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ManhattanGMAT

Calling all aspiring entrepreneurs! Expert test preparation for business school is right here in Suite 644. ManhattanGMAT specializes in just one test: the GMAT, or Graduate Management Admission Test, required for applicants to the many business schools across the country.

“ManhattanGMAT is special,” explains Center Director Aaron Baumbach. “Unlike many test preparation companies we prepare people only for the GMAT. Other tests like the LSAT, GRE, SAT, etc. are not offered here.”

Widely considered a difficult test, the GMAT does not ask specifically business-related questions but instead tests a student’s aptitude in several areas:

- **Verbal** (reading comprehension, critical reasoning, grammar)
- **Math and statistics**
- **Problem solving**

To get a sense of what GMAT might help “sink in,” get out your scratch paper and take a stab at the ‘Challenge Problems of the Week.’ Created by Manhattan GMAT’s expert instructors, these problems mimic the most advanced quantitative problems on the GMAT.

Smurfs, Elves and Fairies

One smurf and one elf can build a tree house together in two hours, but the smurf would need the help of two fairies in order to complete the same job in the same amount of time. If one elf and one fairy worked together, it would take them four hours to build the tree house. Assuming that work rates for smurfs, elves, and fairies remain constant, how many hours would it take one smurf, one elf, and one fairy, working together, to build the tree house? *

(A) 5/7 (B) 1 (C) 10/7 (D) 12/7 (E) 22/7

Apartment Search

50% of the apartments in a certain building have windows and hardwood floors. 25% of the apartments without windows have hardwood floors. If 40% of the apartments do not have hardwood floors, what percent of the apartments with windows have hardwood floors?*

- (A) 10% (B) 16 2/3 % (C) 40 % (D) 50 % (E) 83 1/3 %

* For answers and rest of article go to page 4

service sector

T.S. Wrobel & Associates Nonprofit Legal Eagles

Behind the doors of Suite 645 is a different sort of law firm – one whose mission is helping those organizations who help others. T.S. Wrobel & Associates focuses on the nonprofit sector, providing a full range of legal services to those whose mission is doing good.

“We are familiar with the special issues and significant challenges facing nonprofits and we’re committed to helping our clients fulfill their organizations’ missions,” says Tom Wrobel, stressing that it’s wise for a nonprofit organization to be represented by an attorney specializing in nonprofit law. “Our expertise saves organizations time and resources that are better dedicated to fundraising, networking, building relationships and implementing their programs.”

From his office in the Flood Building, Tom gets the satisfaction of seeing his work contribute to worthy efforts around the world. Clients’ projects include a rainforest preserve in New Zealand, a biodiversity project in Costa Rica, and an orphanage in Rwanda. Locally, he has worked with the Coit Tower Preservation Society and sits on the board of directors of several organizations. He offers Flood Building tenants a free consultation regarding any of their nonprofit needs.

Tom started out on his own a couple of years after graduating from law school after a friend asked him to help the nonprofit at which he was working as a grantwriter. Tom gradually began to focus on nonprofit issues, and from there, a business model was born.

“This is a unique area of law,” says Tom. “I help my clients avoid problems like conflicts of interest and crossing the line over to lobbying and other prohibited political activities. There are many different kinds of nonprofits, and each has to deal with different requirements and regulations.”

Much of the legal work relates to the formation of new organizations. Incorporating a nonprofit requires expert legal advice so that the federal and state governments grant tax-exempt status. Once an organization is running, Tom and his staff offer ongoing help with issues like compliance, grant writing, and tax exempt status maintenance. From social service to the environment, animal welfare to public policy, the variety of organizations and their missions keep it interesting.

“We take care of our clients’ legal needs,” states Tom simply, “so that they can focus on what they do best – developing and delivering their programs that make the world a better place.”

To contact T.S. Wrobel & Associates call **(415) 928-4161**

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Elaine Skov

Simply irreplaceable

What becomes a landmark most? In the case of 870 Market Street, it's a living legend – Elaine Skov, Executive Assistant to Mr. Flood. Now, after 27 years as an iconic presence in the owner's office, Elaine is retiring to rest on her well-deserved laurels.

"Elaine has worked for the Flood family for 27 years, seven for my father and 20 for me," says Jim Flood, third generation of his family to oversee the National Historic Landmark. "During this time she kept the office running. She did everything from making sure that the insurance was current on my house to doing all my mother's bookkeeping for her, including her tax returns. Mistakes were rare, and there were times when she even corrected our accountant's mistakes. Nothing slipped by Elaine's sharp eye."

Known for her quick wit, dry humor and unflappable disposition, Elaine got to work at the crack of dawn, hardly ever called in sick and generally made sure that things got done.

"I love Elaine," sums up Sheila Marko, Flood Building Property Manager. "Besides my affection for her, I have a deep respect for her incredible knowledge. If you have a question, it's usually Elaine who provides the answer."

