



# Corridors

Summer 2010

Peter Shmock, ZUM



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The Vance Corporation



# Get Moving to Fitness at ZUM

**Z** **Work Out. Play Out.**  
**UM**, WHICH OPENED IN THE TOWER BUILDING IN JANUARY, REDEFINES THE PATH TO FITNESS. WORK SEEMS LIKE PLAY WHEN YOU TRY A ZUMBA OR KICKBOXING CLASS. EXERCISE OPTIONS LIKE A CLIMBING WALL, A SANDPIT AND MONKEY BARS SHARE SPACE WITH CARDIO EQUIPMENT AND FREE WEIGHTS.



“Being healthy doesn’t have to hurt,” says Peter Shmock, ZUM’s founder.

ZUM recently moved from Belltown where it originally opened in 2002. The club had outgrown its space and was ready to expand. “The new Tower location – with 20-foot ceilings on the ground level and the entire second floor – gives our members more room to move,” Peter says.

Advocating his personal philosophy of movement, he adds: “I want people to pay attention to their bodies, to observe their cycles of energy so they don’t push too hard.” One day the best choice might be a core session on the Kinesis machines; the next day, it might be restorative stretching.

In this sense, Peter, a former Olympic athlete, believes ZUM is more efficient and sustainable. “We make movement accessible and applicable to a range of people – from professional athletes to weekend warriors to exercise newbies,” Peter says.

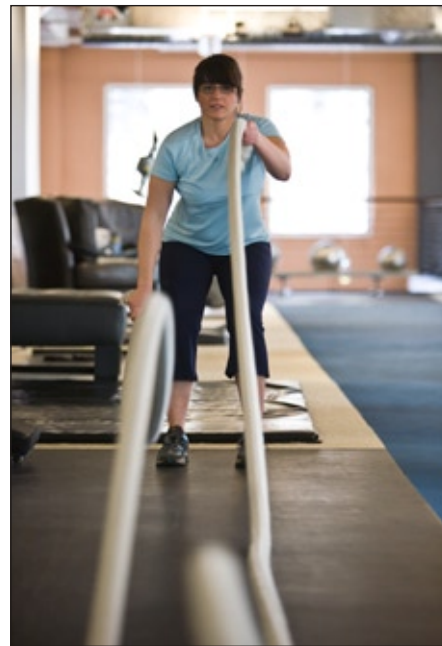
ZUM’s personal trainers, also known as coaches, are on hand to guide members toward the right routine based on their overall fitness level and day-to-day energy level. When a new member joins, a coach conducts a baseline assessment and then ongoing monthly tune-ups.

According to ZUM member John Hanson, coaches and class teachers also evolve their trainee plans and classes to keep things interesting for members. John works with a coach once per week and does

his own routine on other days. “I exercise fewer times per week at ZUM but I’m in a lot better shape,” he says.

Rounding out ZUM’s appeal are services such as massage, chiropractic, naturopathy and acupuncture. ZUM also offers Get Lean, a nine week weight and fitness program that includes nutritional counseling, personal training sessions and

a trip to a grocery store to help the member make healthier food choices.



A member exercises on the state-of-the-art Kinesis machines.



ZUM connects its floors with a breathtaking staircase that doubles as a stair machine to the locker room.



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“I exercise fewer times per week at ZUM but I’m in a lot better shape.”

– John Hanson, member

### Inviting Environment

Part of what makes ZUM distinctive is the club’s atmosphere. “We’ve created a comfortable space that people want to come to,” Peter says. He and his team have worked to ZUM-ify the Tower location with signature touches like a floating staircase, a lit-up picture montage in the lobby of ZUM members, and a sage green serenity room for Yoga and Pilates.

Being in Midtown also gives ZUM a chance to reach more people with its approach to holistic fitness. “It will be more convenient for people, and especially Vance tenants, to come in during the day,” Peter says. He

encourages potential members to take time to truly experience the club before joining. “Do a session with a coach; try out their recommended classes or routine. If you need more time, take another week,” he adds.

