

**REAL ESTATE**

# First Industrial polishing market plans following Duke acquisitions

By STAN BULLARD  
sbullard@crain.com

Chicago-based First Industrial Realty Corp. plans to woo tenants, sell properties and buy more after taking its first big stake in Northeast Ohio's industrial real estate market.

"We're excited," said Kevin Smith, First Industrial's Cincinnati-based regional managing director who oversees its Ohio properties. "It's going to be a very actively managed portfolio."

In a joint venture with California State Teachers Retirement System dubbed FirstCal Industrial 2, First Industrial will manage a big chunk of Northeast Ohio industrial real estate after acquiring from Duke Realty Corp. a \$1 billion portfolio of buildings in eight markets nationwide.

**"With the joint venture, First Industrial is in a strong cash position. They've made a big statement by coming in. We view them as a quality developer."**

— David Browning, managing director, CB Richard Ellis

Northeast Ohio's share of that purchase is 16 industrial buildings in Cuyahoga County and two in Summit County. The Cuyahoga County properties are concentrated in Solon and Strongsville, with one building in Highland Heights. The two Summit County buildings are in Twinsburg.

The 18-property deal is the largest multiple building industrial transaction to occur in Northeast Ohio, said Bill Miele, senior vice president of Colliers Ostendorf-Morris. It's also large enough to make First Industrial an immediate heavyweight in the industrial real estate market.

"This is one of the biggest splashes in our market," said Joe Barna, a principal at Cresco, a Cushman & Wakefield alliance brokerage based in Independence. The next industrial deal rivaling it in size, Messrs. Barna and Miele said, was Duke's purchase of 10 Solon buildings from LaSalle Holdings of Chicago in 1997.

David Browning, managing director of CB Richard Ellis, called the transaction "exciting."

"With the joint venture, First Industrial is in a strong cash position," Mr. Browning said. "They've made a big statement by coming in. We view them as a quality developer."

The size of the FirstCal portfolio here is such that First Industrial has opened a temporary office in Beachwood to serve the area, Mr. Smith said.

First Industrial hired as senior leasing manager to run its Cleveland office Peter Bookman, who formerly held the same title at Weston, the Solon-based industrial real estate owner and operator. Four other staffers are being hired.

As for the properties themselves, Mr. Smith said First Industrial's plan is to increase occupancy to 97% within a year from the current 93%. When the timing is right, such as at full occupancy, the joint venture plans to sell off properties to harvest its gains. However, Mr. Smith declined to say if any of the Northeast

Ohio properties are already on the market. The joint venture will have a five-year term.

Mr. Bookman said the largest single vacancy he must fill is a 105,000-square-foot empty building in Strongsville; most openings are far smaller.

First Industrial wouldn't discuss particulars of the transaction's cost at the local level. However, Cuyahoga and Summit County land records show the FirstCal joint venture paid

a total of \$67 million for the 18 buildings, which range from five to 20 years old.

Terry Coyne, director of Grubb & Ellis Co.'s industrial unit, said First Industrial's advent likely will be good for the market.

"This adds another player," Mr. Coyne said. "It's good they've established an office. They have staff here that can go out and look at properties and provide real information to the company to make decisions." ■

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**OPINION**

**Yes on 6**

There are few election issues that we consider no-brainers (you'll read about one that really challenges the old gray matter in the next editorial). However, we believe voters don't need to think twice about casting a "yes" vote for Issue 6, a 1.2-mil replacement levy for Cuyahoga Community College.

As literally hundreds of thousands of Cleveland-area residents can attest, Tri-C for more than four decades has provided an affordable means for people young and old to obtain a quality education. Its role has become even more important in recent years as tuition rates at four-year colleges throughout Ohio climb on an annual basis well beyond the rate of inflation and push access to an undergraduate degree farther out of the financial reach of people of modest means.

The associate degrees, certificate programs and baccalaureate courses that are offered by the community college are the key links to the job market for many Cuyahoga County residents. Indeed, Tri-C proudly can boast that more than 85% of its graduates live and work in Northeast Ohio.

The price county residents are asked to pay for an institution that helps to create so many wage earners who themselves contribute taxes to the towns where they live is small, and will continue to be so if Issue 6 passes. Homeowners would see the cost of supporting Tri-C rise to \$3.06 per month from \$2.28 per month for every \$100,000 of home value. That means the owner of a \$300,000 home would pay another \$28 per year in taxes to keep Tri-C healthy. We believe that's a good investment in Cuyahoga County, and it's why we wholeheartedly urge voters to say "yes" to Issue 6.

**Under the judge**

It's understandable why the forces who are behind Issue 4 would be pushing a constitutional amendment to change the process for creating legislative districts in Ohio. Republicans have had a stranglehold on the General Assembly for years, and the districts currently are set up in such a way that competitive races are few for seats in the Ohio House and Senate.

However, we believe voters owe it to themselves to check out this proposed amendment firsthand to see whether they understand the cure that has been proposed for what ails the legislative redistricting process. Consider, for example, how the amendment defines what it terms an "unbalanced uncompetitive district": "Unbalanced uncompetitive district" means any uncompetitive district in a redistricting plan where the measure of competition favors the candidates of one of the two partisan affiliations comprising the measure of competition by being higher than the measure of competition for candidates with the other partisan affiliation and that uncompetitive district is not balanced in that redistricting plan by a corresponding uncompetitive district where the measure of competition favors candidates with the other partisan affiliation, and for which pair of corresponding districts the difference between the two measures of competition does not exceed five per cent."

Like we said — it's a worth a read.



**COMMENTARY**

**Play for newspaper chain is a sad story**

I've been a newsman most of my adult life. It's been natural, then, that I've had this love affair with the printed word, especially those that deliver daily and weekly news to people who want to know as much as they can about the world around them.

Consequently, I could only react with sadness at last week's news about Knight Ridder Inc., the newspaper chain that owns the *Akron Beacon Journal* and several other major American dailies. The company, which also publishes such respected newspaper as the *Miami Herald* and *Philadelphia Inquirer*, is under assault by an unhappy investor.

Bruce Sherman, a money manager whose Private Capital Management owns 19% of the company's stock, wants the 31-newspaper chain to put itself up for sale. According to an Associated Press story, Mr. Sherman is a savvy investor known for his plays on undervalued companies. He also knows a lot about the newspaper business, owning an average position of 10% in nine major newspaper companies

(such as Gannett Co. and New York Times Co.)

His moves against Knight Ridder seem to be the ultimate contrarian play. Most people look at daily newspapers, with declining classified ad sales, rising newsprint costs and a reader shift to the Internet, as underperforming, "Old Economy" businesses. And thus far, Mr. Sherman's moves haven't accomplished much: as a class, newspaper companies' stocks are down about 20% this year.

But people doubted New York financier Wilbur Ross while he accumulated all those ailing American steelmakers, and that move only made him a couple bazillion bucks.

I've debated with some of the younger folks on the *Crain's* staff that the Internet will not take every reader permanently. I've long felt that printed publications, whether they're *Crain's Cleveland Business* or your favorite daily newspaper or monthly magazine, will survive. My belief is that younger readers may get everything online early in their careers, but will

migrate to the comfort and portability of print as they juggle complicated lives as executives and parents.

Some would suggest that I'm whistling past the graveyard. We once had a web manager who vowed to put our newspaper out of business. His point was that the Internet makes the heavy costs of printing and mail delivery too onerous to continue when the web is so accessible.

I can't argue the popularity of the Internet as an information delivery vehicle, but I don't believe the executive decision-makers we serve are spending hours at their computers reading everything they need or want. If you feel differently, drop me a note (or e-mail at btucker@crain.com) and we'll publish some of your thoughts.

