

Eight-Man Staff Handles Centers Leasing Program

Fifteen months ago the developers of Del Amo Financial Center decided to create their own leasing organization rather than rely exclusively on outside brokers to do the formidable job of finding tenants for 370,000 square feet of office space.

To head the marketing team, they hired Craig Ruth who had successfully managed several large office building projects in Southern California. Ruth's assignment was to find men with

solid real estate and business backgrounds, weld them into a cohesive unit, and provide the necessary training and motivation.

Not an easy task, to be sure. But leading men has been Ruth's life work, as a Marine Corps officer, football and basketball coach, and through working with many youth groups. The organization he put together in a relatively short period of time has proved to be an energetic and highly competent one. Results have ex-

ceeded the study made by an outside consulting firm which showed office leasing potential for the Torrance area to be 30,000 to 40,000 square feet a year.

Great Lakes Realty Corp., a wholly-owned subsidiary of Great Lakes Properties, Inc., co-developer of the financial center, is the company in charge of the leasing program. In addition to Ruth, who is marketing director, the staff consists of: RUSSELL S. BAYLY, Bayly is a native of Los

Angeles. He received his bachelor's degree from Loyola University and has also studied in Europe and Mexico. Following service with the U. S. Navy, he worked for Consolidated Electrodynamics, Pasadena, and Ryan Aeronautical Co., San Diego, before entering real estate in 1961.

In 1962, he was employed as leasing manager for the 24-story Electronics Capital Building in San Diego. He joined the David H. Murdock Development Co. in 1964

and was put in charge of a multi-million dollar office building complex Murdock was developing in Phoenix. He moved to Coldwell Banker & Co., Phoenix, in 1965, where he continued with office leasing and management for Murdock's project as well as for 10 other office buildings in the Phoenix area.

Bayly resides in La Canada with his wife and three children.

PAUL L. DENNIS
Another Angeleno, Dennis attended San Jose State College where he majored in real estate and insurance.

He was on the sales staff of Coldwell Banker & Co. for a brief period before forming his own company specializing in the sale and leasing of industrial, commercial and office properties. Dennis also worked for First Charter Financial Corp., holding company for American Savings & Loan, where he was in charge of acquisition of new branch properties and the disposition of surplus commercial property.

Dennis is a past president of the Los Angeles Realtors and is a member of Toastmasters International. He and his wife live in Los Angeles.

DAVID W. K. GODDRICH
Godrich, born in Versailles, France, attended the College of Real Estate Management in London. He was employed by Kemp & Hawley, London, for three and a half years as an assistant appraiser before coming to this country.

Godrich joined Coldwell Banker in Los Angeles where he served for 13 years as senior property manager. He was then hired by S. Mark Taper, chairman of First Charter Financial Corp., to be Taper's personal property manager.

He is a past president of the Southern California Cricket Association and sang for eight years with the Roger Wagner Chorale. Mr. and Mrs. Godrich and

their two children, Anthony and Carol, reside in Santa Monica.

JERRY HAY
Hay is a graduate of San Diego State College and he also studied at the University of Paris.

Hay came to Great Lakes Realty from the David H. Murdock Development Co. where he served as project manager of Union Bank Square in Orange. Prior to his Murdock association, he was leasing manager for Oak Cliff Bank & Trust Co., Dallas, for two and a half years, and was a sales representative for Minnesota Mining & Manufacturing Co. for one year.

He lives on the Palos Verdes Peninsula.

JOSEPH E. MEHRER
Born in Kansas City, Mo., Mehrer is a graduate of the University of Missouri with a degree in political science.

He was employed by the Ford Motor Co. in Pico Rivera as an industrial engineer before deciding to enter the real estate field. Mehrer is single and lives in Torrance.

BILL SHUBIN
The newest member of the leasing organization, Shubin is another native of Southern California. He holds a bachelor of science degree in real estate from the USC School of Finance.

Shubin has a broad background of sales, supervisory and administrative experience gained over 12 years in the fields of construction and real estate. He was in business for himself for several years as a home builder.

The Shubins and their two children live in Huntington Harbour.

JAY B. TUNNEY
Son of the former world heavyweight boxing champion and brother of a U. S. Congressman, Tunney has found his field of interest in commercial real estate and, according to Craig Ruth, "is one of the very best in the business."