Likewise, The Vance Corporation believes that ZUM will help its tenants experience downtown more fully – either before or after the regular work day or on



Find your aum at ZUM.

a weekend. “ZUM adds another positive element to the Vance community,” says Dana Bollinger, vice president at Vance. She can foresee tenants getting their exercise and then staying downtown for dinner or to shop at

one of the Vance retailers. “The place just gives off good energy,” she adds.

It’s exactly this energy that attracts people to ZUM. When summing up the club, Peter says ZUM is “less about performance and more about vitality.” In other words, get ZUM-ing.



PLAZA 600  
BUILDING

# The (Port and Starboard) Sides of Maritime Law

**F**ANS OF THE REALITY TV SHOW DEADLIEST CATCH KNOW THAT PITTING MAN AGAINST SEA IS EXHILARATING TO WATCH – BUT ALSO UNDENIABLY DANGEROUS. IF SOMETHING GOES AWRY ONBOARD A FISHING VESSEL, AND A DECKHAND IS INJURED OR KILLED IN THOSE ROILING WATERS, CHANCES ARE DICK NIELSEN AND LOU SHIELDS WILL BECOME INVOLVED.



Dick Nielsen

Operating since 2003, Nielsen Shields handles cases on boats ranging from crabbers and cruise ships to tugboats and trawlers. Clients come from our port city of Seattle all the way to Alaska where many boats fish in the Bering Sea. Their practice also includes representing waterfront workers, such as longshoremen, shipbuilders and barge workers, who are injured on close-to-shore operations.

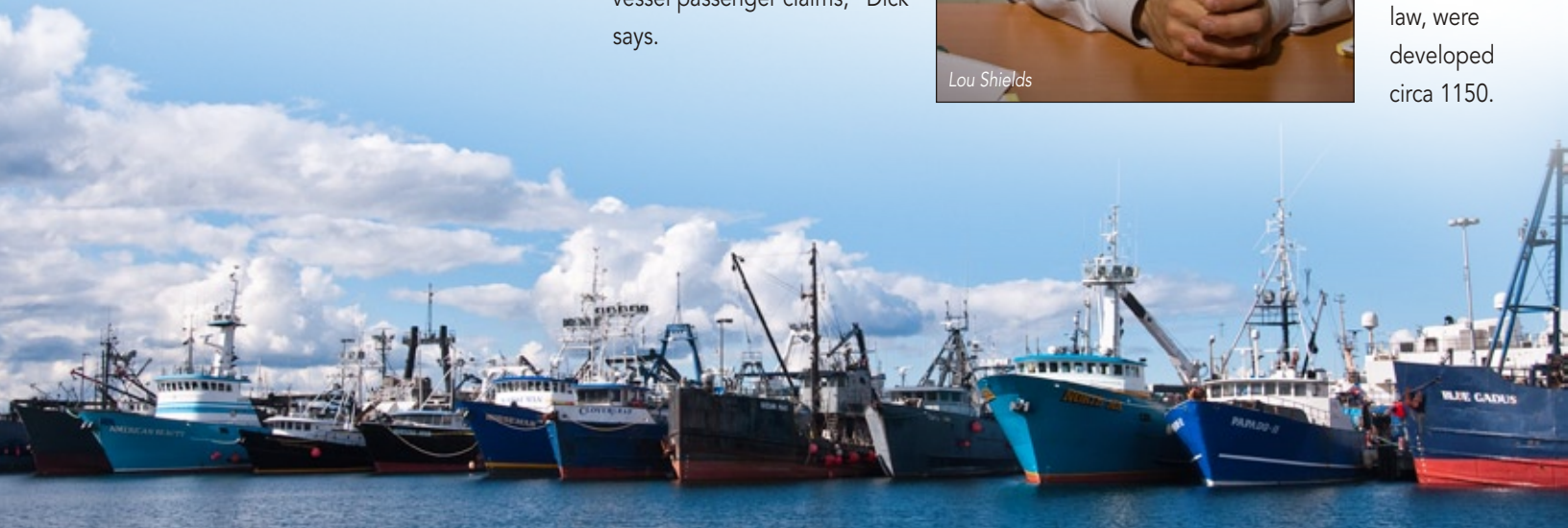
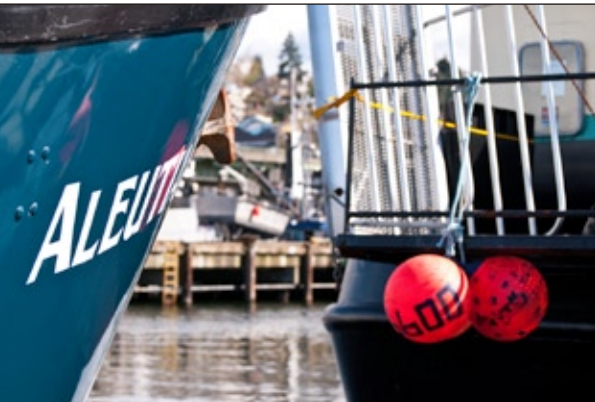
According to Encyclopedia Britannica, maritime or admiralty law is a combination of national and international law that deals with rules for ships and shipping, such as collision at sea, salvage of ships and cargo, claims on vessels and more. "It's based on long-established traditions and common

