

Unböring

Let's grow together!

EAST PALO ALTO VOL. 1, FALL 2002

ENGLISH-SPANISH ESPAÑOL-INGLES ENGLISH-SPANISH ESPAÑOL-INGLES ENGLISH-SPANISH ESPAÑOL-INGLES



Making Good on Promises...

EAST PALO ALTO, CA- IKEA officials celebrated with members of the community the opening of its local outreach office on June 29. Since that day, over a thousand local residents have been able to learn about the company, the store construction process and future job openings in the new store. IKEA real estate manager, Doug Greenholz, explained to more than 150 guests that establishing such a presence was just another step towards maintaining a positive relationship with the East Palo Alto community.

"During the approval process, some people questioned and criticized our commitment to fulfilling promises that were made to the City. We, at IKEA, knew all along that these criticisms were false because IKEA had, and still does have, every intention to bring jobs and taxes to the City and to be a good corporate citizen..." Greenholz added.

East Palo Alto Mayor Duane Bay agreed. "The opening of an IKEA community outreach office in town makes me more confident that a year from now, the people who have been calling me these last months about getting jobs at IKEA will be calling now to tell me when they've started to work in IKEA."

Mayor Bay was right. Not a year but few weeks after June's event the first local hires started to happen.

Lydia Gartrell, an East Palo Alto resident for more than 2 years, was selected to fill the construction manager position for the Northern California area. Today, because of her proven skills and experience, she is in charge of managing the construction of the new IKEA East Palo Alto store and supervising the General Contractor.

"I am thrilled to be working for IKEA, this project is a huge challenge. But I am particularly excited to have found a great job so close to where I live," says Gartrell.

More recently, the newly appointed IKEA East Palo Alto store manager, Didi Malabuyo, selected another local resident, Marsha David, as the new store controller.

"I have been supportive of IKEA coming to East Palo Alto from the beginning and it is exciting to see the construction site take shape," says David. "I feel IKEA will be a good neighbor in the community, providing jobs and income to the city. It is personally gratifying to be one of the first EPA residents hired for the store."

IKEA and the Community

As part of our effort to reach thousands of East Palo Alto residents, IKEA has been engaged in over 30 local events and fundraisers to support local non-profits and community programs.

"I have met and worked with hundreds of local residents and have supported and actively participated in many events that have benefited the overall community", says Claudia Soto-Neira, IKEA EPA community relations coordinator.

IKEA has participated in the Boys and Girls' Club fundraiser, the East Palo Alto's Youth Summit, Juneteenth Festival, Collard Greens Festival, Kids' Day at the Park, the Mothers' Day celebration at the Senior Center, Gospel and Health Fair, 49ers Academy Fundraiser and was an active participant in the Back-to-School Festival held at Green Oaks Academy.

With ten months to go before the store actually opens to the public, IKEA has been striving to be one of the more active and supportive corporate members in the community. IKEA has contributed to the Police Department Academy Fund and was the first company to jump in and support the recently formed Community Legal Services Center in East Palo Alto. IKEA also helped to sponsor the first Stanford Students' Art Exhibit ever displayed in the City and brought all kinds of Swedish delicacies for its inaugural ceremony.

Cumpliendo Promesas...

EAST PALO ALTO, CA- Representantes de IKEA celebraron con miembros de la comunidad la apertura de su oficina local en Junio 29 en donde más de mil residentes locales han podido obtener información sobre la compañía, la construcción y oportunidades futuras de trabajo en la nueva tienda.

El gerente de bienes raíces de IKEA, Doug Greenholz, explicó a más de 150 invitados que el establecimiento de esta presencia busca mantener una relación positiva con la comunidad de East Palo Alto.

No un año, pero si varias semanas después del evento en Junio, las primeras contrataciones locales se empezaron a ver.

Lydia Gartrell, residente de East Palo Alto por más de 2 años, fue una de las primeras candidatas en ser considerada para ocupar la posición de gerente de construcción para el Norte de California.

"Estoy muy contenta de trabajar para IKEA, este proyecto es un reto enorme. Pero, estoy particularmente emocionada de haber encontrado un excelente trabajo muy cerca de donde vivo", dijo Gartrell.

Más recientemente, la nueva gerente de IKEA East Palo Alto, Didi Malabuyo, seleccionó otra residente local, Marsha David, como la nueva contadora de la tienda.

IKEA y la Comunidad

Como parte de nuestros esfuerzos de colaborar con miles de residentes de East Palo Alto, IKEA ha participado en más de 30 eventos locales y de caridad para apoyar organizaciones sin ánimo de lucro y programas comunitarios.

"He conocido y trabajado con cientos de residentes locales y he apoyado y participado activamente en muchos eventos que han beneficiado a miles de residentes", dijo Claudia Soto-Neira, coordinadora de relaciones comunitarias de IKEA EPA.

Diez meses antes de que la tienda abra sus puertas al público, residentes locales ya ven en IKEA a uno de los miembros corporativos más colaboradores y comprometidos con la comunidad.

How to get a job at IKEA...see p.3

Community Album...see p.6

IKEA Community Outreach trailer has a new location!

You should be already familiar with our blue and yellow trailer located at the IKEA store construction site, at the intersection between Cooley Avenue and Donohoe Street.

Friendly coworkers have assisted more than one thousand residents from East Palo Alto and neighboring cities with information about the project, the company, job opportunities and social events.

Well, we are moving to make room for construction! By late October, you can visit us at the Ravenswood 101 Shopping Center. The same blue and yellow trailer will be located at the left side of Home Depot, between Clark and East Bayshore Road.

See you soon in our new location! IKEA representatives will be ready to assist you. We will have copies of our new 2003 Catalog available.



Local residents at Appreciation-Open house event in June 29, 2002.

Residentes locales en el evento de Apreciación en Junio 29, 2002.

La oficina comunitaria de IKEA tiene nuevo domicilio!

Ya debes estar familiarizado con nuestro tráiler azul y amarillo localizado en donde se está realizando la construcción de la tienda IKEA, en la intersección de la Avenida Cooley y la calle Donohoe.