Meantime, I'll watch sadly as the once-mighty Knight Ridder tries to deal with Mr. Sherman. And I cannot help but think that this is exactly what newspaper publishers lay themselves open to when they sell shares to the public. You'd think they'd know better, after the stories in their own pages of executives making bad, short-term decisions because of the pressures of delivering quarterly results. ■

**BRIAN TUCKER**



**LETTERS**

**Don't saddle Ohio with Issue 1 debt**

What do pork, gambling and not using the Yellow Pages have in common?

The answer is Issue One, another attempt to ram through Gov. Bob Taft's Final (aka Third) Frontier, something Ohioans rejected twice. Ohio's leaders refuse to accept the democratic process. This seems odd when thousands of Americans are risking their lives making Iraqis accept the democratic process.

Gov. Taft apparently concluded Frontier had a good chance of losing on its own merits. So Frontier was repackaged inside a pork roast labeled "job creation." That ignores a basic principle: Job creation and economic development are by-products of profitable businesses — not government.

Aside from carrying "try, try again" to a ridiculous extreme, from its inception Frontier is industrial policy. Ohio's tax-

payers are funding these repeated efforts to change the results we the people already decided and then reaffirmed.

Who pays for this? Jobs for Ohio (JOBHO) claims no tax increase. For 2006, that's probably correct since there is a general election that year. Since JOBHO is funded primarily through bonds backed by the state of Ohio, that means a huge liability for future Ohio taxpayers, including our heirs. JOBHO is an intergenerational scheme for future taxpayers to finance today's jobs.

Ohio has over \$8 billion of bond debt outstanding. That's over \$700 of debt for each Ohioan. The debt service exceeds \$1 billion annually. A year ago Ohio was supposedly in a fiscal crisis. Now our state government thinks it's fine to increase our debt by 25%.

Ohio has nearly a quarter-billion dollars left from previous public works debt issues. Defeating Issue One won't jeopardize ongoing physical infrastructure improvements. Future funding for those improvements should be considered by itself at the right time — not now as a camouflage for passing Frontier.

Frontier fails the Yellow Pages test, meaning the public sector wants to compete with the private sector. In this case, with firms such as venture capitalists that gamble with their money — instead of yours — on what technologies, products and companies will win in the marketplace. With JOBHO, politics will be a major consideration in choosing who the state supports.

That aside, the records of both the See **LETTERS** Page 11

## THE BIG ISSUE

Will your son or daughter be able to find a good enough job in Cleveland to stay here for more than personal reasons?



**DENNIS KUBICK**  
Strongsville

I think they can get a job in Cleveland. My children are young, 9 and 11, so hopefully there is employment by the time they're ready.



**SUE WILLIAMS**  
Cleveland

Yes, there's a lot of big businesses and headquarters here in Cleveland, not to mention the colleges. You don't know what new businesses will come out of that.



**AMANDA CROSBY**  
Cleveland

If she goes to college and picks up a career, I don't think she'll find (a job) here.



**ALLEN GEORGE**  
Cleveland

My son is in Germany going to grad school, so I take it he'll seek a job internationally. He can work here for a locally based company and work all over the place.

▶▶ Let us know what you think. Vote in our online poll at [www.CrainsCleveland.com](http://www.CrainsCleveland.com)

## LETTERS

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public and private sectors in picking winning technologies, products and companies is so dismal it makes economics look like the joyful science. There is often more than one version of a new technology. Ohio might put its money on the Betamax version, not the VHS version.

Frontier is touted as helping small businesses. Last year, Frontier helped four small businesses named Cleveland Clinic, Case Western Reserve University, University Hospitals and Ohio State. Three are in Northeast Ohio, where Frontier narrowly lost. Are we to think 75% of awards will again be here when most of Gov. Taft's supporters are downstate?

Don't be fooled by the JOBOH label. Repeat what we said twice before: No means no.

*James Stotter*  
South Russell

### Mayor insults techies

■ In your Oct. 24, Page One story, "Techies upset as city taps Colorado biz for web work," I was particularly offended by the quote from Mayor Jane Campbell, who stated, "Our technology companies don't know how to do business with City Hall."

In reality, the city doesn't know how to do business with its own tech companies. The situation with this latest contract award going to a Colorado-based developer is only the latest example.

For the record, Conway Greene Co. has contacted the city of Cleveland many times over its 12-year history regarding web development projects and, in fact, had face-to-face meetings on the subject with city employees. In addition, we went through the process of being certified as a small business with the city of Cleveland in hopes of one day securing a contract.

We were never contacted regarding this project.

Also for the record, Conway Greene does business with over 60 municipalities throughout Ohio as we host municipal codes on our web site. In addition, we also hosted a large web site for the state of Ohio for five years which, at the time, was big enough news to be reported by this paper. I should also mention we have

done technology development projects for the states of Michigan, Illinois, Iowa, Indiana and New Mexico.

Ironically, one of our most recent web site projects, which had a contract amount of \$200,000, was with the state of Colorado. For this project, Conway Greene was awarded the contract after an in-state, Colorado-based IT company withdrew from the project as they were unable to perform.

As a person who grew up, went to school in and has chosen to make Cleveland my home, I was surprised and disappointed that a contract such as this was awarded elsewhere. However, the statement that technology companies in Cleveland "don't know how to do business with City Hall" is truly offensive.

*Barry Conway*  
President  
Conway Greene Co.

### Love that middle market

■ Regarding your Oct. 24, Page One story, "Busy Big Four shed small clients," thank you for allowing us to express the counterview that Deloitte & Touche USA LLP is *not* "shedding" middle-market clients because of demands stemming from Sarbanes-Oxley.

We are concerned, though, that the article did not portray the full measure of Deloitte's commitment to middle-market companies and that some readers may associate Deloitte with the conclusion that Big Four firms are dropping smaller clients en masse.

This is not true with Deloitte. We have a dynamic, growing base of middle-market companies in Northeast Ohio, and we are uniquely structured to give them world-class services. Several years ago, Deloitte chose not to spin off its consulting arm, which increased our capacity to provide multidisciplinary services to this market. (We are the only Big Four firm with an in-house consulting division.)

More recently, we launched a national initiative to more deeply understand and service the needs of our core clients, developing audit methodologies and other programs tailored to this sector. In fact, the national leaders of this initiative are part

of the same regional practice that includes Deloitte's Cleveland office.

At Deloitte, we know middle-market companies represent the foundation of our economy in Northeast Ohio, and we see their needs change as commerce becomes more regulated, global and complex. We are committed to delivering this sector the very best in professional services.

*Patrick S. Mullin*  
Managing partner  
Northeast Ohio  
Deloitte & Touche USA LLP

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# Akron recycling center at disposal of small biz

By BRUCE GEISELMAN  
Waste News

Small companies in Northeast Ohio now can take advantage of the state's first hazardous waste recycling center operated specifically for business.

The BizMat Center, operating as a two-year pilot program, will accept hazardous waste from small quantity generators throughout the region, which includes the Cleveland and Akron areas.

The center will help hazardous waste generators who previously "fell through the cracks," said Joseph Koncelik, director of the Ohio Environmental Protection Agency.

A partnership involving the city of Akron and numerous local, regional and state agencies officially opened the Akron-based center Oct. 25.

Local governments in Ohio offer hazardous waste collection services for individuals, but businesses are excluded from participating. Large-quantity generators hire hazardous waste companies to collect and properly dispose of their old paints, fertilizers, fluorescent bulbs, computers and other hazardous materials, Mr. Koncelik said. But small-quantity generators have faced significant challenges in disposing of their hazardous waste in an environmentally responsible manner, he said.

"Small-quantity generators can't

## ENVIRONMENT

get a hazardous waste company to come out and handle their waste inexpensively," Mr. Koncelik said. "You should be able to, but you can't."

