicated locavores, shopping local farmers markets, shops, and dining at local restaurants. "We both live in the area and enjoy being out-and-about and meeting and chatting with people we know. We have always had a vision of offering the community a cafe where friends can gather in a comfortable, safe place that offers a culinary driven menu at reasonable prices. Now that dream comes true with The Cannery Cafe. We look forward to welcoming new friends from the greater Hayward area to The Cannery Cafe and sharing good food and community with friends and family. The cafe, located in HAHS building near the Community Gallery, offers a fabulous menu for breakfast and lunch during the week and a delicious brunch menu on the weekend. The hours are:

Breakfast and Lunch

8:30 a.m. - 2:00 p.m. Wednesday - Sunday Breakfast all day

Lunch 11:30 a.m. - 2:00 p.m.

Brunch available Saturday and Sunday

Closed Monday - Tuesday

Contact Info: (510) 581-0103 or cafe@haywardareahistory.org

Address: 22380 Foothill Boulevard, Hayward, CA 94541

Conference Room Now Available

Need of Wi-Fi enabled conference room for your next meeting? Plaza Center has made the conference room in suite 340 available to tenants on a first come first served basis. This conference room has space for 12-15 persons and includes Wi-Fi, a sink area and a white board. To reserve suite 340 please contact us at 510-581-5993. There is no charge for the use of this conference room.



Plaza Center Conference Room
Suite 340



Alpine from page 1

properly” by at least 90 percent of their surveyed customers, but others were rated “superior” by fewer than 60 percent of their customers. Fortunately, you don’t have to pay more for high-quality service. Among shops that received Checkbook’s top rating for quality, 65 percent had below-average prices, and the prices at these top quality shops averaged almost 10 percent below the average of all dry cleaners. Wherever you take your cleaning, look for knowledgeable clerks who are attentive and able to answer questions about removing difficult stains. The shop should be well organized with a good system of storing clothes for pickup, and you should receive properly cleaned and pressed clothing on time. If that’s not happening at your dry cleaner, it’s time to shop around. Some other good advice from Checkbook:

- Remove everything from your pockets before dropping off clothes.
- Check for any stains and give the clerk complete information about stains and spills including what caused them and how long they have been there.
- Ask about prices and make sure they are noted on your claim ticket or receipt before leaving.
- When picking up clothes, inspect them to be sure they are properly cleaned, undamaged and pressed.
- If you have concerns bring them up immediately. If you find a missed stain or any new damage –ask for the work to be redone. Reputable shops should do this at no-cost!

“The goal as a company is to have customer service that is not just the best but legendary.”

-Sam Walton

Reminders from page 2

5. We are looking for content ideas and articles for this publication. Please contact jgautreaux@zaballos.net if you would like to contribute to this newsletter.
6. **HVAC:** Please remember that your HVAC i.e.: heating and cooling is controlled by us. Let us know if you are uncomfortable in your suite and we can make the adjustments.
7. **Work Orders:** We now have an online work order at www.zaballos.net. Click the Support menu and then Commercial Work order. Please give it a try if you have a maintenance issue.
8. **Emergency Procedures:** Please remember to review the Plaza Center Emergency procedures with all new employees and with current staff on an annual basis. A copy of those procedures can be found on the Emergency Procedures page under the Support menu at www.zaballos.net

Upcoming Local Events

March 11. On March 11, 1876, the city of Hayward was incorporated and exactly 139 years later, this March 11, we will celebrate with a Chamber of Commerce mixer from 5 to 7 p.m. at the Hayward Area Historical Society, 22380 Foothill Blvd. We will celebrate Incorporation Day with historical society director AT Stephens and his team and there will be great food and drink from the Cannery Cafe, door prizes, and news about some great new chamber events in 2015. Organizations throughout Hayward are welcome to join us in the celebration.

March 14. Free Admission Day! Explore the HAHS Center for History & Culture! Visit the new Indigenous Flux exhibit in the Community Gallery as well as Your Story in the History Gallery.

Join them for these free family programs!

11am-2pm: History for Half Pints, Family Program - Help people get to know your story through a "Who Am I?" paper puzzle.

1pm: Indigenous Flux, Art and Dance - Several indigenous groups will be demonstrating various cultural dances starting at 1pm. Artists will also be available to speak about their art pieces.

March 19. The Hayward Nonprofit Alliance meeting at 10 a.m. at the Hayward Area Historical Society, 22380 Foothill Blvd. The presentation will be: "GuideStar: The Free Resource for Fund-Raisers, Donors, Funders, Researchers and Governing Agencies." The presenter will be Jasmine Marrow, manager of Philanthropedia, a division of GuideStar that works to identify high

impact nonprofits. Nonprofit Alliance members can do some preparation by going to www.guidestar.org.sentence.

March 26. Thursday Night Flights at the Hayward Area Historical Society. Join us for live music from Vincenzo Delarosa, happy hour pricing on craft beers and wines, special cafe treats, and wonderful exhibits in our galleries. Tickets are \$12 in advance, \$15 at the door & \$10 HAHS Members. For more information, call (510) 581-0223 ext. 152.

March 27. Hayward Chamber of Commerce Latino Business Roundtable at 8:30 a.m. in the Balch Administration Building at St. Rose Hospital, 27200 Calaroga Ave.



Published by:
R. Zaballos & Sons, Inc.
 22320 Foothill Blvd. Suite 660
 Hayward, CA 94541

Phone:
 510-581-5993

Fax:
 510-581-0892

E-mail:
zaballos@zaballos.net