Personal amigable ha asistido a más de mil residentes de East Palo Alto y ciudades vecinas con información sobre el proyecto, la compañía, oportunidades de trabajo y eventos sociales.

Pues, nos estamos moviendo para que continúe la construcción! A finales de Octubre, nos puedes visitar en el Centro Comercial Ravenswood 101. El mismo tráiler azul y amarillo estará localizado al lado izquierdo de Home Depot, entre las Calles Clark y East Bayshore.

Esperamos verte muy pronto en nuestro nuevo domicilio! Representantes de IKEA estarán listos para ayudarte. Tendremos disponibles copias de nuestro nuevo catálogo del 2003.

CREDITS CREDITOS

Unböring is a quarterly publication. Each volume will be delivered at no cost to many households in East Palo Alto while the IKEA store is being built. It also will be available at various locations throughout the City. If you do not wish to receive this publication please contact Claudia Soto-Neira at 650-321-5008. Feel free to mail your letters with your ideas and points of view about Unböring to our IKEA community outreach office at 1700 East Bayshore Road, East Palo Alto, California 94303. You can also email us to epa@memo.ikea.com.

Editors: Claudia Soto-Neira and Joseph Roth. Translations to Spanish: Claudia Soto-Neira. Contributions from: Richard Castanon, Cristina Valenzuela, Lydia Gartrell, William Webster and Sonya Clark-Herrera. Graphic Design and Printing: American Printing and Copy, Menlo Park, California.

IKEA International A/S or IKEA North America does not necessarily share the opinions expressed in these articles.

Meet our East Palo Alto Conoce



Richard Castanon
Build-up Project Leader
IKEA Start Date: 08/2002

Before I was offered this position I was working as an installation services independent contractor for IKEA in Los Angeles and San Francisco. Years ago, I worked for IKEA as a sales manager and also was store manager for 4 different retailers in Southern California. I am thrilled to be leading the East Palo Alto project team.

Antes de que me ofrecieran esta posición estuve trabajando como contratista independiente de servicios de instalación para IKEA en Los Angeles y San Francisco. Hace años, trabajé en IKEA como gerente de ventas y fui gerente de tienda para 4 diferentes compañías en el Sur de California. Estoy emocionado de estar liderando el equipo del proyecto en East Palo Alto.

I have been a resident of East Palo Alto for more than 2 years. Before I joined the IKEA family I worked in construction management and consulting for a San Francisco company. I like IKEA because, although it's a huge organization, it's not like many large corporations. Here, people are humble and committed to their work.



Lydia Gartrell
Construction Manager
IKEA Start Date: 08/02

He sido residente de East Palo Alto por más de 2 años. Antes de pertenecer a la familia IKEA trabajé en gerencia de construcción y consultoría para una firma en San Francisco. Me gusta IKEA porque, aunque es una organización gigantesca, no es como muchas corporaciones grandes. Aquí, la gente es humilde y comprometida con su trabajo.

While a relative newcomer to IKEA, I have been involved in different aspects of real estate development for 15 years. IKEA East Palo Alto is one of the most exciting projects for me because this store will not only be a success for IKEA; it will also be a tremendous boost to the City of East Palo, its residents, businesses and our co-workers.

Aunque soy relativamente nuevo en IKEA, he estado envuelto en diferentes aspectos de desarrollo de bienes raíces por 15 años. IKEA-East Palo Alto es uno de los proyectos más emocionantes en los que he participado. Esta tienda será un éxito no solamente para IKEA; también representará un empuje grandísimo para la Ciudad de East Palo Alto.



Doug Greenholz
Real Estate Manager
IKEA Start Date: 12/01



Claudia Soto-Neira
Community Relations Coordinator
Start Date: 04/02

I was the on-site campaign organizer for "Yes on Measure C" that brought IKEA to East Palo Alto and now I am the IKEA representative in the community. I really enjoy working in EPA because I have met many nice and friendly people from this community. I have only good things to say about IKEA and my new coworkers. I cannot wait to see the store open!

Yo fui la organizadora de la Campaña "Si en la Medida C" que trajo a la tienda IKEA a East Palo Alto y ahora soy la representante de IKEA en la comunidad. Disfruto mucho trabajar en EPA. He conocido mucha gente agradable y amigable en esta comunidad. Sobre IKEA y mis nuevos compañeros de trabajo sólo tengo cosas buenas para decir.

I started with IKEA as a HR Generalist in 1999. On August of 2002 I was offered the opportunity to work as the HR Manager for the East Palo Alto Project and here I am. IKEA is an awesome company to work for! I am excited to be a part of the EPA team and I'm looking forward to a future filled with opportunities!



Cristina Valenzuela
Human Resources Manager
IKEA Start Date: 04/99

Comence con IKEA como Generalista de Recursos Humanos en 1999. En Agosto del 2002 me ofrecieron el puesto de Gerente de RH para el Proyecto de East Palo Alto y aquí estoy. IKEA es una compañía maravillosa para la cual trabajar! Estoy muy emocionada de ser parte del equipo de EPA.

I'm new to IKEA, and very excited to be a part of such a diverse dynamic company. My retail background is from a family owned golf shop in San Leandro where I was exposed to the many aspects of running a business. I am looking forward to working together with my new team in opening the new facility in EPA.

Soy nuevo en IKEA y estoy muy emocionado de formar parte de una compañía tan diversa y dinámica. Mi experiencia en ventas viene de una pequeña empresa de golf en San Leandro donde estuve expuesto a los variados aspectos de un negocio. Espero trabajar junto con mi nuevo equipo en la apertura de nuestra nueva tienda en EPA.



Don Vitalis
Logistics Admin Manager
IKEA Start Date: 09/02

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IKEA Internacional A/S or IKEA North America no necesariamente comparte las opiniones expresadas en estos artículos.