As a result, small businesses, which generate about 70% of the hazardous waste in Ohio, often store their waste on site or improperly dispose of it by pouring it down a drain, onto the ground or sending it to a landfill.

Under the new pilot program, small businesses will be able to deliver their hazardous waste to a collection site in Akron for disposal. Businesses will be charged \$95 to dispose of as much as 220 pounds of material. Seventy-five dollars will go toward paying the

operating costs for the center and the rest will go into a fund being established to help businesses pay for brownfields restoration projects.

The disposal prices represents a savings of 70% or more for small businesses as compared with what they would need to pay a commercial hazardous waste company, said Jeff Wilhite, Akron's deputy planning director. Mr. Wilhite is the driving force behind the pilot program and convinced state and local agencies to provide more than \$1 million in grants to launch it.

"BizMat is a real chance to finally show that businesses and the environment are not mutually exclusive, but, in fact, interdependent on one

another for survival," he said.

If the pilot project proves successful, Mr. Koncelik said, he would like to see it replicated throughout the state.

For the duration of the two-year pilot project, the Ohio EPA is exempting BizMat from the standard permitting requirements. The majority of the material brought to the center will be recycled.

The pilot project is being managed by the nonprofit Ohio Organization for Recycling and Reuse. Details are at [www.bizmatcenter.org](http://www.bizmatcenter.org). ■

*Bruce Geiselman is government affairs editor for Waste News, a sister publication of Crain's Cleveland Business.*

## LETTERS

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### Ditto on No to 1

■ Every report I've seen in the past 10 years ranking states by their business-friendly taxes and regulations has had Ohio somewhere between 40 and 50, to the bad side. We are a leading business-unfriendly state.

Most recently, Ohio was ranked 40<sup>th</sup> by the Small Business & Entrepreneurship Council. Previously, it ranked Ohio 39<sup>th</sup> and 37<sup>th</sup> in 2004 and 2003, respectively. This is not the right trend.

The politicians in Ohio took our money and used it to destroy the economic strength the state once enjoyed. Following *Crain's* advice and voting yes on Issue 1 and sending more money to Columbus makes as much sense as giving your 16-year-old son the keys to the car and a bottle of Jack Daniels.

In their Tuesday, Nov. 1, *Wall Street Journal* editorial, Edward P. Lazear, professor of economics at Stanford and senior fellow at the Hoover Institution, and James M. Poterba, professor of economics at MIT, and both are members of the President's Advisory Panel, provided some good advice:

"A tax system should generate the government's required revenue with as little economic distortion as possible, while distributing tax burdens fairly. It should not discourage work, saving or entrepreneurship more than is necessary, and it should not discourage individuals from acquiring the skills and education that will increase their productivity. It should not discourage investment, or favor investments in one asset over those in another. In short, an efficient tax system alters economic decision-making as little as possible."

That's a pretty consistent perspective with the libertarian view of this country's founders and our government that allowed the United States to become the world's leading economic power during its first 160 years. Issue 1 is consistent with big government policies over the past 70 years that have whittled away at our free choices and our ability to grow businesses that are competitive in the 21<sup>st</sup> century global economy.

It is time to tell the politicians in Columbus that we want free markets to flourish and to stop the politicians from using tax dollars to line the pockets of their friends.

Vote no on Issue 1 so Ohio can compete.

*Frank Evan  
Chagrin Falls*

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# ideastream: Studio on public display

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airwaves, Mr. Wareham said. Although Mr. Wareham said he hopes the changeover in studios can be made without a break in programming, at no point will there be overlapping signals coming from WCPN's current home at Cleveland State University or WVIZ's building on Brookpark Road.

"It's a huge undertaking to get all of the signals up and running," said ideastream communications director Gene Sasso. "We want to make sure that when we're moving people, we're doing it at the right time to sort of sync up with what the building is capable of handling. It doesn't make sense to move TV producers or radio engineers prior to the signal being moved."

Nearly three years ago, the Playhouse Square Foundation and ideastream announced plans for the joint ownership and renovation of the One Playhouse Square Building, 1375 Euclid Ave., which houses the Idea Center. The roughly \$42 million project includes \$32 million in construction costs to bring the 93-year-old building up to 21<sup>st</sup> century technological standards.

While the big move-in is behind its original schedule, the building looks to be ahead of the game in terms of filling its space.

Architectural firm URS recently moved its Cleveland offices to 56,000 square feet on the fifth and sixth floors, and the Intown Club, a private club, remains a longtime third-floor tenant.

## Tenants in the wings

While he would not identify any prospective new tenants, Playhouse Square Foundation president and CEO Art Falco said One Playhouse Square has letters of intent from companies that during the next three to four months would bring the building's occupancy level up to 80%. The building's tenants would account for a total of 500 employees downtown.

"I'd say we're about a year ahead of our leasing plan," Mr. Falco said. "We've pretty much hit our goal. I think this is going to take the Theater District and Playhouse Square to the next level."

Mr. Falco said the project has dwarfed even the extensive renovations of the Playhouse Square theaters he has overseen.

"The delay really has been in the

incorporation of the broadcast piece," Mr. Falco said. "When you take into account that it's an old building, when you take into account the two entities that merged, and then moving (WVIZ) to a digital television platform ... throw all that into the mix, and you have an incredibly complex project."

A firsthand look at the space attests to Mr. Falco's words.

Two street-front studios, one for radio and TV broadcasting and one for dancing and the arts, flank the center's Euclid Avenue entrance.

An almost paradoxical mix of openness and isolation is the rule: Windows are practically everywhere, yet they are buffered by gaps and insulation to keep sound from bouncing where it isn't wanted.

When there's no activity going on in the broadcast studio, massive video screens can be lowered into place to show either pre-recorded programs or things going on elsewhere in the Idea Center.

"We'll still be able to show activity to the public out on the street," said ideastream senior technology director Tom Furnas. "We tried to identify ways to make the spaces more flexible and more visible. We really try to engage the community wherever possible."

## Designed for diverse use

Even the floors were a puzzle.

The dance studio features a suitably springy floor, for instance, while the broadcast studio just across the foyer needed a surface that would dampen the vibrations of even the heaviest construction equipment working in the street a few yards away.

"There's the actual building slab, (a layer of) rubber Superball kind of things, insulation, plywood, and then a nother two-inch concrete slab," Mr. Furnas said in explaining the construction of the broadcast studio floor. A third studio, tagged for both live performances and broadcast use, provides enough cushion for dancers while supporting heavy broadcast equipment nearby without vibrating.

There's just about enough color-coded wiring running through the Idea Center to stretch to Pittsburgh and back. Indeed, there is so much wiring that it takes a net of copper bands laid beneath floors to prevent the miles of wire from acting as an antenna and causing signal interfer-

ence or crossover. The wiring accommodates nine editing suites and five control rooms, from which any broadcast microphone in the Idea Center can be controlled.

The basement level boasts classrooms that are set up with built-in cameras and directional lights in the ceiling so that they can be used for distance learning. Down a hallway is the technological heart of the Idea Center, with row upon row of equipment racks and a still-empty bank that will house monitors to track every broadcast signal in and out of the place. Behind more doors loom a generator the size of a pickup truck and a diesel tank that can fuel full-capacity operations for 48 hours during a power outage.

Despite all the sophisticated equipment, the seven-floor building manages to mix the old alongside the new, as required by its historical preservation restrictions.

It all seems appropriate, given the unique pairing of broadcast-based ideastream and the live-entertainment-centered Playhouse Square Foundation.

"We hope that in this day and age of restricted resources ... that we become sort of a model for others to follow," Mr. Falco said. ■

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### JOB CHANGES

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**BARNES WENDLING CPAs:** **Tim Mayles** to director; **Art Ward** to senior manager; **Kevin Durst** to principal; **Lou Grasso**, **Matthew Maker** and **Matthew Krupa** to advanced staff accountants. **SS&G FINANCIAL SERVICES INC.:** **Michael J. Heiman** to associate director; **Jeffrey A. Craft** to senior associate; **Barbara J. Hutzell** and **Cheryl C. Stewart** to billing specialists.

