



# The Columbus Square Herald



## What's Happening?

### Upgrades Paying Off

On October 11, 2007, *This Week Northland* printed an article regarding Columbus Square Shopping Center and the pay offs of reinvesting back into the center with the improvements performed over the past year. The following is an excerpt from that article:

*More than a year's worth of reinvestment in the Columbus Square Shopping Center has increased shopper traffic, increased the success of businesses and lowered the vacancy rate of the center.*

*"The result has exceeded my expectations," said George Hadler, president of The Hadler Companies, which owns the center.*

*"The center was really beginning to show its age," Hadler said. "Our goal was to take what we had and make it look like a newer center."*

*As a result, he said the center, built in 1980, has leased an additional 92,000 square feet of space.*

*"There's just more people shopping at the center," he said. "Tenants are telling us, pretty much across the board, that sales are up."*

*"The easiest way to describe what we're doing is kind of a base philosophy in business: if you do the right things for the right reasons, you get the right results," Hadler said.*

*"So far, our disappointments have been very few."*

## Property Management

### Roofing is Next Upgrade

Part of the continuing upgrade of Columbus Square is a new roof being installed on the entire southeast section of the shopping center. The roof from the Canine Design store to Foxy Nails is being completely replaced by Able Roofing Company. Other upgrades include:

- **Lot Striping** - Many of the faded parking lot lines have been cleaned up and the striper has now worked on most of the intersection and stop sign areas, as well handicap parking spaces and at the end of parking rows.
- **Lighting Controls** - The new lighting controls are now in full operation all along the length of the buildings on the north side of the shopping center. With better lighting at night, the center looks more inviting to customers.
- **Rear Lighting** - More new lighting has been recently added at the rear of the shopping center. Large, 1000-watt floodlights were added at the maintenance office to improve the overall security in the rear of the center.

## Community News

### Cleveland Avenue Clean-up Day

Please join the Northland Area Business Association (NABA), the Northland Community Council and the Keep Columbus Beautiful campaign for another Northland Community Clean-up Day, this time on Cleveland Avenue, Saturday, October 27, 2007 from 9 a.m. - 12 noon (rain date: Sunday, October 28, same time). Meet in the parking lot of Monaco's Palace, 4555 Cleveland Avenue. Questions? Call (614) 478-8469.



### Tenants Speak Up!

*"I feel that image is everything, and the upgrades improve the image of the center...a better image attracts more people to come. The painting and landscaping also really helps bring life back to the entire area." – Ken Taylor, Owner/Operator Royal Collection Boutique*

# Reinvesting Makes Good Sense

**T**he Hadler Companies celebrated its 60th anniversary with an Open House at the companies' recently remodeled corporate offices. The event was attended by nearly 300 people, all friends of the family and various VIP members of the Central Ohio real estate community. It was truly an honor to host this event on behalf of the family and our extremely talented employee team. We are all very proud of my father's many accomplishments over 60 years.

In case you are unfamiliar with his story, my father began Hadler Realty at the age of 20 as a one-man show. It was a classic business start-up, with all the challenges and pitfalls involved. What made him successful were his vision, confidence, and gift of common sense. He was able to spot an opportunity, do his homework, "crunch" the numbers, and confirm if the opportunity was as good as he thought. Every deal was a calculated risk, so he held out for deals that were worth that risk.

He also lost money on some of his ventures. Business runs in cycles, and he learned this early in his career. A lot of his success was based on putting money away so he had something to fall back on when the company experienced negative cash flow.

He also put a lot of money back into the company. Business conditions change according to the economy, competition, technology and other factors. Businesses that fail to change are doomed or at best merely survive.



The Hadler Companies are now reinvesting in our centers at a record pace, and we are particularly proud of our accomplishments at Columbus Square. We are also nearing completion of the exterior of the Bowling Palace, and we are remodeling our lounge, with an "island bar" theme due to open around Thanksgiving. A covered outdoor patio will be included in direct response to our customers' needs following the smoking ban.

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I am sharing all this with our tenants hoping that some of the lessons my father passed on to me might prove helpful as you evaluate your own businesses. The businesses that are thriving today are those that reinvest to improve the customer experience. We ask you to take a good hard look at your stores with "customer eyes."

Cleanliness is important to customers, and cleaning products and paint are cheap. People get tired of the same environment year after year. We encourage you to improve the inside of your stores to match the improvements we've made to the center. Based on experience of over 60 years, we know that reinvesting with a lot of thought and planning pays big dividends.

- George Hadler, President  
The Hadler Companies

## Community News

# NORTHLAND AREA BUSINESS BLOCK WATCH

**I**s a Business Block Watch the right thing for the Northland area? We already know how well residential block watches work, with sufficient participation and commitment. But can block watches work in business districts? The short answer is: "Yes they can...with sufficient participation and commitment!"



Attend an informational/organizational meeting on Saturday, October 27 to find out more, including how YOU can benefit AND become involved!

**When:** Saturday, October 27, 2007, 9 a.m. to 12 noon  
**Where:** Days Inn North, 1212 East Dublin-Granville Rd.

**Program:** Presentations by Columbus Police, private security representatives and members of the NABA SR 161 Task Force; Q&A, discussion and networking.

**Directions:** From SR 161 just east of I-71, turn north on Ambleside and left (west) immediately onto the service road parallel to SR 161. Proceed .25 mile to Days Inn North.

**Admission is FREE.** Food and refreshments are provided. (Freewill contributions to the NABA SR 161 Task Force are welcome.) For additional information, contact Mark Higdon at (614) 578-9787.

Columbus Square is owned and managed by:

