



Columbus Square Herald

Issue 5

www.mycolumbussquare.com

May 2009

IN THIS ISSUE:

AFTER HOURS EVENT

National College holds open house at new local campus

TENANTS CELEBRATE STORE ANNIVERSARIES

Want to announce your milestone in the Herald?

NEEDED: VOLUNTEER GARDENERS

Flower and landscape boxes need replanted for spring

COLUMBUS SQUARE FUN FACTS & TRIVIA

Interesting things you might not know about the center

COMING SOON TO A PLANTER NEAR YOU

Flower boxes at the center also are being replanted

DELIVERY REMINDER

How you can help with traffic flow and customer safety

TEMPERATURES RISING

Keep your a/c from working overtime in the summertime

CENTER IS THRIVING

Smart solutions to help keep customers coming back

NEW STORE POSSIBLE

Prospective tenant may bring variety to shopping center



National College plans after hours open house, celebrates membership in NABA

National College is having an open house May 12th from 5:30 p.m. to 7:30 p.m. Located at 5665 Forest Hills Boulevard, the new campus occupies the former Sears Paint and Hardware building.

NABA members and friends are invited to this "VIP" event which includes free food and refreshments, along with tours of the facility.

Join the fun and networking NABA's events are famous for. Learn from college staff the benefits it is hoped the school will bring to the Northland business community, both for employers and employees. And it's all **FREE**.

For complete information and to RSVP, go to www.nabacolumbus.org, or call NABA at 614-578-9787 by May 8 at 5 p.m.

The 20,700 square-foot campus features 10 lecture classrooms, four computer classrooms with 84 workstations, and laboratory facilities for medical assisting, surgical technology, and information systems engineering programs. The school has invested approximately \$1.4 million -- all privately funded -- in renovations and equipment for the new campus.

The college also is planning a grand opening in July. If you are interested in donating items

for this event, please contact Joe DeLuca at National College at 614-212-2800 or e-mail him at jcdeluca@national-college.edu.

Celebrate your milestones in the Columbus Square Herald

Congratulations to Columbus Square tenants with a business anniversary this month:

- Mi Li - since 2006
- Kresge Construction - since 1999
- Advanced TV repair - since 2001
- Bags of Leisure - since 2008

Are you having an anniversary? We'd like to announce it in the Columbus Square Herald. Please contact our leasing department at 457-6650 to let us know.

Calling all gardeners for volunteer work

State Route 161 flower/landscape boxes need help! Northland Alliance will have funds to help purchase plants. Garden expertise will be provided by our friends at Oakland Nursery. We will be replanting most of the gardens with drought tolerant plants, hoping to reduce the need for daily watering.

If you want to help, please contact Judy Harding, Rt. 161 Landscape box chairperson, at karmelmorsemanor@yahoo.com.

Columbus Square fun facts and trivia

Did you know approximately 7000 to 10,000 cars travel through the shopping center to get between Cleveland Avenue and Forest hills Boulevard every day!

Coming soon to a Columbus Square planter near you

Flower boxes around the shopping center are scheduled for planting the week of May 17, weather permitting.

Reminder regarding store deliveries and safety

Deliveries should be taken through the rear of your space so as not to affect customer traffic flow and pedestrian safety.

Keeping cool indoors as outdoor temperatures rise

To keep your air conditioner from working **overtime**:

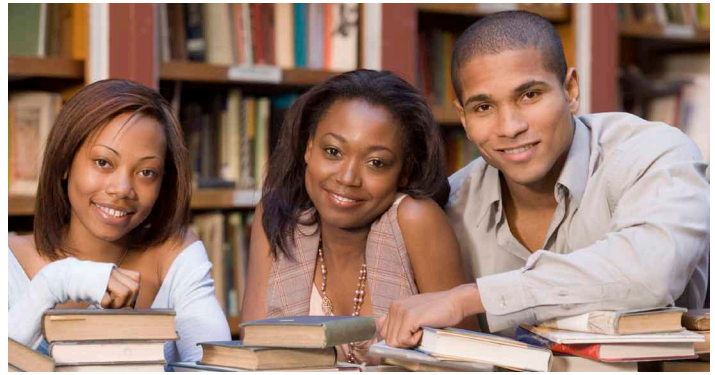
- Keep all doors closed, front and back, to keep the heat out and cooling in
- Let your fan run all of the time to keep air circulating in your storeroom
- Raise the thermostat a few degrees at night when you are closed
- Be sure your filters are clean

Columbus Square thrives despite retail sector declines

George Hadler,
President, The Hadler Companies

It's nice to see Spring arrive after a long winter. The warm weather is sure to make us all feel better about everything, including the economic news. Our government and the best minds in the country are working overtime to solve our problems. We just need to run our businesses soundly in the mean time, and make sure we serve our customers better than our competitors.

I had the opportunity to see the remodeling progress of the former Sears Paint and Hardware building, now leased to National College. The transformation is nothing short of awesome, and I can see why this chain of 24 colleges has been so successful. Everything is decorator coordinated, the



classrooms are spacious and well lighted, and even the bathrooms are impressive.

I can't stress enough what a tremendous addition National College will be to Columbus Square. Aside from the new administrative and teaching jobs, over time student enrollment is expected to swell to approximately 600. All of these extra people traveling to Columbus Square are likely to become your customers if you keep your store well merchandised, and treat every customer with a personal level of attention. And, if you take an interest in National College, they will likely return the favor.

We're doing everything we can think of to draw customers to the center, and earn their loyalty. I challenge all of you to do the same. These goals take time, but there is always the point of beginning. It might take several years or longer before you see the benefits of your efforts, but whatever you do to promote your business will surely increase from year to year so long as you're constantly asking prospective customers to patronize your business. You can see what we have done with Columbus Square. It is working because we have been consistent.

Everything we have done at Columbus Square is for your benefit. The extra time and effort you spend in promoting your business, especially the customer experience, will also pay off. Make it a goal to be better than your competitors, then commit to remain ahead of the pack.

New tenant plans to add variety store at center

A new variety store is planning to occupy 3,000 square feet at 5866 Columbus Square, the former Pittsburgh Paint Store. Opening date for the planned variety store is unknown. Also, The Hadler Companies is currently working with Carolina Southern Buffet to occupy the former Longhorn Steakhouse property.

The official contractor for Columbus Square

TA **TRANSAMERICA**
BUILDING COMPANY, INC.
New construction • 614-457-8322 • Remodeling

Columbus Square is owned and managed by:

THE HADLER
COMPANIES

The Columbus Square Herald is a periodic publication of The Hadler Companies, 2000 West Henderson Road, Suite 500, Columbus, Ohio 43220. Questions or comments regarding this issue can be e-mailed to: David McKean, advertising director at dcmckean@hadlercompanies.com, or by contacting The Hadler Companies at (614) 457-6650. For more information, visit our Web sites at www.hadlercompanies.com or www.mycolumbussquare.com.