#### HEALTH CARE

**AKRON CHILDREN'S HOSPITAL:** **Dr. Rocio Moran** and **Dr. Catherine Ward** to staff, Genetic Center.

**AKRON GENERAL EDWIN SHAW REHAB:** **Colleen Ryszka** to director of chemical dependency treatment services.

**CLEVELAND CLINIC FOUNDATION:** Office of Civic Education Initiatives, **Bryan Pflaum** to manager of creative learning; **Nedra Starling** to instructional designer.

**COMMUNITY HEALTH PARTNERS:** **Dr. Francis A. Bartek** to Women's Health Institute; **Debby Romes** to manager, nursing and staff resources; **Ronald Stephens** to manager, inpatient orthopedic and neurology units.

**METROHEALTH MEDICAL CENTER:** **Dr. Charles J. Yowler** to director, Division of Trauma, Burns, Critical Care and Metro Life Flight.

**PARMA COMMUNITY GENERAL HOSPITAL:** **Robert Hetzel** to manager, WellPointe Pavilion.

#### INSURANCE

**MEDICAL MUTUAL:** **Richard Wallack** to vice president, marketing services; **Kenneth Payne** to manager, administration credentialing.

#### MANUFACTURING

**AIR CONTROL PRODUCTS INC.:** **Michael P. English** to manufacturers' representative.

**INTERSTATE DIESEL:** **Patrick Roach** to vice president, sales and marketing, fuel injection.

**RPM INTERNATIONAL INC.:** **Lonny R. DiRusso** to vice president, information technology; **Matthew T. Ratajczak** to vice president, global taxes; **Michael Matchinga** to manager,

human resource information systems; **Melissa Curzi** to senior internal auditor.

**TREMCO INC.:** **David Breimeier** to director, business development.

#### MARKETING

**ADCOM COMMUNICATIONS:** **Phillip Pastore** to interactive designer; **Angelo LaPerna** and **Craig Martin** to senior account executives.

**ARRAS GROUP:** **Rick Braun** to vice president, production services.

**THE DAVID GROUP:** **John Michael Richey** to graphic designer.

**LANDAU PUBLIC RELATIONS:** **Laura Scharf** to senior account executive; **Jenna Zone** and **Frank Cirillo** to assistant account executives.

**WYSE ADVERTISING:** **Robert Hess** to account executive.



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Pastore Scharf Holm

#### NONPROFIT

**FAR WEST CENTER:** **Dr. Amal S. Rubai** to adult psychiatrist.

**MUSEUM OF CONTEMPORARY ART CLEVELAND:** **Catherine Nelson** to development manager and database administrator; **Ann Albano** to director of exhibitions; **Dara Henning Sepkoski** to curator of education; **Ana Vejzovic** to associate curator.

**NEIGHBORHOOD HOUSING SERVICES OF GREATER CLEVELAND:** **Lou Tisler** to executive director.

**ROCK AND ROLL HALL OF FAME:** **Jacklyn J. Chisholm** to vice president of planning and institutional relations.

#### REAL ESTATE

**HOWARD HANNA SMYTHE CRAMER:** **Claudine Hartland**, Cleveland Heights-University Circle; **Loretta Callear** and **Raymond A. Varcho**, Chesterland; and **Cynthia Longwell**, Wadsworth, to sales associates.

**REALTY CORPORATION OF AMERICA:** **Jamie Cimaglio** to sales associate.

#### SERVICE

**BACKGROUND INFORMATION SERVICES INC.:** **Kevin W. Bachman** to director of client relations; **Jerry Long** to IT manager.

**CHALLENGER, GRAY & CHRISTMAS INC.:** **Bob Storm** to regional manager.

**COLORTONE STAGING & RENTALS:** **John Martin** to general manager.

**E DR MEDIA:** **Chris Holm** to director of media development.

#### TECHNOLOGY

**BRULANT INC.:** **Jaikrishna Patel**, **Ilya Lozovyy** to consultants; **Dave Hertz** to manager; **Leslie Kohanski** to recruiter; **Abani Mishra** to senior consultant.

**COMPUWARE CORP.:** **Dennis Ross** to services account manager; **Kimberly Keane** to geography recruiter.

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**VALLEY RIDING INC.:** **Margaret McElhany** to president; **Paul Ziegler** to chairman; **Gene Lovasy** to vice chair; **Jill L. Voigt** to treasurer; **Anne Demanelis** to secretary.

#### AWARD

**TOASTMASTERS INTERNATIONAL:** **Allan Krulak** (Forest City Enterprises) received the Communication and Leadership Award.

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# LEGAL AFFAIRS

**18** Businesses turn to NE Ohio firms with IP work **20** Tulane student ousted by Katrina gets a leg up from Hahn Loeser

## Fighting for the underdog

*For the past 100 years, the Legal Aid Society has been standing up for the rights of the poor*

By **CHRISSEY KADLECK**  
clbfreelancer@crain.com

**N**ot much — and everything — has changed at the Legal Aid Society of Cleveland in its 100 years.

Attorneys still work to battle issues on behalf of clients who can't afford to pay them, but the attorneys' caseloads are heavier and the ranks of the working poor are more numerous.

However, the battles themselves aren't that different than they were back when the organization was founded.

"We're compiling a history right now, and when you look at the draft and you look at the legal problems of the poor back in 1905, my God, they're the same," said David Dawson, deputy director at Legal Aid since 1985 and an attorney with the organization since 1971.

"They center around shelter, economic survival and economic justice," he said. "Family problems were as prevalent, but what they were concerned about in 1905 were usurious loans and wages, and now if you look at two of our significant issues they're payday loans and predatory lending."

For the past 100 years, Legal Aid attorneys have taken the side of the underdog — those without money, power or influence — in civil cases and made it their mission

### BUSINESS OF POVERTY

This story is the eleventh in a monthly series that examines the relationship between business and poverty in Northeast Ohio.



MARC GOLUB

Legal Aid Society attorney Anne Sweeney combs over documents with her client just before entering housing court. Ms. Sweeney's client sought out Legal Aid's services because she believed she was wrongly being evicted from public housing.

See **AID** Page 21

### SHORT TAKES

■ **A SALUTE TO SERVICE:** The **Cleveland Bar Association** this fall received the American Bar Association's 2005 Harrison Tweed Award, which lauds state and local bar associations that develop or expand programs that increase access to legal services to poor people. This year, more than 2,000 Cleveland-area attorneys pledged 71,300 hours of pro bono and public service work through the Our Commitment to Our Community program. The initiative began under past bar president David A. Kutik, a partner at Jones Day.

■ **EDUCATIONAL EFFORT:** About 100 Cleveland city schools students took part in Criminal Justice Day last week at Cleveland State University's Cleveland-Marshall College of Law. The event was developed by the Criminal Law Section of the **Cleveland Bar Association** and **Cleveland-Marshall College of Law**. Among the participants were federal and local judges, prosecutors, criminal defense attorneys and law enforcement agents. It included a mock criminal trial.

■ **HEADING SOUTH:** Squire **Sanders & Dempsey LLP** has acquired Florida firm Steel Hector & Davis LLP. Terms of the deal were not disclosed. The move gives Squire Sanders a stronger presence in Latin America. Steel Hector forged an international presence through expansion in South America and the Caribbean. Former U.S. attorney general Janet Reno was a partner at Steel Hector, and the firm represented the Florida secretary of state in the litigation following the 2000 presidential election.

