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## way **cool** webstuff



### Tech Corner: **ThoughtMatrix**

For expert digital marketing and technology expertise, don't assume that Silicon Valley is the best place to go. ThoughtMatrix, right here in the Flood Building since 2005, is a full-service interactive agency specializing in marketing and creative services, web development and technology solutions.

Co-owners Trevor Fagerskog and Tony Rems launched ThoughtMatrix in 2003, each with many years of experience working in the technology industry. Their twenty full-time professionals bring years of experience in branding, marketing, human-computer interaction, visual design and software engineering to every project. "All of our staff members are very senior, highly skilled people who have done major enterprise work and understand how to deliver solutions to clients," says Trevor who works with some of the most recognizable brands in technology today, including eBay, PayPal, Palm and Cisco, as well as established companies in various industries and some start-ups.

"A typical project for us is doing a complete re-design of a company's website," explains Trevor. "We start by understanding our client's brand, looking at their brand marketing, product marketing, visual design, and the interactive capabilities of their website."

Given his many years working in technology, Trevor has an unusual and valuable perspective on the growth of the Internet and its potential going forward. He points back to 1994 as the beginning of the Internet as we know it.

"The Netscape browser let you type in a URL and a static page written in http would come up," he remembers. "Since 2007 we've been talking about 'Web 2.0,' the second generation of web design and development, with an increased ability to share information, user contributed content and more advanced interactivity, much like the social networking sites that have become prevalent. We even created our own Social Networking framework called RapidSocial® that can be deployed quickly and is highly customizable. Now we're working in the third generation, with faster networks and devices."

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## tenant spotlight

### **Menny Jewelry Repair & Gift Shop**

#### *A Gem of a Business*

Need a last-minute gift for the office holiday party? Or maybe the chain of your favorite necklace just broke? Don't worry, the husband-and-wife team of John and Menny Cheung, owners of Menny Jewelry Repair and Gift Shop, have just what you need.

John is an expert jewelry craftsman who offers a full range of jewelry repair services right here in Suite 470 of the Flood Building. They handle fine jewelry repair, ring sizing, watch battery replacement, eyeglass repair, engraving, diamond and precious stone setting, and gold plating. "In most cases, we can repair a piece of jewelry while the customer waits," says John.

Originally from Hong Kong, they started their own business when they arrived in San Francisco in 1985. Since then, John has worked with many of the best-known local jewelers in the downtown area and gets much of his business from referrals.

They first became aware of the Flood Building through their accountant, Andrew Au, whose office is on the 7th floor. When the lease for their previous shop expired last year, they were happy to find a new home here. "Our customers in the neighborhood have been able to follow us to our new location," says Menny. "This is very convenient for us."

Along with the jewelry repair services, they also have a beautiful collection of jewelry for sale including earrings, necklaces and bracelets in a wide variety of styles.

Find your next "perfect gift" or repair your precious jewelry. Visit Suite 470 or call (415) 986-4096

## **Ho! Ho! Holiday Party**

**Eat, drink and be merry!**

Please join us for our annual Tenant Appreciation Holiday Party in the lobby. A delicious array of food from La Mediterranee and festive drinks will be offered.

**Thursday, December 10th: 5pm – 7pm**



## Jack Neeley, Security Guard

### *Native Son*

Jack Neeley, a recent addition to the security staff, is one of the people who keep everything running smoothly in the Flood Building. He started working here in the spring of 2009, and is on duty every weekday from 9am until 3pm.

A native San Franciscan who grew up in the South of Market neighborhood, Jack has worked in security for 10 years, most recently at a downtown hotel. "This is calmer and less stressful," Jack smiles. "I enjoy helping people with whatever they need, from opening doors when a tenant has lost a key to providing information to visitors. I patrol the floors and keep an eye out for anything suspicious."

A previous job at the San Francisco Zoo had its good points too. "The animals could be noisy," he laughs, "but I met my wife working there. We just celebrated our fourth anniversary."

Some difficult times in the past make him especially grateful for the life he has now. A series of personal problems years ago resulted in Jack's losing his apartment, van, and even his pets. He was homeless for over a year. "I had to pull myself out of it," he remembers, "but I was given an opportunity to work and get back on my feet." He is grateful for the hand up he got from the security company that hired him and also for assistance from local organizations like St. Martin de Porres. "I go back to St. Martin's every so often to help out," he says.

When he's not working here, Jack runs his private car service, driving individual clients as well as guests of a downtown hotel. He also enjoys playing darts and spending time at home with his wife and family.