Before joining Great Lakes, Tunney was with Flintkote Corp. and Coldwell Banker & Co.

Tunney is a graduate of Stanford and, like his father, a former marine. Jay lives in Los Angeles.



Heads Leasing Office

Craig Ruth, pictured boarding an airplane for one of his frequent trips to confer with potential tenants in the Del Amo Financial Center, heads the center's eight-man leasing staff. Ruth is marketing director for the center.

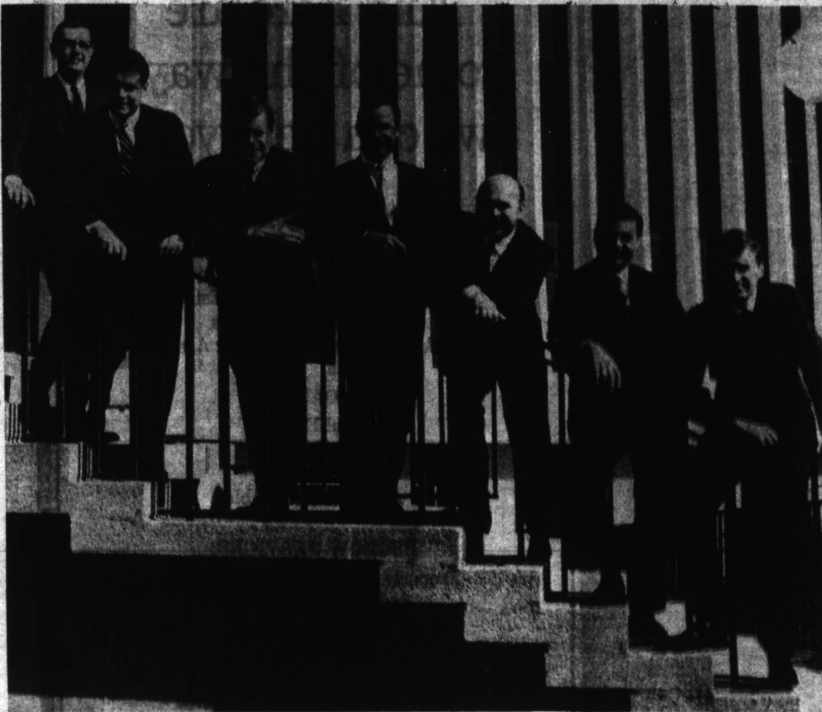
Western Federal First To Open in New Center

Western Federal Savings on June 30 became the first tenant to open for business at Del Amo Financial Center. The firm occupies 6,000 square feet in the circular pavilion building bearing its name.

sixth Southern California branch. Robert W. Oswald is assistant vice president and manager of the Del Amo office.

Oswald announced that the facility has a community room with kitchen available to civic groups.

This is Western Federal's

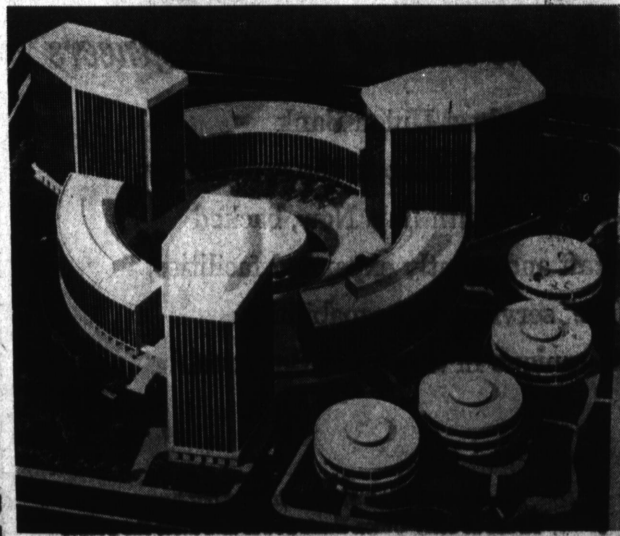


Del Amo Leasing Staff

Seven men, pictured here on one of the many stairways which are incorporated into the design of the Del Amo Financial Center, work under the direction of Craig Ruth, marketing director, to lease space in

the new center. The men are (from the top) Russ Bayly, Jay Tunney, Joe Mehrer, Jerry Hay, Dave Godrich, Bill Shubin, and Paul Dennis.

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