■ **DOUBLE THE DEGREE:** The **University of Akron** now offers a joint juris doctor/master of applied politics degree. The program is a collaboration among the university's Bliss Institute of Applied Politics, its department of political science and its school of law. "Students appropriately see a law degree as an entry to the world of politics," said John Green, Bliss Institute director. "Having a joint juris doctor/master of applied politics will make them even better prepared."

### SNAPSHOT

#### KEEPING UP WITH THE TECHNO-JONESES

Paralegals nationwide are reporting an increased use of technology on a daily basis. More than 59% of paralegals surveyed said their employers seek their input for technology-related decisions. Among the tools gaining in use are:

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**LEGAL AFFAIRS**

**ON THE JOB**

**ROBERT S. GILMORE**  
Employment and labor attorney  
Kohrman Jackson & Krantz PLL

By **DAVID PRIZINSKY**  
clb@freelancer@crain.com

**W**hen it comes to fighting employee lawsuits, a company's best defense is a good offense, says employment and labor attorney Robert S. Gilmore.

"It's more dangerous to be an employer today, but no matter what has changed in the law, a company can still prevent itself from being sued if it puts its own house in order," Mr. Gilmore said. "That is my mantra."

Mr. Gilmore, a partner in the Cleveland law firm Kohrman Jackson & Krantz PLL, strongly advocates for companies to put procedures and policies in place that anticipate and head off trouble, whether it be sexual harassment charges or failing to comply with seemingly pointless federal paperwork requirements.

The traditional doctrine of "employment at will" has been eroded



MARC GOLUB

**Robert S. Gilmore, employment and labor attorney at Kohrman Jackson & Krantz PLL, advises companies to have policies and procedures in place to stave off potential employee lawsuits.**

by a shift to public policies that empower employees through statutes and case law to bring wrongful discharge actions against an employer.

"Ohio employment law opened up the chances for a lot of claims," Mr. Gilmore said.

Mr. Gilmore was attracted to employment law because of the human element.

"Because of that, it has interesting fact patterns," he said. Understanding the importance of good labor-management relations is among Mr. Gilmore's top priorities.

Before joining Kohrman, Jackson & Krantz in 2000, Mr. Gilmore worked for three years as assistant general counsel for employment and human resources at Verizon Communications in Dallas. He credits his experience at the giant telecommunication

company with providing him a perspective that goes beyond the letter of the law.

Ralph A. Dise Jr., president of Dise & Co., a Shaker Heights human resources consulting firm, points to Mr. Gilmore's corporate experience as crucial.

Partly because of it, Mr. Dise arranged for Mr. Gilmore's appointment to the board of directors of the Northeast Ohio Human Resource Planning Society.

"He has a strategic business perspective when it comes to human resources issues. He translates that practical experience to his law practice," said Mr. Dise, immediate past president of the Northeast Ohio Human Resource Planning Society, which comprises human resources officials from some of the area's

larger companies.

Marc Krantz, managing partner of 32-attorney Kohrman, Jackson & Krantz, said Mr. Gilmore fits well with the firm's clients.

"Our clients are middle-market, entrepreneurial companies," Mr. Krantz said. "They are looking for more than just a legal service. They want to do things right and to get in front of a problem."

He said Mr. Gilmore's strength is anticipating a problem and providing guidance that is valuable to a company's operations.

This year, Mr. Gilmore was named an Ohio Super Lawyer by *Law & Politics* magazine, which asked Ohio attorneys to name the state's most effective attorneys. Ohio Super Lawyer sponsors said 35,000 attorneys in the state were contacted and asked to name their

top lawyers. Mr. Gilmore, a Cleveland-area native and a married father of three, said his practice divides roughly between defending employers against lawsuits and providing advice and counsel to companies with legal and business strategies aimed at avoiding litigation, plus promoting productive labor and management relations.

Mr. Gilmore said smaller companies must be careful and must pay particular attention to the risks of litigation, because they often lack the resources to defend claims vigorously.

"People are so busy it is hard to be proactive and put a proactive human resources policy at the top of the priority list," he said.

**"It's more dangerous to be an employer today, but no matter what has changed in the law, a company can still prevent itself from being sued if it puts its own house in order."**

— Robert S. Gilmore, employment and labor attorney, Kohrman Jackson & Krantz PLL



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LEGAL AFFAIRS

# Securing employee data as vital as protecting client info

Employers must emphasize keeping workers' Social Security, health care details private

By **CHRISSEY KADLECK**  
ckbfreelancer@crain.com

Companies looking for new ways to protect their clients' confidential information shouldn't forget they also are the gatekeepers of similarly sensitive information on their employees.

And just as letting customer information flow into the wrong hands grabbed headlines and became grounds for lawsuits this year, the same could happen with employee data.

Tom Zych, partner at Thompson Hine LLP and chairman of the firm's eBusiness and Emerging Technologies practice, said a lot of focus to date at the state and federal levels on maintaining individual privacy has been on customer information.

**"There just hasn't been that regime that has grown up around protecting employee information in any kind of comprehensive way."**

— Tom Zych  
chairman of eBusiness  
and Emerging Technologies,  
Thompson Hine LLP

"There just hasn't been that regime that has grown up around protecting employee information in any kind of comprehensive way," said Mr. Zych, who also chairs the privacy and information security committee within the American Bar Association's section of antitrust law. But, he noted, "Companies have a lot of information about their employees and associates. They'll have credit card information if they have buying programs. They will have Social Security numbers and they certainly will have a lot of health information about them."

Just how companies must store that sensitive data varies from state to state, said Joe Gross, partner in the labor and employee practice group at Benesch, Friedlander, Coplan & Aronoff LLP.

Mr. Gross cited Michigan, where a new law called the Michigan Social Security Number Privacy Act went into effect in March and put the onus on employers to protect the Social Security numbers of employees. Companies can't display more than four digits of an employee's Social Security number for any purpose.

"If you look at medical insurance cards, many times the policy number is the Social Security number. Some states prohibit that. Ohio doesn't," Mr. Gross said.

There are few federal laws that restrict employers from doing anything in particular with their employees' personal information. Beyond the Health Insurance Portability and Accountability Act of 1996, which protects health information and any medical records, companies must use reasonable precautions to keep confidential information confidential, Mr. Gross said.

For example, a human resources manager would need to restrict access to human resource files, he said.

"Many of them will keep personnel files under lock and key, and that's because they recognize that they're the steward of certain confidential information and they need to take reasonable precautions to protect it," Mr. Gross said.

Yet, there is no statute that requires companies to lock cabinets

that store personnel files, said John Cernelich, partner and co-chairman of the labor and employment group at Calfee, Halter & Griswold LLP.

"I would definitely recommend keeping it in a locked cabinet. You want to just use common sense here," said Mr. Cernelich, a 20-year veteran of employment law.

The main law that governs the storage of personnel information is found in the Americans with Dis-

abilities Act of 1990, Mr. Cernelich said. The federal law states that personnel information such as an application, school history, work history and W-2s should be kept in one file and that any medically related information about an employee such as a pre-employment physical must be stored in a separate file.

Most companies have developed internal policies on who can disseminate certain kinds of sensitive infor-

mation and they ask employees to sign a release to allow the company to do it.

In the end, good business practices can protect the disclosure of employees' Social Security numbers, addresses, wages or performance evaluations — and can protect the company from liability.

"I am always counseling our clients, and they are typically very respectful of people and their privacy," Mr. Cernelich said. "No. 1, it makes good sense because it is just good personnel policy. It's responsible human relations."

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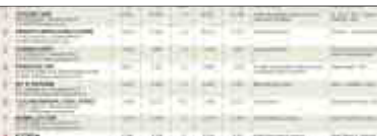
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## LEGAL AFFAIRS

# NE Ohio firms courting clients with intellectual property concerns

By HARRIET TRAMER  
[clbfreelancer@crain.com](mailto:clbfreelancer@crain.com)

Cleveland-area law firms have not yet turned intellectual property law into a cottage industry, but major corporations located worldwide are finding that financial considerations and accessibility make hiring attorneys here to handle these cases an attractive option.