Unböring será publicada 4 veces por año. Cada volumen será repartido en varias residencias en East Palo Alto durante la construcción de la tienda IKEA. También estará disponible en diferentes lugares dentro de la Ciudad. Si usted no desea recibir esta publicación, por favor contacte Claudia Soto-Neira al 650-321-5008. Puede enviar sus cartas con ideas y puntos de vista sobre Unböring a nuestra oficina comunitaria de IKEA en el 1700 East Bayshore Road, East Palo Alto, California 94303. También puede mandar correo electrónico a epa@memo.ikea.com

Team

nuestro equipo de East Palo Alto

I started as a store showroom co-worker at the Philadelphia store and today I have many years of IKEA experience in a lot of departments. I've learned a lot as the assistant to the IKEA President for North America and working with so many great co-workers. I am now where the best part of IKEA is, where it all comes together: the front line!

Comencé como empleada del salón de exhibiciones de la tienda en Philadelphia y tengo conmigo muchos años de experiencia en IKEA en muchos departamentos. He aprendido mucho como la asistente de la Presidenta de IKEA para Norte América y trabajando con muchos colegas grandiosos. Estoy ahora donde está la mejor parte de IKEA: la línea frontal.



Didi Malabuyo
Store Manager
IKEA Start Date: 09/85

The bulk of my IKEA career has focused around the lighting business, spending the first 5 years in the Vancouver store. In 1999 moved to Philadelphia as assistant commercial manager-lighting and shortly thereafter as commercial manager. A diverse team of new and experienced colleagues make this an exciting store and region.



Nin Assi
Assistant Store Manager - Sales
IKEA Start Date: 07/93

La mayor parte de mi carrera en IKEA se ha enfocado en el negocio de iluminación. Pasé 5 años en la tienda en Vancouver y después me moví para Philadelphia donde trabajé como sub-gerente y poco después gerente comercial de iluminación. Un equipo diverso de nuevos y experimentados colegas hacen más emocionante el trabajar para esta tienda y esta región.



Michele Acuna
Assistant Store Manager - Services
IKEA Start Date: 12/97

I very much appreciate the learning and growth opportunities that I have experienced in IKEA. I look forward to sharing my experience with my new teammates. Our East Palo Alto experience will be exciting, fun, challenging, and rewarding. I just moved from Pittsburgh, PA to East Palo Alto, CA, where I've found my new home.

Aprecio mucho el aprendizaje y las oportunidades de crecimiento que he experimentado en IKEA. Espero poder compartir toda mi experiencia con mis nuevos compañeros de equipo. Nuestra experiencia en East Palo Alto será emocionante, divertida, retadora y valiosa. Acabo de moverme de Pittsburgh, PA a East Palo Alto, CA, donde he encontrado mi nuevo hogar.

My experience has been in consumer products and the technology sector. My IKEA experience to date was working on the "Yes on Measure C" campaign. It was very rewarding to help bring IKEA to East Palo Alto. There are many challenges and opportunities ahead. I am very excited about being an IKEA co-worker and preparing for the store opening next August.

Mi experiencia ha sido en los sectores de productos de consumo y tecnología. Mi experiencia en IKEA hasta ahora fue en la campaña "Si en la Medida C". Fue muy valioso haber ayudado a traer IKEA a East Palo Alto. Hay muchos retos y oportunidades en el camino. Estoy muy emocionada de trabajar para IKEA y de prepararme para la apertura de la tienda el próximo Agosto.



Marsha David
Business Controller
IKEA Start Date: 09/02

"Vamos East Palo Alto!" Mi trabajo estará en el Salon de Exhibiciones. Trabajé en IKEA en Holanda por 10 años. He trabajado como gerente del departamento de muebles y como coordinadora de ventas para las tiendas Holandesas. He vivido y trabajado en los Estados Unidos por 3 años.



Barbera De Raad
Furniture Coordinator - EPA Project Team
IKEA Start Date: 09/02

I started my career at the Burbank store as a freelance interior decorator. I came to IKEA Emeryville to work first as an interior specialist and now as a visual merchandise specialist. I am so excited about the possibilities that are ahead of us. I owe my success to those people who have shared their experiences with me and helped me along the way.

Comencé mi carrera en la tienda de Burbank como decorador de interiores independiente. Vine a IKEA East Bay a trabajar como especialista de interiores y ahora en mercancía visual. Estoy muy emocionado con las posibilidades futuras. Debo mi éxito a todas las personas que han compartido sus experiencias conmigo y me han ayudado a lo largo del camino.



Don Pfeiffer
Communications and Interiors Manager
IKEA Start Date: 8/99

GROW WITH IKEA!

By Richard Castanon and Cristina Valenzuela

Interested in working for IKEA?

Our East Palo Alto Store will open in late Summer 2003, but job openings will be available at the beginning of next year.

IKEA is a high volume, fast paced retail environment. Unlike any other company in the world we offer a very different and exciting shopping experience where visitors can touch and try out all our products before buying them: from sofas to beds, cooking pans, plants, rugs and much more.

If this new retail idea interests you and you think you can support us in creating a positive and thrilling shopping experience for our customers, you should think about us if you are in search for a new job.

IKEA is looking for high energy and friendly individuals with good communication and customer service skills to fill hundreds of positions in our new store in East Palo Alto.

If you are interested in management positions, IKEA is looking for people with proven leadership skills and who also possess the ability to share their knowledge and learning with all co-workers. Our wages are very competitive and commensurate with experience and skills.

IKEA strongly believes in allowing its employees the possibility to grow both as individuals and in their professional roles. IKEA offers many internal training programs to help develop individuals that have the desire to further their career with the company.

IKEA also believes that all of our co-workers are entitled to an enjoyable life outside of work. Our excellent benefits range from co-worker discounts, tuition reimbursement and generous vacation time, to health and life insurance plus a company matching 401(K)-retirement savings plan. Our co-workers can take advantage of the benefits that work best for them.

If you are interested in a career with IKEA, please call us at 1-800-JOBIKEA or visit us at our community outreach office. We look forward to hearing from you!

IKEA is an Equal Opportunity Employer. IKEA is a Drug-Free Workplace.



Some of the co-workers at our Emeryville store.

Algunos de los empleados de nuestra tienda en Emeryville.



CRECE CON IKEA!

Por Richard Castanon y Cristina Valenzuela

Interesado en trabajar en IKEA?