Jack has quickly settled in here at the Flood Building. "I know many tenants by name now and recognize many others," he says. "Everyone is so friendly here. It's a great place to work and a great building."

## Massage with a Mission

Back in 1996, Marty Morales was pursuing a career in the world of finance, intent on using his business education to climb the corporate ladder. When his wife became very ill with Crohn's disease, a chronic condition involving inflammation of the digestive system, his life took an unexpected turn. Immediately, he began looking for something he could do to help her recover.

"Browsing in a bookstore one day I picked up a book on reflexology, read the section about Crohn's disease, and began to work on her," he remembers. "Thankfully she got better over time, and I kept doing reflexology on friends and family members."

An MBA and several "dot-coms" later, Marty was laid off during the recession of 2002. Burnt out and knowing there was something more he was meant to do, he made the decision to turn his hobby into a career and enrolled as a student at the San Francisco School of Massage (SFSM). He soon became a Certified Massage Therapist and launched his new career. "My passion for this work was obvious from the start," he says. "I took as many workshops as I could, absorbing knowledge from all sorts of modalities and learning from fantastic instructors and mentors."

His passion paid off: Just a few years later he was invited to teach at SFSM, starting with the Swedish Massage Program. He currently teaches a variety of workshops both at SFSM and also at his own space in the Flood Building, and co-directs the Bodywork Therapist program at SFSM. Earlier this year, he began his own school of massage and bodywork, the California Institute for Bodywork Education. In December of 2008 he became a Certified Rolfer™ and Rolf Movement Practitioner after training in Colorado and Brazil. A hands-on method of structural bodywork, Rolfing addresses issues related to chronic pain, posture and balance by working with the connective tissue throughout the body.

"I always tell my students that some of the best teachers you will ever have will be the ones that show up on your table," says Marty who "fell in love with the Flood Building right away" when he found it in June 2008. "My clients have enlightened me towards a path of structural bodywork."

Marty beams with passion for his work, whether he's talking about his clients, students, or fellow professionals. "I love to see people succeed," he says. "Helping people find a new sense of being in their bodies and live to their fullest physical potential is the best job I can imagine. I never thought I'd be here, doing this."

Visit Marty in Suite 1111 / (415) 602-0809

[www.martymorales.com](http://www.martymorales.com)



## Richard Hurlburt, Cathy Mosbrucker & Mary Jane Foran

With the news full of stories about plummeting home values, troubled banks and mortgage fraud, one group of victims is often overlooked: renters who are threatened with eviction from their homes when a landlord defaults on mortgage payments. Attorney Richard Hurlburt in Suite 315 represents many of these tenants, helping them stay in their homes.

A self-employed auto mechanic and suicide prevention worker before attending law school, Richard got interested in landlord-tenant issues as a volunteer for a housing rights organization. "I wasn't sure that I wanted to be a lawyer at the beginning," he remembers, but his orientation toward social justice work led him in this direction and he earned his JD from New College of California in 1995.

While in law school he interned at the Tenderloin Housing Clinic (THC), an organization that provides legal services to low-income tenants and advocates for their rights. Working for attorneys Cathy Mosbrucker and Mary Jane Foran, who ran THC's Eviction Defense Center, Richard gained valuable experience in tenant rights issues. Eventually he opened his own law office and several years ago hired attorney Jonathan Joiner to work with him.

Since the "housing bubble" popped, more of his work involves tenants affected by foreclosures. According to San Francisco law, tenants in rent-controlled apartments have the right to stay in their homes under the terms of the rental agreement that existed before foreclosure, with the bank as the new landlord. "There are a few other California cities with similar laws," explains Richard. "Many banks are trying to evict these people," he says. "They should know that in San Francisco the tenants have a right to stay."

Richard also hears from homeowners who are having trouble with their home loans due to unemployment, a steep increase in their monthly payment, or trouble re-financing a loan. He's branching into this area of law because of the great need.

Here in the Flood Building for most of the past 10 years, Richard enjoys his view of the palm trees in the atrium just outside his window. "It's beautiful here. I get compliments on the garden all the time."

His bosses from his THC days, Cathy Mosbrucker and Mary Foran, work right next door in Suite 313. They also represent tenants who are threatened with eviction when an apartment is cited as being an illegal unit. Cathy is a graduate of Hastings College of the Law and interned at San Francisco Neighborhood Legal Assistance. She then did some work in employment law, eventually returning to housing at THC. Mary also graduated from New College of California and edited a book about landlord-tenant law. After working at THC together for 10 years, they decided to open their own practice in 1996. "We were thrilled to find space here in the Flood Building," Cathy says.