Nancy Krawczyk, secretary of the Cleveland Intellectual Property Law Association, said her group now has more than 350 members, with many young professionals joining. She interprets these numbers as indicating that the demand for their services extends beyond the Cleveland area.

"Northeast Ohio is hardly Silicon Valley, a place where businesses would need IP law work done on a regular basis," Ms. Krawczyk said. "So, work for all these attorneys must be coming from somewhere else. I send out at least two job postings for IP jobs a month."

Heidi Boehlefeld, a partner at Renner, Otto, Boisselle & Sklar LLP in Cleveland and president of the Cleveland Intellectual Property Law Association, said billing rates for legal work are sometimes \$100 per hour cheaper in Cleveland than they might be in California. So, cost savings are a major factor that lead corporations to contract with local firms for their IP work.

"Corporations are doing cost analyses and they are trying to get a bigger bang for their buck," Ms. Boehlefeld said. "I know that because that is what my clients tell me. We get clients transferring their files from other firms to us all the time."

Ms. Boehlefeld said she expects the rates in Cleveland to remain affordable even if more corporations start sending their IP law cases to local firms. Northeast Ohio's cost of living is lower and the number of attorneys practicing this specialty constantly is expanding.

"The patent office is in Washington, D.C., but you do not really

have to go there very often and much is filed electronically, so the distances do not really matter," said John Cornely, a partner at Fay, Sharpe, Fagan, Minnich & McKee LLP in Cleveland. "You might not even have to meet directly with a client unless you are involved in litigation. And there is plenty of capacity in Cleveland. You can get a case handled quickly instead of having to wait like you might in another city."

Craig A. Nard, director of Case Western Reserve University's Center for Law, Technology and the Arts, said considerations other than finances or accessibility also are attracting out-of-town clients to Cleveland's intellectual property law

community. They seek quality, and the best person to handle the job often is in Cleveland, Mr. Nard said.

Calvin Griffith, a partner at Jones Day and chairman of the Intellectual Properties Section of the Cleveland Bar Association, said

**"Corporations are doing cost analyses and they are trying to get a bigger bang for their buck. ... We get clients transferring their files from other firms to us all the time."**

- Heidi Boehlefeld, partner at Renner, Otto, Boisselle & Sklar LLP and president of the Cleveland Intellectual Property Law Association

when companies such as Johnson & Johnson, Procter & Gamble and Microsoft choose Northeast Ohio firms to handle cases, it's a testament to how powerful Cleveland's IP law community has become.

"You have to build a long-term relationship with the company if you expect a long-distance association to work," Mr. Griffith said. "That is the only way you can really build efficiency, as you become familiar with their business and technology. By the very nature of this field, there is a significant learning curve in terms of picking up on the technology."

Interest in the field also is high among prospective lawyers.

Melody Stewart, assistant dean of admissions and financial aid at Cleveland State University's Cleveland-Marshall College of Law, said when she represents her school at events that link aspiring lawyers with law schools, she frequently is asked about Cleveland State's IP curriculum. Indeed, a quarter of those who inquire about specific classes express an interest in this subject matter, Ms. Stewart said. ■

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LEGAL AFFAIRS

# Defining a firm's image means more than a logo makeover

A September article in *The New York Times* discussed how some of New York's most venerable law firms were getting religion about branding.

The article detailed one firm's attempt to refashion its image — described as “stodgy” and “tired” — by hiring an organization specializing in branding. At one point in the branding exercise, the firm's partners were asked to think about their firm as a tree and describe what kind of tree they thought it would be. The result of the project was what one might expect: a new color palette for the firm's stationery, new marketing brochures and a revamped web site.

But are such branding efforts sufficient to achieve a law firm's goal of distinguishing itself in an industry that has become increasingly competitive and consolidated during recent years? Far from it. In fact, such exercises typically are a waste of significant marketing resources because they don't burnish a law firm's name and expertise in the minds of target clients.

They don't help the firm to determine what business and legal issues the firm will focus its marketing and delivery resources on, and how to differentiate its offerings. And they don't demonstrate to the market that the firm has superior services and expertise for addressing those issues.

To be sure, every law firm must project an image that is consistent with who it is and what it does. Good design and a strong web site are key components of that image. But in our experience, too many firms overspend on “branding experts” to rethink such things as logos, taglines and marketing collateral design.

After thousands of dollars and several months, these firms find themselves with a new brand but the same old problem: target buyers who still have no idea how the firms truly differ from their competitors and which one can best meet their needs.

So what *should* law firms be doing? Creating a powerful brand in

**BERNIETHIEL  
ADVISER**

the minds of target buyers begins with determining a strong market position — the defining theme or focus of the firm, its services, and the business and legal issues the firm's services address.

But devising an appropriate market position isn't enough. Law firms also must develop the intellectual capital that is elemental to the firm's market position. It is intellectual capital, not hip logos and snappy

taglines, that truly differentiate a law firm from its competitors, strengthens the lead stream and generates new business.

Finally, law firms must design and execute strong marketing programs that communicate their market position and intellectual capital to the market in a compelling way. These programs should rely heavily on such decidedly unglamorous vehicles as books, journals, white papers and educational seminars.

As law firms work to build a superior brand and use marketing to help them grow, they should forget

about getting in touch with their arboreal essence and instead, learn from the experiences of the consulting industry.

During the past 20 years, the most successful consulting firms have been those that have a clearly defined market position, consistently develop superior intellectual capital, and market that intellectual capital through channels that inform and educate clients and prospects.

These consulting organizations understand that packaging, which is what typical branding efforts emphasize, should be secondary to

product. And for any professional services firm, the product always will be its insights and ideas on how to solve clients' most pressing business problems, whether those problems involve taxes, accounting, operational performance, strategy or the law.

*Bernie Thiel is a founding partner of The Bloom Group, a Cleveland-based marketing and research consulting firm specializing in helping professional service organizations to develop marketing programs that build awareness and client relations.*

## Case Hussein trial blog logs 11,000 visits

The Case Western Reserve University School of Law's recently launched “Grotian Moment: The Saddam Hussein Trial Blog” has logged more than 11,000 visits during its first three weeks.

The traffic has made the site No. 1 for online information about the ousted Iraqi leader's trial, according to the university. The site, at <http://lawwww.cwru.edu/~sadamtrial/>, is overseen by Michael P. Scharf, a professor of law and director of the Frederick K. Cox International Law Center at Case.

Mr. Scharf was a member of a team of experts that provided training to the judges and prosecutors of the Iraqi Special Tribunal.

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## LEGAL AFFAIRS

# Hahn Loeser offers Hawken alumna a post-Katrina job

*Firm opens clerkship to Tulane law student*

By **KIMBERLY BONVISSUTO**  
clbfreelancer@crain.com

**I**fey Anoliefo had made up her mind to become a lawyer, and Cleveland law firm Hahn, Loeser & Parks LLP is helping her keep that dream alive despite the curveball thrown her way.

In August, the 23-year-old Hawken School and Duke University graduate packed her bags and headed south. She moved into her apartment, met her roommate and was just getting to know New Orleans — the city she would call home while at Tulane University Law School.

Then the levies broke.

Unlike those who chose to ride out Hurricane Katrina, Miss Anoliefo headed to Houston.

"No one had a sense of how bad it was going to be," she said of the Aug. 29 storm that devastated the central Gulf Coast. "The university, at the time, gave us a tentative date when classes would resume, and that was a week later."

Tulane eventually decided to cancel the fall semester and resume classes on Jan. 9, 2006. So Miss Anoliefo headed home to her parents,

John and Victoria Anoliefo, to regroup.