Nuestra tienda en East Palo Alto abrirá a finales del Verano del 2003, pero la contratación comenzará a principios del próximo año.

IKEA es una empresa ágil, con gran volumen de ventas. IKEA está buscando personas amigables y con mucha energía que sepan comunicarse bien con sus colegas y con nuestros clientes. En nuestra nueva tienda en East Palo Alto estaremos ofreciendo más de 500 posiciones de trabajo.

Si estás interesado en trabajos de Gerencia, IKEA está en la búsqueda de individuos con liderazgo y que tengan la habilidad de compartir su conocimiento y aprendizaje con su equipo de trabajadores. Nuestros salarios son muy competitivos y van de acuerdo con la experiencia y habilidades de cada persona.

IKEA también cree que todos nuestros trabajadores tienen derecho a una vida social fuera del trabajo. Nuestros excelentes beneficios incluyen descuentos para empleados, pago de estudios universitarios o superiores, vacaciones pagas, seguridad de salud y dental, días festivos flexibles, seguro de vida, y el plan de retiro 401K con aportes de la compañía. Nuestros empleados pueden tomar ventaja de los beneficios que más los favorezca.

Si estás interesado en una carrera con IKEA, por favor llámanos al 1-800-JOBIKEA o visítanos en nuestra oficina comunitaria. Esperamos conocerte muy pronto!

IKEA ofrece Oportunidades de Trabajo Equitativas. IKEA es una empresa libre de drogas.



JOB OPPORTUNITIES OPORTUNIDADES DE TRABAJO

IKEA East Palo Alto will be filling hundreds of full and part-time positions. *IKEA EPA ofrecerá cientos de trabajos de tiempo completo y medio tiempo.*

IKEA is on track for an anticipated grand opening in Summer 2003. *IKEA estará abriendo en el verano del 2003.*

Positions will include: *Los tipos de trabajo incluyen:*

Communications and Interior Design

Departamento de Comunicaciones y Diseño de Interiores

- Interiors Specialist. *Especialista de Interiores*
- Carpenter. *Carpintero*
- Visual Merchandiser. *Promotor Visual de Ventas*

Controlling. Finanzas

- Controlling Administrator. *Administrador de Finanzas*
- Accounting Support. *Apoyo Contable*
- Payroll Support. *Apoyo de Pago de Salarios*
- Systems Training and Support. *Entrenador de Sistemas y Apoyo*

Food Service. Servicio de Comidas

- Food Service Manager. *Gerente de Servicio de Comidas*
- FS Asst Manager- Bistro. *Gerente Asistente de Comidas- Bistro/Cafetería*
- FS Asst Manager- Restaurant. *Gerente Asistente de Comidas- Restaurante*
- Food Service Coordinator. *Coordinador de Servicio de Comidas*
- Coldprep Server. *Servidor de Comidas Frias*
- Cook/server. *Cocinero/servidor*
- Dishwasher. *Lavaplatos*
- Food Service Cashier. *Cajero de Servicio de Comidas*
- Swedish Foodmarket Sales Co-worker. *Ventas-Mercado Sueco*

Human Resources. Recursos Humanos

- Learning and Development Specialist. *Especialista de Aprendizaje y Desarrollo*
- Succession Planning and Recruiting Specialist. *Especialista de Planeamiento de Carrera y Contratación*
- Benefits Coordinator. *Coordinador de Beneficios*
- Human Resources Administrator. *Administrador de Recursos Humanos*

Sales. Ventas

- Sales Manager. *Gerente de Ventas*
- Assistant Sales Manager. *Gerente Asistente de Ventas*
- Sales Coordinator. *Coordinador de Ventas*
- Expeditor. *Acelerador*
- Furniture Builder. *Constructor de Muebles*
- Home Furnishings Consultant. *Consultor de Muebles para el Hogar*
- Labeler. *Tiqueteador*
- Planner. *Planeador*
- Sales Co-worker. *Empleado de Ventas*

Services. Servicios

- Asst. Goods-Flow Manager/Replenishment. *Gerente Asist de Flujo - Recibimiento/Reaprovisionamiento*
- Asst. Goods-Flow Manager/Warehousing. *Gerente Asist de Flujo - Bodega*
- Check-out Services Manager. *Gerente de Cajeros*
- Asst. Check-out Services Manager. *Gerente Asistente de Cajeros*
- After Sales Manager. *Gerente de Post-ventas*
- Customer Convenience Manager. *Gerente de Conveniencias para Clientes*
- Asst. Customer Service Manager. *Gerente Asistente de Servicio al Cliente*
- Facility Manager. *Gerente del Edificio*
- Recovery Manager. *Gerente de Recuperación*
- Safety & Loss Prevention Manager. *Gerente de Seguridad y Prevención de Pérdidas*
- Asst. Safety & Loss Prevention Manager. *Gerente Asistente de Seguridad y Prevención*
- Accomodations Co-worker. *Empleado de Acomodamientos*
- Ball Room Co-worker. *Empleado en Salon de Niños*
- Carts Co-worker. *Empleado de Carritos*
- Cashier. *Cajeros*
- Check-out Services Coord. *Coordinador de Servicios de Cajeros*
- Customer Service Coord. *Coordinador de Servicio al Cliente*
- Furniture Pickup Co-worker. *Empleado Zona de Reparto*
- Goods Flow Coordinator. *Coordinador de Flujo de Productos*
- Greeter. *Bienvenida*
- Home Delivery. *Domicilios*
- Local Service Center Co-worker. *Empleado del Centro de Servicio Local*
- Logistics Admin. Co-worker. *Empleado de Administración Logística*
- Loss Prevention Agent. *Agente de Prevención de Pérdidas*
- Loss Prevention Coordinator. *Coordinador de Prevención de Pérdidas*
- Loss Prevention Receptionist. *Recepcionista de Prevención de Pérdidas*
- Maintenance Co-worker. *Empleado de Mantenimiento*
- Phones Co-worker. *Empleado de Teléfonos*
- Quality Co-worker. *Empleado de Calidad*
- Receiving Co-worker. *Empleado de Recibimiento*
- Recovery Co-worker. *Empleado de Recuperación*
- Replenishment Co-worker. *Empleado de Reaprovisionamiento*
- Returns Co-worker. *Empleado de Retornos*
- Warehouse Coworker. *Empleado de Bodega*

East Palo Alto businesses and local workforce play important role in the construction of new IKEA store

Consistent with commitment by IKEA, 4 contracts have been awarded to local businesses so far. First Source Hiring Coordinator for the City of East Palo Alto very satisfied with results.