Each of these three attorneys is deeply involved in community affairs, serving on nonprofit boards and city commissions as well as receiving numerous awards for pro bono work. Their commitment and dedication has helped countless San Franciscans exercise their rights to livable housing.

Contact Richard Hurlburt at (415) 391-6496

Contact Cathy Mosbrucker & Mary Jane Foran (415) 398-9880

[www.hurlburtlaw.com](http://www.hurlburtlaw.com)  
[www.tenantlawyers.net](http://www.tenantlawyers.net)

## Savoir Plus French

### *¿Parlez-vous français?*

If you've always wanted to learn French but still can't answer "Mais oui!" or "Bien sûr!" here's your chance.

Savoir Plus French in Suite 641 offers university-level instruction with small group and private classes in grammar, conversation, culture, literature, history and more. Their tagline: French linguistic and cultural fluency, for life.

Founder and instructor Elisabeth Bonamour du Tartre was educated at the Sorbonne in Paris, earning a degree in teaching French internationally with an emphasis on both language and culture, specializing in French history and literature. Since then she has taught French all over the world, from China to Brazil, the Ivory Coast to New Caledonia.

"It has always been my dream to open my own school," she explains. "But I wanted to get enough experience teaching in different places so that I could create the courses that I knew would be most beneficial for students."

Her dream came true this past July, when Savoir Plus French was launched here in the Flood Building, with a full schedule of eight-week long courses from Beginner to Advanced. "I'm a demanding teacher and I want to see results," Elisabeth says with a smile. She also insists on small classes, limiting each class to a maximum of 8 students so that each gets plenty of attention. "Everyone must have a chance to ask questions and participate in class."

Grammar instruction at Savoir Plus French includes the theoretical information along with examples in French literature. Elisabeth's experience and knowledge allow her to explain how the language developed, giving students a depth of understanding that goes beyond rote learning.

"Once students get the grammatical foundation they can also take classes in conversation. I stress correct pronunciation," says Elisabeth who gives creative class assignments such as watching classic French movies and blogging about them. "It's a small community, and students get to know each other well during their studies here."

Elisabeth makes an annual trip to visit her family who live near Paris, but she enjoys the "European feeling" of San Francisco. Particularly, she feels right at home in Suite 641, and finds that her students love the Flood Building too. "Especially for my native San Franciscan students, the building and its history mean a great deal. It's impeccable, beautiful, safe, practical, and the staff are wonderful. Je suis tres heureuse, tres contente ici!"

So calling all Francophiles, faites attention! Prospective students are invited to sit in on a class at no charge. See [savoirplusfrench.com](http://savoirplusfrench.com) online for the schedule, and make your plans to visit a slice of France right here in the Flood Building.

(415) 375-2356

[www.savoirplusfrench.com](http://www.savoirplusfrench.com)

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### Tech Corner: **ThoughtMatrix**

Using the same technology internally that they develop for clients, ThoughtMatrix employees are "extremely connected" and able to converse via instant messaging all day. "This level of communication allows us to make real-time decisions that benefit our clients," Trevor explains. Also important is their commitment to "technology agnosticism," basing their recommendations solely on the needs of their clients rather than using solutions that might be more convenient for them at the time and creating a level of trust that the ThoughtMatrix team is justifiably proud of.

Their history in the Flood Building since 2005 illustrates the growth of ThoughtMatrix, beginning with one room of 200 square feet on the 6th Floor and now, three moves later, occupying Suite 901 with almost five times more space.

"We love the location near BART and Union Square," says Trevor. "It's a great place for our clients and partners to come for presentations. And we have some remote employees who love to visit a couple of times a year and hang out in San Francisco."

So, when your company is ready for cutting-edge marketing and technology consulting, look no further than Suite 901. Trevor and the staff of ThoughtMatrix will be happy to guide you into the new world of interactive marketing and web development.  
Suite 901 / (415) 217-0009

[www.thought-matrix.com](http://www.thought-matrix.com)



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The festive holiday season always brings a lot of joy, but also brings with it a cautionary reminder: Sometimes, occasional unwanted "visitors" may enter the Building. Please be on the look-out for suspicious individuals walking around. Potential thieves may use this time of year, more than usual, to check doors and enter offices that have been left unlocked. Please don't be a victim. Keep your suite doors closed and locked at all times.

Our security team makes every concerted effort to keep the Flood Building a safe work environment but we do rely on your assistance. If you notice anyone acting suspiciously or look as though they don't belong in the building, please report them immediately to the Management Office staff (415) 982-3298 or Security at (415) 982-3291.

*Happy Holidays  
and best wishes for  
a prosperous 2010*



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