She sought advice from Birkett Gibson, director of Hawken's alumni relations. Ms. Gibson put in a call to Stephen J. Knerly Jr., CEO and managing partner at Hahn Loeser, who relayed Miss Anoliefo's plight to the firm's recruiting committee. After an interview, Miss Anoliefo was offered a law clerk position.

"The combination of her background and the strength of her interview made it an easy decision for us," Mr. Knerly said.

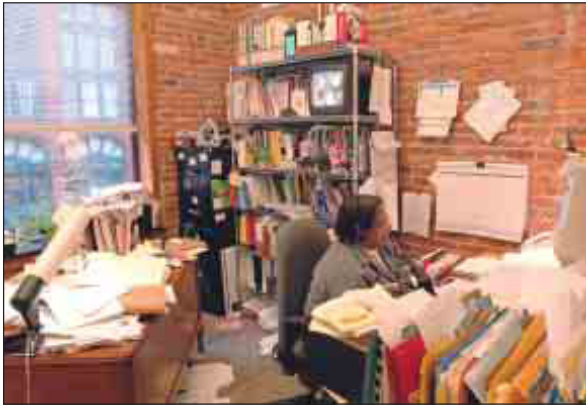
As a law clerk, Miss Anoliefo is conducting research for projects and seeing the law from behind the scenes. She even has worked on a database that is accessed by lawyers and law schools across the country.

"I'm very happy because I'm getting to see a lot of what lawyers do and I've been exposed to different practice areas," she said. "I'm getting the chance to write, sit in on meetings and go out with lawyers to meetings outside the office."

"I actually am even more excited about law, just by being here and seeing what people are doing day to day," she said. ■

LEGAL AFFAIRS

Aid: Caseload increasing despite limited resources



MARC GOLUB  
Consumer attorney Andrea Price wades through her casework in her very busy office. The Legal Aid Society takes on 8,500 cases annually.

continued from PAGE 15

to provide high-quality legal services to those who need them the most.

They aid people such as Ruby Davis, a mother of three who took a job that required her to be at work when her 8-year-old son, Keontae, needed to be dropped off and picked up from school.

Ms. Davis secretly followed her son home from school one day last year, the only day she allowed the young boy with learning disabilities and attention deficit hyperactivity disorder to walk the seven-minute route alone. Keontae had to cross a busy intersection without the help of a school guard, and within minutes was lost and scared. So was his mom.

She asked the school to provide transportation for her son, but the school said he should be able to walk alone. That's when Keontae's psychologist, Dr. Britt Nielsen at MetroHealth Medical Center, gave Ms. Davis the most unexpected treatment — a referral to Mallory Curran, a lawyer with the Legal Aid Society who coordinates the Family Advocacy Program at MetroHealth. "When she stepped in, they did something," said Ms. Davis, 32, of Cleveland, whose son promptly began receiving transportation.

According to a recently released study by Legal Services Corp., a nonprofit established by Congress in 1974 to assure equal justice for all Americans, there is one legal aid attorney for every 6,861 people in the low-income bracket. In contrast, there is one attorney for every 525 people in the general population, according to Legal Services, the Legal Aid Society's largest financial backer.

Colleen Cotter, the Legal Aid Society's new executive director who oversees a budget of more than \$6 million, said reaching out to potential clients will be a focus as the society begins its second century of service.

"One of our goals is to raise more money and the other is to reach out to unserved communities, specifically those with language barriers, the elderly and disabled communities," Ms. Cotter said.

A calling of sorts

When you ask Legal Aid attorneys about their career paths, the answers invariably focus on bettering others.

Maria Smith, an attorney who splits her time between housing

cases and those dealing with health, education, work and income, has anywhere between 50 to 60 open cases at any given time.

"I try not to count," she said with a smile. She spends about 80% of her time on housing cases that fill a fast-moving docket.

"I went to law school wanting to represent the poor," Ms. Smith said. "My goal was to be part of the movement to change the world and make the world a more just place."

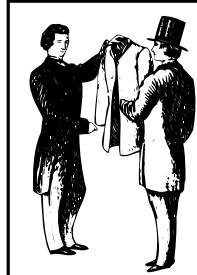
But the society faces attracting

new attorneys to a job with a starting salary of about \$33,000, compared to the \$110,000 starting salary paid at private law firms in the area.

"We want to maintain our caliber of attorneys," Ms. Shakarian said. "We have top graduates from Cleveland-Marshall and Case Western Reserve University, of course, but we also have attorneys from Harvard, NYU and Penn."

Ms. Cotter said Legal Aid lawyers work with passion.

"People are here doing this for a lot less than they could make in the private sector and they are doing it because they are dedicated to our clients," she said. "It's a lifetime commitment for a lot of us."



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Melanie Shakarian, director of development at Legal Aid, said the organization's attorneys such as Ms. Curran "really see ourselves as dealing with a lot of threshold issues of poverty."

Growing clientele

The face of poverty certainly has changed since C. Lyonel Jones assumed the post of executive director of the Legal Aid Society 39 years ago.

"When I initially started we were basically only representing people who were unemployed or on public assistance," said Mr. Jones, 72, who recently retired from the executive director's job. "Now we are representing people who are working but still are poor in terms of the definition and in terms of need and in terms of ability to afford counsel."

Indeed, more than 300,000 residents of Ashtabula, Cuyahoga, Geauga, Lake and Lorain counties live in poverty and qualify for the Legal Aid Society's services.

While the organization handles 8,500 cases annually, it turns an estimated 10,000 people away.

"They would qualify for our services based on income and they have a case that has legal merit, but we simply don't have the resources... (to) take the case," Ms. Shakarian said.



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Advertisement for Bricker & Eckler LLP. The background is a black and white photograph of a city skyline with a large bridge in the foreground. Overlaid on the right side is a 2x2 grid of boxes containing the words: Neighbor, Partner, Advisor, and Counsel. Below the grid, the text reads: "Legal counsel for tomorrow's world, today."

For more information, contact Richard Knoth at 216.523.5484 or rknoth@bricker.com



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# LARGEST SUBURBAN OFFICE PROPERTIES