EAST PALO ALTO, CA- In mid-July, the Swedish home furnishings retailer hired Pepper Construction to be the General Contractor in charge of building its East Palo Alto store. Since that time, residents have seen lots of changes: the lot and the apartment buildings have been cleared, the land has been graded, and piles are being driven.

As IKEA representatives have explained at local community meetings, the construction has moved forward mainly with the help of local businesses and local construction workers. "Four contracts have been awarded so far to local companies and our general contractor is pleased with the job they have done" said Doug Greenholz, IKEA real estate manager.

The First Source Hiring agreement IKEA signed with the City of East Palo Alto requires a good faith effort by the general contractor and subcontractors to ensure that at least 30 percent of the construction work be given to local companies and residents.

Tou-bar, a local construction company, was awarded the clearing and the demolition pieces. "I think IKEA and Pepper Construction have done a very good job so far. It has been a very good experience with very good people. They said they would hire locals and they have done it", said Charles Touchatt, owner of Tou-bar.

More recently, Coyote Construction, owned by a long-time East Palo Alto resident, was hired to do a piece of the underground work.

When signing the Development Agreement with the City of East Palo Alto, IKEA agreed to fund the position of a First Source Hiring Coordinator, selected by the City. This position will monitor new retailers' compliance with the policy and work to represent East Palo Alto residents' best interests.

Marie McKenzie, assistant to the City Manager, was selected in July as the First Source Hiring coordinator for the City of East Palo Alto. "IKEA and Pepper Construction have done a great job so far by providing the City with all the information we have required. Although there have been challenges with some subcontractors, IKEA and Pepper have diligently worked to fulfill the City's requirements."

Trabajadores y negocios de East Palo Alto juegan importante papel en la construcción de nueva tienda IKEA

4 contratos entregados a negocios locales. Coordinadora del Programa para Contratación de Residentes Locales muy satisfecha con los resultados del proyecto.

EAST PALO ALTO, CA- A mediados de Julio, la compañía Sueca de muebles para el hogar, IKEA, seleccionó a Constructora Pepper como responsable de la construcción de su tienda en East Palo Alto.

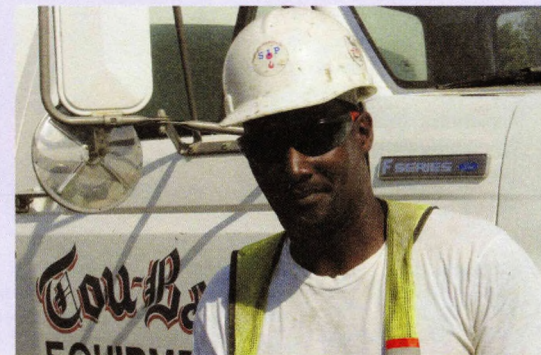
Tal como lo han dicho varios representantes de IKEA en reuniones comunitarias, la construcción sigue avanzando principalmente con la ayuda de negocios y trabajadores de construcción locales. "Cuatro contratos han sido otorgados hasta el momento a compañías locales," dijo Doug Greenholz, gerente de bienes raíces de IKEA.

El Acuerdo de Contratación de Residentes Locales -FSH- que IKEA firmó con la Ciudad de East Palo Alto exige un compromiso de buena fe por parte del contratista general y subcontratistas para asegurar que por lo menos el 30 por ciento de la construcción de la tienda sea realizado por compañías y residentes locales.

Tou-bar, una compañía de construcción local, fue seleccionada para realizar la limpieza del terreno y la demolición.

Más recientemente, Constructora Coyote, otra compañía local y propiedad de un antiguo residente de East Palo Alto, fue elegida para realizar una parte del trabajo subterráneo.

Marie McKenzie, es la nueva coordinadora del programa de contratación. "IKEA y Constructora Pepper han hecho un excelente trabajo entregándole a la Ciudad toda la información que hemos requerido. Aunque hemos enfrentado retos con algunos subcontratistas, IKEA y Pepper han trabajado diligentemente", dijo McKenzie.



Construction Update

By Lydia Gartrell

Construction at the IKEA site is well underway. Our General Contractor, Pepper Construction, and its group of subcontractors are currently working on the foundation.

A rough 1600 piles are the basis of our foundation system: They are pre-cast concrete columns driven into the ground to support the building. By October 30, all piles will already be in place.

In addition to the piles, the foundation system includes steel-reinforced pile caps and grade beams. These items, which are formed on site, provide additional resistance to vertical loads and support lateral loads such as wind and earthquakes.

As these items progress, the ground floor parking garage will be poured and the vertical elements of the building soon will be constructed.

We are taking all possible measures to mitigate the effect that this project may have on our neighbors and local residents. The site is watered at least twice a day to help control the dust caused by the construction. Noisy activities, such as pile driving, are limited to 8:00 AM to 4:30 PM on weekdays. Furthermore, we suspend these activities whenever a service is being held at Jones' Mortuary. All material staging and unloading is done on-site to minimize the impact to traffic. We want to be the best neighbors possible.

Despite the measures we are taking, problems or concerns may arise. If so, please contact Pepper Construction at 650.838.0678.

Community struggles to maintain free legal services in EPA

IKEA leads the way to keep alive community-driven non-profit organization

By William Webster, EPA Rent-stabilization Board member

On Monday May 13, 2002, Elizabeth Jackson, at the time, one of the only two community members of the EPA Community Law Project Board of Directors, learned that the Law Project was closing down on August 31 2002. The main reason given: lack of funds.

For 18 years, the Law Project provided free legal services to an average of 27,000 low-income local residents.