law, dating back to when Greece was the center of shipping world," Dick says. The Laws of Oleron, recognized as the first written maritime law, were developed circa 1150.

Dick and Lou are partners and trial lawyers in the maritime law firm Nielsen Shields, which is located on the 17th floor of the Plaza 600 Building. "We are a full-practice maritime firm, but mostly we represent maritime employers in personal injury and death cases, and we defend cruise vessel passenger claims," Dick says.



Lou Shields





(left to right) Asia Wright, Ellen Roberts, Christine Slattery.

### Did You Know?

In maritime law, a deckhand or captain of a boat can sue a vessel as if it were a person.

When carrying out an order of the federal court, a US marshal can arrest an entire ship or any part of its equipment.

A stevedore, also known as a longshoreman, loads and unloads cargo ships.

Maritime law is a pro-worker body of law that protects seamen as 'wards of admiralty court.'

### Prepping for Trial

As trial lawyers, Dick and Lou take all the steps necessary to investigate and prepare for trial, whether in federal or state court. They represent their clients, conduct investigations, and make and argue motions. "We work to efficiently and economically solve each client's problems," Lou says.

However, the vast majority of maritime cases settle through court-ordered mediations during which Nielsen and Shields also represent their clients' interests. "Unlike criminal law, we define success not by wins,

but by whether the dispute is resolved to our client's satisfaction," Dick says. "The rare case that actually gets tried goes to court for a good reason – usually because the claim is bogus or the plaintiff is unrealistic," Lou adds.

### Proximity to Court

Nielsen Shields moved into the Plaza 600 Building in 2003 to be close to the Federal Courthouse, which was under construction at the time. "We wanted to be able to walk to the Courthouse,"

Dick says. Since then, the Vance Corporation has assisted Nielsen Shields with two office expansions as the law firm has added associates. "Vance has been quite pleasant

to work with. They made the remodel simple, retained the design team and coordinated the build out," Dick adds.

The growing list of members at Nielsen Shields include Kelly Hunter, who is now of counsel, and specializes in seamen's cases and insurance coverage; Asia Wright, an associate who brings cruise ship experience with Holland America; and associates Shannon Snider and Christine Slattery, both of whom worked as law clerks in the Washington appellate court before joining the firm.

Although serving Nielsen Shields' growing client base takes up the majority of their time, Dick and Lou's maritime interests have seeped into their personal lives. However, neither of them would attempt a fishing excursion in rough seas. "The closest I'd get to that is a crab boat moored at the dock," Dick says with a laugh.

In all honesty, however, Dick prefers golfing with his kids on dry land, while Lou takes to the waters in a more serene way. "I kayak and surf and I've started stand-up paddling," he says. On the associate side,



Shannon Snider

Christine and Kelly are avid boaters, and Asia takes cruises whenever possible, but Shannon prefers running and snow skiing.