## RANKED BY NET RENTABLE SQUARE FOOTAGE

Rank	Name Address Phone; Major tenants	Net rentable square feet	Square feet available	Rent per square foot (in dollars)	Major tenants	Owner	Management company	Leasing agent Phone number
1	<b>SUMMIT OFFICE PARK</b> Summit Park Drive, Independence 44131 216-642-1105	525,000	174,103	16.95-19.95	XO Communications, Verizon, MCI, Oracle Corp.	Summit Office Park LLC	King James Group	CB Richard Ellis 216-687-1800
2	<b>EMBASSY CORPORATE PARK</b> 4000 Embassy Pkwy., Suite 400, Akron 44333 330-668-4000	467,363	40,655	18.75-22.25	Republic Technologies, Hanna Campbell & Powell, Oak Assoc., FedEx, Degussa, Dairy Farmers of America	John Dellagnese	John Dellagnese & Associates	Tom Karcher 330-668-4000
3	<b>PARK CENTER PLAZA I, II &amp; III</b> 6100-6150-6050 Oak Tree Blvd., Independence 216-643-6000	417,071	117,122	NA	IBM, HQ Global, Computer Associates, American Family Insurance, Century Business Services, Hewlett-Packard	Duke Realty Ohio	Duke Realty Corp.	Wayne Lingafelter 216-643-6000
4	<b>LANDERBROOK CORPORATE CENTER I, II, III</b> 5900-5910-5920 Landerbrook Dr., Mayfield Hts. 216-643-6000	333,157	25,208	NA	Progressive Casualty Insurance, Ameriprise Financial Services Inc.	Duke Realty Ohio	Duke Realty Corp.	Wayne Lingafelter 216-643-6000
5	<b>KING JAMES OFFICE PARK</b> 24650 Center Ridge Road, Westlake 44145 440-835-1100	293,500	68,606	14.50-17.50	Travel Centers of America, A.G. Edwards & Sons, Liberty Mutual Insurance Co., DAC Group	King James Group	King James Group	CB Richard Ellis Inc. 216-687-1800
6	<b>CROWN CENTRE I</b> 5005 Rockside Road, Independence 44131 216-447-9200	273,511	NA	24.00	University of Phoenix, The Fedeli Group, Cigna, EMS	Rockside 77 Properties LP	Prestige Management	Greg West, Farley Helms 216-861-7200
7	<b>GREAT NORTHERN CORPORATE CENTER I &amp; II &amp; III</b> 24950-25000-25050 Country Club Blvd., North Olmsted 216-643-6000	269,686	38,631	NA	AT&T Wireless, General Motors Acceptance Corp., Cargill Deicing Technology, St. Paul/Travelers Insurance	Duke Realty Ohio	Duke Realty Corp.	Wayne Lingafelter 216-643-6000
8	<b>LAKEWOOD CENTER NORTH</b> 14600 Detroit Road, Lakewood 44107 216-221-6925	258,470	30,847	13.50	United Transportation Union, Kaiser Permanente, New York Life Insurance	BGK	Grubb & Ellis Co.	Dan Lariccia 216-453-3082
9	<b>COMMERCE PARK IV &amp; V</b> 23240-23250 Chagrin Blvd., Beachwood 44122 216-504-4820	229,590	34,675	19.00-21.00	Dorsky Hodgson & Partners, Howard, Wershale & Co., A.G. Edwards & Sons, Acendex, Hair Club for Men	Chagrin-Green LLC	Munsell Realty Advisors Inc.	Mark R. Munsell 216-504-4820
10	<b>FREEDOM SQUARE I, II &amp; III</b> 4401 & 4511 Rockside Road, Independence 44131 216-643-6000	227,897	63,909	NA	Independence Bank, Ross Brittain & Schonberg, Xerox, Ohio Farmers Insurance	Duke Realty Ohio	Duke Realty Corp.	Wayne Lingafelter 216-643-6000
11	<b>CORPORATE PLAZA I &amp; II</b> 6450-6480 Rockside Woods Blvd. South, Independence 216-643-6000	216,741	113,912	NA	Alcoa, Benefits Resource Group, Advanstar, Compuware	Duke Realty Ohio	Duke Realty Corp.	Wayne Lingafelter 216-643-6000
12	<b>HIGHLANDS BUSINESS PARK</b> Richmond & Emery Roads, Warrensville Hts. 44120 216-360-9090	208,000	4,100	21.50	Herschman Architects, McHenry Engineers, State Farm Insurance, Rockwell Automation, Advocate	JES Development Ltd.	ORG Holdings	Steven Egar 216-360-9090
13	<b>COMMERCE PARK SQUARE ONE-TWO-THREE</b> 23210, 23220, 23230 Chagrin Blvd., Beachwood 216-595-1800	194,475	30,726	15.50-16.50	NorthEast Ohio Health Services, Corporate Collection Services, Real Estate Mortgage, Cafe 56	Renaissance on Chagrin LLC	Renaissance Management Inc.	Renaissance Management 216-595-1800
14	<b>EASTPOINT I &amp; II</b> 6085 & 6095 Parkland Blvd., Mayfield Hts. 44124	170,502	5,760	23.00	Austin Co., Danaher Power Solutions LLC, Moreland Management, Progressive Corp., NCA Financial	Wells Real Estate Funds	CB Richard Ellis	Mary Izant, Robert Redmond 216-687-1800
15	<b>EUCLID OFFICE &amp; MEDICAL PLAZA</b> 26250-26300 Euclid Ave., Euclid 44132 216-289-8500	167,431	60,000	15.00-22.00	NA	EOM Properties Co.	Circle Management Co.	Gregory Elliott 440-461-6000
16	<b>SIGNATURE SQUARE I &amp; II</b> 25101 & 25201 Chagrin Blvd., Beachwood 44122 216-831-6100	160,333	6,574	22.00	Pro Ed Communications, Ciuni & Panichi Inc., Cleveland Clinic	Goldberg Cos.	Goldberg Cos.	Dennis Bush 216-831-6100
17	<b>PLAZA SOUTH OFFICE PARK</b> 7251-7261-7271 Engle Road, Middleburg Heights 440-234-7000	158,052	17,880	16.25	Grange Insurance, Associated Software Consultants, Crawford & Co. United Mortgage Group, OsteoMed II	Plaza South Consolidated LP	Flair Management	Marc Braun 216-453-3014
18	<b>ROCKSIDE SQUARE OFFICE PARK</b> 6133-6155 Rockside Road, Independence 44131 216-831-9330	158,000	18,000	17.50-18.50	Wells Fargo, Wilmington Finance, Qwest	Rockside Square Partnership	The King Group	Donald M. King 216-831-9330
19	<b>METROPOLITAN PLAZA</b> 22901 Millcreek Blvd., Highland Hills 44122 216-643-6000	156,858	1,320	NA	DeepGreen Bank, Pfizer Inc., Sedlak Management Consultants, First Franklin	Duke Realty Ohio	Duke Realty Corp.	Wayne Lingafelter 216-643-6000
20	<b>TOWER EAST</b> 20600 Chagrin Blvd., Shaker Heights 44122 216-453-3014	152,619	15,000	16.50	Equity Engineering, LifeBanc, Mid- Continent Coal & Coke, Hummer Whole Health Management, Greenleaf Capital	BGK	Grubb & Ellis Inc.	Marc Braun 216-453-3014
21	<b>VICTORIA PLACE</b> One Victoria Square, Painesville 44077 440-639-9400	150,000	50,000	8.00-10.00	Lake Hospital, Lakeland Community College, Congressman Steven LaTourette	Painesville Commercial Properties Inc.	Painesville Commercial Properties Inc.	Painesville Commercial Properties Inc. 440-639-9400
22	<b>SPRINGSIDE CAMPUS</b> 320 & 350 Springside Drive, Bath 44333 330-896-3253	145,000	21,000	17.00-19.00	Old Republic Title, BioProducts	Bath Springside LLC	CAM Inc.	Traci Mockbee 330-896-3253
23	<b>INA BUILDING</b> 14701 Detroit Ave., Lakewood 44107 216-226-8885	140,886	32,000	9.00	Fidelity Information Services, Associates in Dermatology, Webtrack Direct	Lakewood Limited Partnership	Lakewood Center LLC	Joe Arcisz 216-226-8885
24	<b>GREAT NORTHERN TECHNOLOGY PARK</b> 25111 & 25249 Country Club Blvd., North Olmsted 216-533-1415	138,327	10,744	18.00	First Data, Heartland Payment Systems, Rohm and Haas Co., TransUnion, Ecom Title Agency LLC	Tech Park Associates Ltd.	Kennedy Wilson	Mike Sekerak 216-533-1415
25	<b>GENESIS BUILDING</b> 6000 Lombardo Center Drive, Seven Hills 44131 216-447-0070	138,000	27,854	22.50-23.50	New York Life	Genesis Building Ltd.	Dalad Realty	Jason Laver 216-447-0070
26	<b>PARKWAY BUSINESS PLAZA</b> 4350-4400 Renaissance Pkwy., Cleveland 44128 330-659-4060	135,000	40,000	11.50	Doosan Infracore America Corp., Coram Alternate Site Services Inc.	Parkway Business Plaza LP	Ohio Realty Advisors	Ohio Realty Advisors 330-659-4060

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LIST RESEARCHED BY DEBORAH W. HILLYER