What was the community to do in the face of this crisis? Elizabeth Jackson called a meeting with a group of concerned residents including Founding East Palo Alto Mayor Barbara Mouton, Mayor Duane Bay, Shirley Hochhausen, EPA CAN DO Executive Director Robert Jones, Dr. Beverly Scott and William Webster. The group decided to form a transition committee and promptly contacted Brad Cafel, with the National Economic Development and Law Center in Oakland. He was asked to put together a feasibility study to determine if the Law Project could continue.

Sure, the study could be done but the ad-hoc Committee had to raise \$5,000 to cover the initial cost. Where would we find the money?

The group decided to approach different local businesses for financial assistance. Elizabeth Jackson approached Claudia Soto-Neira, IKEA EPA community relations representative, for funding. William Webster followed up their request with Doug Greenholz, real estate manager.

The result was that IKEA provided \$3,000 for the first phase of the feasibility study. The precedent that IKEA set was so exciting to Stephen Dinkelspiel, a member of the Law Project Board of Directors, that he paid the balance of \$2,000.

Mr. Cafel completed his report and recommended creating a new legal services provider. On Monday, September 9, the Community Legal Services in East Palo Alto, Inc. was created and started to operate.

Thanks to the energetic fund-raising of Geraldine Steinberg, \$80,000 has been raised so far, but these funds will only carry the new legal services provider for about four months.

IKEA has led the way in supporting the continuity of legal services for the community. In addition, IKEA is showing that its commitment is not a one-time gesture by having Claudia Soto-Neira on the Advisory Board of CLSEA.

While IKEA has led the way, the future of legal services for the community depends on a team effort from businesses and individuals throughout East Palo Alto.



From left to right: Nozipo Wobogo, William Webster, Elizabeth Jackson and Barbara Mouton, members of the new CLSEPA Board of Directors.

De izquierda a derecha: Nozipo Wobogo, William Webster, Elizabeth Jackson and Barbara Mouton, directivos de CLSEPA.

Lucha Comunitaria para mantener servicios legales gratis en EPA

IKEA lidera el camino para que sobreviva organización de servicios legales sin ánimo de lucro

Por William Webster, miembro de la Comisión de Estabilización de Renta

El lunes, 13 de Mayo del 2002, Elizabeth Jackson, en ese entonces miembro del Grupo de Directores del Proyecto de Asistencia Legal en EPA, supo que la agencia iba a cerrar en Agosto 31, 2002. La razón principal: falta de fondos.

Que medidas tomaría la Comunidad para afrontar esta crisis? La Sra. Jackson convocó una reunión con un grupo de preocupados residentes, entre ellos la Primera Alcaldesa de East Palo Alto, Barbara Mouton y el Alcalde Duane Bay. El grupo contactó a un asesor para que iniciara un estudio y determinara si el Proyecto podría continuar. El estudio costaría \$5,000 dólares.

El grupo contactó a dos representantes de IKEA y la compañía decidió colaborar con \$3,000 para pagar la primera fase del estudio. El precedente de IKEA inspiró a Stephen Dinkelspiel, ex-codirector del Proyecto de Asistencia Legal, a contribuir con \$2,000.

El estudio recomendó la creación de un nuevo proveedor de servicios legales. Ese día, nació la Agencia de Servicios Legales en East Palo Alto, la cual inició servicios el lunes 9 de septiembre.

IKEA lideró el camino apoyando la continuidad de servicios legales en la Comunidad. Pero para asegurar la supervivencia de la nueva entidad, toda la Comunidad y los Negocios locales deben participar.

IKEA furnishes local Drug Abuse Recovery Center

EAST PALO ALTO, CA - It was 9:00 on a Monday morning when IKEA representatives, Richard Castanon and Claudia Soto-Neira, showed up at the Free At Last Men's Residential on Weeks Street in East Palo Alto. IKEA had donated several pieces of furniture, from beds to lamps and picture frames and decided to teach them the easy way to assemble their new furniture.

"I loved it. I loved it. I never have done anything like this and it sort of made me feel useful", says excited Omorede Hamilton, a 20-year old who has been fighting his heroin addiction at Free At Last for over 2 weeks. "It was a great experience. Now I can say I have accomplished something good today: I accomplished putting together my bed!"

Dominic Stabill, another young drug patient agrees, "It was very enjoyable putting the beds together and working with my peers...the instructions were pretty easy to read, it was fun".

Free at Last is a non-profit organization that has served the Communities of East Palo Alto, eastern Menlo Park and Redwood City for over 9 years. It provides community-based bilingual prevention, intervention and residential substance abuse treatment services.

Currently, 12 men are recovering from drug and substance abuse through the Men's Residential program. "We will soon be assisting 6 more clients, now that IKEA has helped that expansion move forward," asserts James F. Toliver, program director.

If you would like more information, please contact Free at Last at 650-462-6999.

IKEA ayuda a amoblar Centro local de Recuperación de Drogadictos

EAST PALO ALTO, CA - Eran las 9am de un lunes cuando representantes de IKEA, Richard Castanon y Claudia Soto-Neira, llegaron a la Residencia para Hombres de Free At Last en la calle Weeks, East Palo Alto. IKEA había donado hace unos días camas, colchones, lámparas y cuadros y los dos decidieron enseñarles la manera fácil de ensamblar sus nuevos muebles.

"Me encantó. Me encantó. Nunca había hecho algo como esto y la verdad, me hizo sentir útil.", dijo emocionado Omorede Hamilton, un muchacho de 20 años que ha estado combatiendo su adicción durante más de 2 semanas en Free At Last.

Free at Last es una organización sin ánimo de lucro que ofrece prevención bilingüe y tratamientos para combatir el abuso de sustancias tóxicas.

Si quieres más información, por favor llama a Free at Last al 650-462-6999.



IKEA's Global Commitment

- Because providing education is one way of preventing child labor, IKEA partnered with UNICEF to initiate a project in India aimed at preventing child labor with learning centers in more than 200 villages.
- We work on a continuous basis with our suppliers on environmental improvements, in areas such as handling hazardous waste and water purification.
- Our wood does not originate from intact natural forests, or forests with high conservation values, unless certified. IKEA supports Global Forest Watch, a worldwide project that identifies the world's intact natural forests.