Then, musing a bit more, Sheila sums up: "Here at 870 Market Street, Elaine is the Rock of Gibraltar."

"Elaine was very good to me on so many levels," says Denise Spisak, herself a Flood Building veteran with more than 41 years of service. "She was the consummate professional and would explain in detail if she needed something from me. Also, because of the amazing paper trail she kept, if I required anything from her, she could find it instantly. I enjoyed working alongside Elaine for 27 years, and I especially enjoyed our "Floodette" lunches and after-hours socializing."

Assistant Property Manager Sandra Scheuss also has fond memories and praise for Elaine.

"When I started working here some six years ago, I realized right away that Elaine was one of those feisty old broads who wouldn't suffer fools lightly – and I say this with all due respect, admiration and love," Sandra laughs. "A joint appreciation of life's furry friends and Puccini & Pinetti's French Fries further cemented our friendship."

On her last day, Elaine was celebrated appropriately by her Flood family-of-friends. There were smiles, laughs and toasts aplenty around the table that day, and more than a few tears. Like the old Nat King Cole classic, she is unforgettable, and much more.

"Elaine was accurate, loyal, and very dedicated to her job and my family," sums up Jim Flood. "They say that 'no one is irreplaceable.' I think Elaine may be the exception to this rule."

The Flood Building under restoration in 1992



Experience Counts

One of Northern California's premier company benefit brokerage and consulting firms can be found in Suite 1105 of the Flood Building. Tailored Benefits, Inc. has earned the reputation for delivering consistent, responsive and highly personalized service to clients: a work ethic installed by its founder, Jeffery Rosen.

"It's not work to me," says Rosen, who moved to the Flood Building in 2004. "It's relationship-oriented. Being a lawyer was isolating, but this business involves being with people and devising creative solutions for them."

Rosen had worked for over a decade as a licensed attorney in Northern California prior to launching his company. His experiences led him to instill an advocacy and counseling approach to Tailored Benefits' client services – an approach to client management which assures continuous delivery of highly professional and personalized service.

"We view each client relationship as a partnership," says Rosen as he explains the employee benefits consulting services his firm offers:

- Strategic benefits consulting
- Technical assistance
- Vendor selection, management and negotiation
- Legislative compliance
- Administrative assistance
- Employee communications
- Human resources solutions
- Executive benefits
- Retirement services

Most of Jeffrey's clients are small or midsize companies and organizations, from 20 to 60 employees, though Tailored Benefits does work with companies that have as few as two employees and as many as 100. He has access to insurance plans offered by any insurance company operating in California. Along with medical and dental insurance, plans often include long-term and short-term disability, long-term care, vision, chiropractic and acupuncture. Retirement benefits can be a part of the insurance package as well.

"Employee benefits are more complicated now than they used to be," says Jeffrey, who predicts a decline in the popularity of HMOs because of objections from both doctors and consumers. "What will be left will be Preferred Provider Networks (PPOs), with more cost sharing for many people. It's almost unheard of for employers to see an annual cost increase of less than 10%."

Saving his clients' money while maximizing the value of employee benefits is a challenge he relishes. This expertise costs his clients nothing. Instead of being paid directly by clients, Jeffrey earns a percentage of what they pay to the insurance company they choose. He also offers general human resources help with issues like adding and terminating staff, and finds his legal background helpful with compliance issues.

"You have to stay on top of the tax laws," he explains. "Employers can save money in taxes if they know what they're doing."

And if they speak with Jeffrey and Tailored Benefits, they'll be well on their way to the knowledge and experience they need.

To contact Tailored Benefits, call **(415) 974-1114**

Brain Trust - Flood Building Psychotherapists

Even therapists need a friendly ear, or shoulder, sometimes. A new organization, Flood Building Psychotherapists, has recently been formed to do just that: help licensed therapists get to know and support each other.

"It's not a marketing effort," explains LCSW Nancy Langley, one of the organizers of the group. "It gives us an opportunity to share ideas and address some of the issues that we all deal with in our practices."

Nancy, who has worked in this field for 33 years, has a general practice rather than specializing in one area. She most often helps people with relationship, decision-making and work issues, and mood disorders such as depression and anxiety. Before starting a private practice 17 years ago, she worked in a variety of community-based organizations. She now divides her time between San Rafael and the Flood Building.

Members plan to take turns presenting information about their expertise to the group. Topics will include dealing with managed care and Employee Assistance Programs as well as treating specific kinds of issues. The group is also compiling a database of licensed therapists in the building for their own reference, with details about the expertise of each practice. The four kinds of licenses relevant to this field and granted by the state of California are:

Licensed Clinical Social Worker	(LCSW)
Marriage and Family Therapist	(MFT)
Psychologist	(PhD)
Psychiatrist	(MD)

"The most important factor is that the client feels a connection with the therapist," says Nancy who describes her approach as eclectic, and finds that many kinds of therapy have value. "The trust that a client feels in this process is more important than any particular school or training. Of course, accurate diagnosis is also important."