TIMES SQUARE BUILDING

# A Steady Financial Hand

Daintry Price and Fritz Bowman

**B**UILT IN 1915, THE TIMES SQUARE BUILDING, WITH ITS BEAUX-ARTS EXTERIOR AND TRIANGULAR SHAPE, EXUDES A SENSE OF HISTORY AND STABILITY. ON THE SECOND FLOOR IS THE FINANCIAL PLANNING FIRM OF BOWMAN PRICE, WHICH IS CO-OWNED BY FRITZ BOWMAN AND DAINTRY PRICE.

Already a Vance tenant for more than 20 years, Bowman Price just renewed its lease for another five years. "In these uncertain economic times, we felt it was important to our clients to maintain the stability in our office location," Daintry says. "Plus we really

like where we are," Fritz adds, noting that he appreciates The Vance Corporation's commitment to the Midtown neighborhood and high building maintenance standards.

Bowman Price, which was established in 1987, specializes in three areas of financial planning. On a pie chart, it would be roughly 1/3 investment planning, 1/3 retirement planning and 1/3 business succession planning. The company has approximately 200 corporate and large private clients and \$80 million in assets under management.

## Broad Service Offerings

For the investment piece, Fritz and Daintry work to take a disciplined, academic approach to investing. "Regardless of market ups and downs, the basic tenets have not changed," Fritz says. Bowman

Price listens carefully to each investor to understand their financial goals, timeframe and risk tolerance. Then they choose from a diverse set of institutional investment products to match those goals to outcomes.

In other words, Bowman Price works as the facilitator between the investor and a

particular investment platform. "Technology has made it quick and easy for us to illustrate, test and model different allocations on different platforms, and to see

how they match a client's objectives," Daintry says. The independent financial advisors of Bowman Price are registered with NFP Securities, Inc., a broker/dealer that serves as Bowman Price's compliance regulatory firm for the SEC and FINRA.

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*"Regardless of market ups and downs, the basic tenets of financial planning have not changed."*

However, Bowman Price notes that the recent market turmoil has changed people's attitudes. "Our clients want to know what they can do to protect their money regardless of their age," Daintry says. She adds that many people are stepping up their portfolio reviews to quarterly or monthly rather than annually.

On the retirement planning side, Bowman Price follows a similar process to offer individual retirement accounts (IRA), education savings and retirement savings accounts such as the 401(k).

For the business succession piece, Bowman Price helps small business owners take a big picture view of what they need to do to transition their business successfully. This planning process often include estate planning, another of Fritz's specializations.

### Long-term Business Partners

With more than 25 years of work history together, Fritz and Daintry have accumulated a wealth of financial knowledge that they can share with their clients. "We also have a strong commitment to maintaining our professional designation and keeping current on changes in investment methodology, insurance industry and laws that impact financial planning," Daintry says.

But that's not the only thing that makes Bowman Price successful. "We have similar values, a congruent work ethic and a common goal of taking care of people," Fritz says. "You just don't find that every day in business."

Daintry agrees, adding: "We really enjoy the relationships we create with people, some of whom have been our clients since we started this firm."

Perhaps that is just what is needed. In these unsteady economic times, Bowman Price offers a steady hand.

## Sustainable Commuting Seminars

LOOKING FOR WAYS TO IMPROVE YOUR GREEN BUSINESS PRACTICES, EXPAND EMPLOYEE BENEFITS AND SAVE MONEY? COMMUTE SEATTLE IS OFFERING SEMINARS FOR EMPLOYERS, HR MANAGERS AND BENEFITS SPECIALISTS. THE GOAL IS TO HELP COMPANIES MEET THEIR SUSTAINABILITY GOALS BY REDUCING EMPLOYEE COMMUTING TRIPS.

The workshops will cover the business case for improving employee commuter programs, as well as available cost savings through tax credits, government incentives, discounted ORCA passes for employers and affordable transportation solutions that provide alternatives to driving alone.

After attending a seminar, participating businesses can sign up for a free, in-depth consultation with Commute Seattle to discuss specific commuter programs improvements, as well as related cost savings.

To register, call Commute Seattle at (206) 613-3131 or email [miker@commuteseattle.com](mailto:miker@commuteseattle.com).

**September 14 11:30 AM-12:30 PM** – Tower Building conference room

**September 16 11:30 AM-12:30 PM** – Plaza 600 Building conference room

### COMMUTE SEATTLE



LIVE MORE. DRIVE LESS.