Our Commitments to the City of East Palo Alto

- \$100,000 for a Children and Families Fund
- \$100,000 Pre-employment Training Fund
- \$75,000 First Source Hiring Program
- \$50,000 Regional Traffic Study
- \$1,000,000+ Street/ Infrastructure Improvements
- \$1,200,000 Annual Sales Taxes (\$1,000,000 guaranteed)
- \$615,000 Annual Property Taxes (\$137,000 for low-income housing)

Compromiso Global de IKEA

- Porque consideramos que dar educación es una manera de prevenir abuso laboral de niños, IKEA se ha aliado con UNICEF para iniciar un proyecto en India, cuyo objetivo es prevenir niños trabajadores con centros de aprendizaje en más de 200 villas.
- Trabajamos continuamente con nuestros proveedores en mejoramientos ambientales, en áreas como manejo de desechos tóxicos y purificación de aguas.
- Nuestra madera no se origina de selvas vírgenes, o bosques con altos valores de conservación, a menos que sean certificados. IKEA patrocina Global Forest Watch, un proyecto a nivel mundial que identifica las selvas vírgenes en el mundo.

Nuestros Compromisos con la Ciudad de East Palo Alto

- \$100,000 para el Fondo de Niños y Familias
- \$100,000 para el Fondo de Entrenamiento de Pre-empleo.
- \$75,000 Programa para Contratación Local
- \$50,000 Estudio Regional de Tráfico
- \$1,000,000+ Mejoramientos de Calles e Infraestructura
- \$1,200,000 Impuestos Anuales de Venta Anual (\$1,000,000 garantizados)
- \$615,000 Impuestos Anuales de Propiedad (\$137,000 para casas de bajos recursos)

COMMUNITY BITES / ACTIVIDADES COMUNITARIAS



EAST PALO ALTO, CA (August 2002)- IKEA is a proud sponsor of the "Lightning" soccer team of the Ravenswood Soccer Club. In this picture, 16 kids from East Palo Alto and Eastern Menlo Park - ages 9 to 12 - show off their new blue and yellow uniforms donated by IKEA. Go Lightning!

EAST PALO ALTO, CA (Agosto 2002) IKEA es orgulloso patrocinador del equipo de fútbol "El Rayo", miembro del Club de Fútbol de Ravenswood. En esta foto, 16 niños de East Palo Alto y Menlo Park oriental - entre 9 y 12 años de edad- muestran sus nuevos uniformes azul y amarillo donados por IKEA. Arriba los Rayos!



PALO ALTO, CA. (May 2002)- IKEA was there when former East Palo Alto Mayor, Gertrude Wilks, was honored with an Avenidas Lifetimes of Achievement Award for a lifetime of service to the community of East Palo Alto. In the picture, Mayor Duane Bay, Ida Berk and a group of friends celebrate with the honoree.

PALO ALTO, CA (Mayo 2002) - La ex-Alcaldesa de East Palo Alto, Gertrude Wilks, es honrada con el Premio "Vida de Logros" como reconocimiento a su servicio comunitario en East Palo Alto durante más de tres cuartos de siglo. IKEA acompañó a la Sra. Wilks en este evento especial.



EAST PALO ALTO, CA (June 2002) - IKEA, was one of the "Superheroes" in the Boys and Girls Club of the Peninsula's "Be a Kid for a Night" fundraising event. IKEA representatives invited a group of friends from the community to join their table. From left to right: Alvaro Bolanos, Zozo and Doug Greenholz, Luella and Dennis Parker and Mr. Alfred LeGrand-Sawyer.

EAST PALO ALTO, CA (Junio 2002) - IKEA, fue uno de los "Superhéroes" del evento "Sea un Niño por una Noche" organizado por el Club de Niños y Niñas de la Península. Representantes de IKEA invitaron a su mesa a varios amigos de la Comunidad.



EAST PALO ALTO, CA (August 2002)- Ricardo Noguera, EPA Economic Development Division Manager, speaking at one of the three Local Business Enterprises and First Source Hiring meetings organized by IKEA in conjunction with the City of East Palo Alto. Hundreds of local residents attended and learned from these informational gatherings. The IKEA East Palo Alto team wishes Ricardo the best in his new professional challenge in Florida.

EAST PALO ALTO, CA (Agosto 2002)- Ricardo Noguera, Gerente de la Agencia de Desarrollo Económico de EPA, participa en una de las reuniones informativas de IKEA sobre participación de Empresas Locales y Residentes Locales en el proyecto.



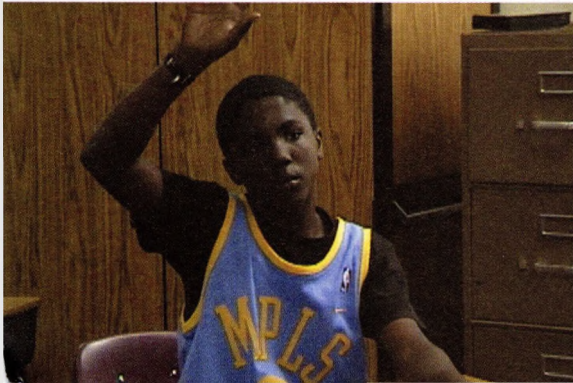
EAST PALO ALTO, CA (July 2002)- More than a hundred local children participated at the Kids' Day held at Bell Park in East Palo Alto. Thanks to contributions from IKEA and other businesses, little ones enjoyed free food, ice cream, fun games and activities. In the picture, local kids play with a variety of IKEA toys.

EAST PALO ALTO, CA (Julio 2002)- Más de cien niños de la localidad participaron en el Día de los Niños que se llevó a cabo en el Parque Bell en East Palo Alto. Gracias al patrocinio de IKEA y otros contribuyentes, los pequeños disfrutaron de comida gratis, helados, juegos y actividades divertidas. En la foto, niños locales se entretienen con juegos de IKEA.