Nancy points out that psychotherapy is very young relative to many professions, and that many new types of therapy have recently been developed to treat very specific problems. She notes that much is

being learned through neurobiology and new understanding of brain function. And Nancy's advice for those considering psychotherapy is to "look for a personal connection" and to seek out someone whose skill set is both "competent and compassionate."

"My work gives me a fascinating window into the world," she says. "There is much less shame now about seeking help, compared to the stigma people felt in the past. This is such a blessing. After all, everyone has issues to work through from time to time."

Margaret Passanisi, LCSW, has been a Flood Building tenant since 2006 having worked in the field for over 30 years. She has maintained her own practice since 1989, with a special focus on helping people work through trauma.

"Trauma affects the whole person, and when you begin to learn about it, you see that the whole person is overwhelmed.," explains Margaret who describes her approach as holistic. "At the moment of a post-traumatic stress disorder flashback, you can't differentiate between the past and the present. Dealing with people experiencing trauma made it even more clear to me how interrelated the physical, emotional, cognitive and spiritual parts of us are."

Margaret finds it helpful for clients to notice where in their bodies they feel things when they have trauma-related thoughts. "A mindfulness about physical responses is helpful along with talk therapy," she says, noting that she believes everyone carries varying levels of trauma. "Trauma tends to keep you in the past. Mindfulness about what's happening right now keeps us in the present."

Enthusiastic about the new organization, Margaret looks forward to getting to know more therapists in the building and notes that being in private practice can be very isolating.

"It's always good to share ideas with people who do the same kind of work. I hope that we'll be able to address some of the issues we therapists are dealing with," she says.

A native San Franciscan, Margaret is also enthused to be at 870 Market Street, having always been aware of its place in the City's history.

"I'm delighted to be here," she says. "The staff really takes care of us, and it's great to be in a landmark building. When I tell people the Flood Building, everyone knows where I am."

Contact Margaret Passanisi (Suite 938) at **(415) 931-5241** and Nancy Langley (Suite 940) at **(415) 267-7659**

Flood Centennial Video - now online

Want to tell the world about your National Historic Landmark address? Look no further than www.floodbuilding.com. The Centennial video salute is now online for the world to see!

The Flood Building elevators before the last restoration in 1992



passing the test

continues from page 1

"Business school admissions are more competitive than ever," he continues. "The average student admitted to a top-tier MBA program scores in the 93rd percentile or better (700+) on the GMAT."

ManhattanGMAT was created in response to the growing demand for high quality GMAT preparation. Their rigorous programs are designed to raise scores. Rather than "teaching the tricks" and offering empty guarantees, ManhattanGMAT stands on three basic principles:

Superior Curriculum – Instead of the "beat the test" philosophy promoted by some test preparation companies, ManhattanGMAT focuses on advanced academic content, as well as testing skills and strategies. Students emerge with a confident approach to every GMAT problem type.

Expert Instructors – Staff is comprised exclusively of experienced teachers who have all scored in the 99th percentile (750+) on the GMAT and are paid \$10 per hour – the highest in the industry and four times what many competitors pay. Teachers must keep their scores current by taking the test periodically. ManhattanGMAT believes the best students deserve to be taught by the brightest teachers.

Single Focus – Concentrating on only one test means that all of their time, energy, and resources are spent developing the most current and effective GMAT course available.

A typical class of eight to ten students meets here in the Flood Building for nine weeks, with a three-hour session each week. Students receive extensive materials and access to online training, with private tutoring available for an additional fee. Advanced level courses are also offered, as are self-study courses, "virtual" online courses, and a two-week "boot camp" intensive session. Bay Area classes are also available in Menlo Park and the East Bay.

Here as Center Director since July of 2007, Aaron also appreciates the Flood Building's ambiance. "We like the professional atmosphere. It's so convenient to be right at the BART/MUNI stop, and it's easy to find great lunch places nearby. Even people who drive in for classes love the location, and our instructors do too. Our classroom has a calm, serene feeling with high ceilings and windows, a great atmosphere for learning."

Once Aaron has completed his Master degree in Architecture, he would like to go to business school for an MBA with an ultimate goal of opening his own design firm. Since he plans to take the GMAT eventually, he pays close attention to the classes in session. "It's nice to listen in," he says with a smile. "The repetition probably helps things sink in, a bit at least."

For more information, call (415) 402-0218 or take the Manhattan GMAT Challenge at www.manhattangmat.com

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quiz answers

Smurfs, Elves and Fairies Answer: (D)
Apartment Search Answer: (E)

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The Flood Building in a picture taken prior to the Earthquake of 1906



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