## Vance Welcomes New Tenants

THE VANCE CORPORATION IS HAPPY TO WELCOME THE FOLLOWING NEW TENANTS TO THEIR COMMUNITY:

### The Tower Building

Club Zum  
Scoville Public Relations

### Plaza 600 Building

The Sazan Group  
TrInternational, Inc. - Reign Capital

### The Lloyd Building

Tyler Sholdt  
ITC – US, Dustin Winegardner

### Need Extra Storage?

Vance has secure storage space available in the Times Square Building. Please call Dana Bollinger at 206/613-3313 or Andrea Merrifield at 206/613-3304 for more information.



## Who's Behind *Corridors*

### Jack Connick, Creative Director and Graphic Designer

Jack's role on *Corridors* started 16 years ago. "Vance had a tenant bulletin that they wanted to jazz up," he recalls. Over the years, Jack has converted the publication to a two-color and then to the four-color magazine that it is today.

"Working on *Corridors* is always exciting due to the variety of tenants we cover," Jack says. His highlights include meeting Congressman Jim McDermott, who maintains an office in the Tower Building, and doing a photo shoot with Seattle radio and television personality Pat Cashman, who worked for Fisher Broadcasting (formerly a Vance tenant). "Pat kept cracking jokes; we

were laughing so hard we could barely snap the photos," Jack says.

Beyond *Corridors*, Jack has owned his

design business, Jack Connick Creative Services, for 28 years. Clients include Goodyear Commercial Tire Systems, Washington Department of Fish & Wildlife, Columbia West Properties and China Travel.

Recently, he teamed with GIS Integral, a Tower Building tenant, to develop maps and charts for the US Coast Guard, a regular client.

As an avid scuba diver he has travelled

worldwide to many exotic locales, most recently 300 miles off the Mexico coast to photograph giant Manta Rays.

Closer to home, Jack volunteers as a science diver for the Seattle Aquarium. "I get to feed the fish and perform underwater "shows" for the public working with Aquarium biologists," Jack says.

A few years ago, Jack combined his passion for diving and photography into a second business. He started Optical Ocean Sales, a retail business selling underwater photography equipment. Expanding upon internet success, he's recently added a store in Tacoma. "I really enjoy helping people get the most out of the sport."

### Debbie Van Der Hyde, Writer

Since 2003, Debbie Van Der Hyde has written 20 issues of *Corridors*, interviewed 67 different tenants and developed dozens of articles related to Vance news. "The publication is pure fun for a freelance writer," Debbie says. "I get to meet an assortment of tenants and talk about what they love to do."

Debbie became a solopreneur a decade ago after several years working in corporate marketing and communications. "I wanted

to have a flexible schedule so that I could raise our children and support their after-school activities," she says.

Debbie's feature writing work on *Corridors* varies from many of her other corporate assignments. As owner of Van Der Hyde Communications, she writes blog entries, podcasts, web copy, brochures, video scripts, case studies and more.

Outside of work, Debbie is a dedicated volunteer. "I recently spent six months on a pro-bono opportunity with the Taproot Foundation, an organization that matches professionals with local nonprofits that need marketing support," she says. It was a rewarding experience that fit in with her regular workload.

As a business owner and busy mom, Debbie still finds a few spare moments for herself. "I run, do Bikram or schedule a rare lunch with friends," she says.

### Ron Wurzer, Photographer

A former Seattle Times photographer, freelancer Ron Wurzer has been photographing Vance tenants for *Corridors* for more than three years. "I never get tired of it," he says. "I enjoy people. I like to have a conversation and take pictures as we talk."

Ron believes people are more likely to read an article with a compelling photo. To get the perfect shots for *Corridors*, he takes an average of 400 images per issue, which are narrowed down to the few that add a strong visual component to the stories. "My mission is to capture people in their element," he says.

Ron's work has been recognized by numerous national and regional organizations.

Highlights of Ron's newspaper career as a photojournalist include being a finalist for a Pulitzer Prize in 2000 for his WTO riot photographs and being interviewed by female Iranian journalism students in the Khomeini Shrine in Iran.



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