EAST PALO ALTO, CA (May 2002) - Ten outstanding EPA mothers were honored with a special lunch organized by the Friends of the Senior Center. An IKEA representative brought presents from the Emeryville store. In the picture, Ida Berk, holding her new IKEA bath towel.

EAST PALO ALTO, CA (Mayo 2002) - Diez madres destacadas, residentes de East Palo Alto, fueron homenajeadas con un almuerzo especial organizado por los Amigos del Centro de la Tercera Edad. Un representante de IKEA trajo regalos para las agasajadas y otras madres locales presentes en el evento.



EAST PALO ALTO, CA (July 2002)- IKEA accepted an invitation from Michelle Sharkey, 49ers Academy executive director, to speak to a group of students interested in IKEA and the process that brought the store to EPA. Bright and well thought-out questions were asked by many of the students who also showed an interest in working for IKEA.

EAST PALO ALTO, CA (Julio 2002) IKEA aceptó la invitación de Michelle Sharkey, directora ejecutiva de la Academia de los 49ers, para hacer una presentación a un grupo de estudiantes interesados en IKEA y el proceso que trajo la tienda a East Palo Alto. Muchos estudiantes hicieron preguntas brillantes, quienes después demostraron interés en trabajar para IKEA.

IKEA creates Match Challenge Program to support EPA youth!

IKEA will give up to \$5,000 to teens in Mural Project

In the months to come, don't be surprised to see dozens of residents and local teenagers doing various kinds of community work and fun activities in East Palo Alto and eastern Menlo Park neighborhoods. They are committed supporters and members of the East Palo Alto Mural Art Project and will be helping this non-profit organization to collect up to 5 thousand dollars for the IKEA's Match Challenge.

IKEA will match up to \$5,000 the amount of money this organization is able to accumulate within the local community. According to Mural Project youth Vanessa Barragán, "we have held a car wash and will continue to work with our parents, families and community to raise money."

The East Palo Alto Mural Art Project is a not-for-profit youth development organization that has been working with teens from the community since March 2001 to create public art works. To date, muralist Omar Ramirez and his team of teen mural assistants have created seven beautiful murals for various community organizations and events including the City of EPA's Youth Summit, the Boys and Girls Club of EPA, Stanford University, and four schools in the Ravenswood City School District (Cesar Chavez Academy, Edison Brentwood, Edison McNair, and the EPA Charter School).

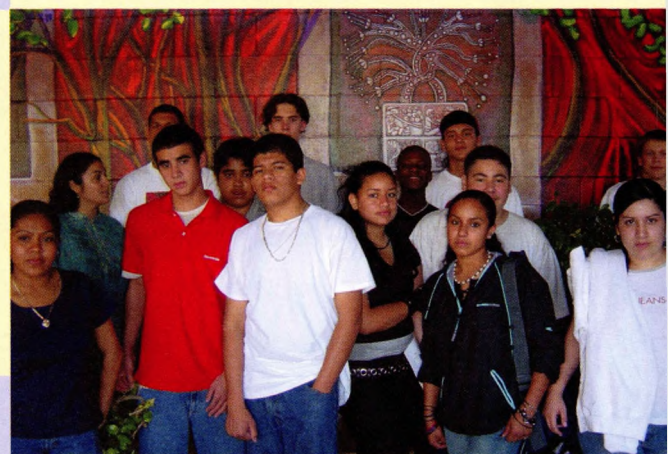
In the community of East Palo Alto, two of every ten students complete high school. For local teens, enrichment activities and opportunities for employment are scarce. In addition, the absence of a large, local public high school means bussing most teens out of the community to attend high school. "Together, these circumstances create a very challenging environment in which to develop positively and flourish", says Sonya Clark-Herrera, Executive Director for the EPA Mural Art Project.

The Mural Project's goal is to educate, inspire and empower local teens by teaching history through the mural art form.

According to Clark-Herrera "the mural project gives committed young people hands-on training, directly promotes literacy, and teaches local history much needed to build stronger communities."

In the past year, the Mural Project has served more than 60 youths and established itself as a challenging and supportive organization for teens in the community.

For more information regarding the Mural Art Project, you can log on to their website at www.epamap.org, or contact Sonya Clark-Herrera, at 650-520-8061.



IKEA apoya juventud de East Palo Alto!

IKEA dará hasta \$5000 a jóvenes del Proyecto de Arte Mural

En los meses por venir no se sorprenda si ve docenas de residentes y jóvenes locales haciendo diferentes tipos de trabajo comunitario y otras actividades en los vecindarios de East Palo Alto y Menlo Park oriental. Ellos son seguidores y miembros del Proyecto de Arte Mural de East Palo Alto y estarán ayudando a esta organización sin ánimo de lucro a recaudar hasta 5 mil dólares para el Reto de Igualar Fondos creado por IKEA.

IKEA igualará la cantidad de dinero que esta organización recolecte dentro de la Comunidad Local hasta en \$5000. De acuerdo con una joven del Proyecto, Vanessa Barragán, "nosotros ya hemos tenido una actividad de lava-carros y seguiremos trabajando con nuestros padres, familias y la Comunidad para recaudar el dinero"

El Proyecto de Arte Mural de East Palo Alto es una organización para el desarrollo juvenil que ha venido trabajando con jóvenes de la Comunidad desde Marzo del 2001 para crear trabajos de arte públicos. Hasta la fecha, el muralista Omar Ramirez y su equipo de jóvenes artistas han creado siete bellos murales para diferentes organizaciones comunitarias.

En la Comunidad de East Palo Alto, dos de cada diez estudiantes completan estudios de bachiller. Para jóvenes locales, actividades enriquecedoras y oportunidades de empleo son escasas. Además, la carencia de un Bachillerato Público invita a los jóvenes a estar fuera de su ciudad. "Estas dos circunstancias crean una situación retadora de la que podemos sacar cosas positivas" dice Sonya Clark-Herrera, Directora Ejecutiva del Proyecto.

Para más información sobre el Proyecto de Arte Mural, visite nuestra página de internet www.epamap.org o llame a Sonya Clark-Herrera al 650-520-8061