Quality Real Estate Development in the Greater Sacramento Region

INTER-CAL REALESTATE MAGAZINE

MIKUNI, ON A BIGGER ROLL AT THE FOUNTAINS

13 MODALITIES FOR BETTER HEALTH

SHOP LOCAL & SUPPORT YOUR COMMUNITY

FIND YOUR CORE & MORE IN FOLSOM

> VOLUME ONE | 2022 INTER-CAL.COM





FOUNTAINS SO UNEXPECTED



MIKUN TARO ARA



ONCE UPON A CHILD SARA SYLVIA









SERVICE



NO ONE FIGHTS ALONE

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Cover photo provided by: The Fountains at Roseville Inside cover photo provided by: Image Outfitters Photography





SEASONAL HAPPENINGS IN THE HEART OF THE COMMUNITY

In Issue









RESTORE HYPER WELLNESS ILAN FRANK











NOW OPEN JEI Learning Center Core Pilates Folsom Cigar (*expansion*)

OPENING 2022 Auctorem Tattoo Fourk Kitchen Nara Sushi



OUNTAINS SO UNEXPECTED.

NOW OPEN

Madison Reed Nick the Greek The Shade Store

Restore Hyper Wellness & Cryotherapy

Loehmann's Plaza The right place. Anytime.

NOW OPEN Restore Hyper Wellness White Barn, Bath and Body Works **OPENING 2022** Maryam K Beauty **UPS** Store (expansion)

SHOP SMALL SUPPORT YOUR COMMUNITY

Something must be going on beyond the purchases, something that connects us to local merchants and to each other.

Henry Ford said, "Coming together is a beginning, staying together is progress, and working together is success." Ten years ago, American Express started an awareness campaign inviting shoppers, civic leaders and small business to shop small and shop local. The congressionally sanctioned event encourages people to revitalize their own communities by bringing holiday shopping to local merchants. This is a community event we should all endorse.

There are common sense reasons to shop local centers like the Inter-Cal properties-reasons beyond the charm of the property, or the opportunity to find merchandise unavailable at big-box stores. Perhaps most importantly, the money you spend-and much of the tax you pay-stays local. How much exactly? According to research printed in "USA Today" \$68 of every \$100 spent. This is money that improves schools, or pays local police, and doesn't evaporate into cyberspace when you hit "buy now" online.

Further you'll raise your own property values. What do prospective homebuyers ask most about after the local schools? The shopping of course. And a vibrant community of local shops just adds to the allure of your own house and your own neighborhood.

These small businesses are job creators-some suggest the most important job creators in the country. The Small Business Administration reports that more than half of U.S. jobs since 1995 were created by small businesses. The SBA also reports that since 1990 big business has eliminated 4 million jobs; while small businesses have added 8 million jobs. Every time you grab a bagel and dark roast at a local coffeehouse or select a new bag at a neighborhood

boutique, you could be creating a new job at the same time.

These small merchants are also joy creators. They welcome you to gather, to touch, to take part in their dreams. Their stores represent a little piece of their imagination, and their time with you is a personal investment. Customer service is extraordinary because the clerk who greets you and helps you navigate one-of-a-kind merchandise is almost always the actual owner. This is the sort of one-on-one, human experience that is disappearing in America, a little piece of heartland still down the street in your local Inter-Cal shopping center.

Remember also that these merchants are your neighbors-literally. They sponsor Little League teams. They volunteer at local churches. Spending money in their stores strengthens the fabric of the community, our community. It's reciprocal. It's respectful. It's the right thing to do.

The SBA found that 96% of consumers who reported shopping on Small Business Saturday said the day makes them want to Shop Small all year long, not just during the holiday season.

Something must be going on beyond the purchases, something that connects us to local merchants and to each other. This is what communities do, work together as Ford said, to create a sense of purpose and prosperity. Local shopping centers are the front porches to our neighborhoods. We should certainly find time to call on our neighborhood merchants this new year, but just as important, we should make time to visit year-round. After all-we're all in this together.



Currier Square held its signature Halloween & Holiday events with epic fun & record setting crowds



SPOOKY STREET SATURDAY, OCTOBER 24

Halloween was topped off by our girl dinosaur "Bluey," who posed for photos with children and enjoyed hamming it up all day for selfies. This dino worked for food and candy. Children received pre-filled candy bags and enjoyed a drive-through event featuring lights, inflatables, magical fairies, and entertainers.

Two heartfelt events took place for families at Currier Square during Q4.

DASHING THROUGH THE SNOW SATURDAY, NOVEMBER 27

- Christmas at Currier Square included the Big Man
- in Red. Santa was on-site for photos. The day included all the fun food groups: candy, candy
- canes, and syrup.
 - Both events raised money for the Butte County Food Bank.



FARMERS MARKET

Year round, every Tuesday

TOT TIME TUESDAY

Every Tuesday, April through December a librarian from the Roseville Public Library reads aloud on main stage

KIDS CLUB

Quarterly Kids Club Newsletter, Monthly Birthday Card Quarterly Kids Club Event

Valentine's Day: cooking decorating, face painting, balloon art

Summer Camp: storytelling, camp crafts, scavenger hunt, smores station

Cocoa & Cookies: early entry photos with Santa, refreshments, Elf story time, letters to Santa

FAST FRIDAYS

June: Summer in the City (disco era)

Professional chalk art-children's chalk area, street performers, big bubbles, face painting, DJ

July: America the Beautiful

Live music, high school marching band-ROTC, classic car show, street performers, Roseville PD & fire department

August: Summer Camp

DJ, scavenger hunt, street performers, camp crafts, storytelling, face painting

September: Under the Big Top (circus)

DJ, magician, strolling jugglers, street performers, character artist, big bubbles

SO UNEXPECTED SATURDAY'S

Every Saturday beginning June through September, there will be live music on the main stage, in the median on main street and in between D&B and Zocalo Restaurant













MIKUNI TARO I

The Arai family never gave up hope and determination. Their prayers were answered with the birth of Mikuni (Kingdom of God).

n a crisp November afternoon shortly after Thanksgiving, Taro Arai walked into the newest iteration of Mikuni opening soon at the Fountains of Roseville, flashing a mega-watt smile, a blue-green ponytail that would make any teen envious, and a passion for dreaming. In fact, the business card he slipped from the pocket of his hoodie listed his job title for the popular Sacramento-based sushi franchise as CDO: Chief Dreaming Officer. "Mikuni is about people, about love," Arai said over the din of construction workers remodeling the new store. "It's not about growing. It's not about fame. We don't even have to make the best sushi. We just want to show love to our employees, our

> Taro learned to dream from his father, Reverend Koki Arai, who brought his family to the U.S. in 1985. To survive, Taro's father founded a Japanese church that came with a small stipend. His mother, Komichi, cleaned houses with his sister, while Taro and his brother delivered newspapers and collected cans to help make ends meet. "One day my dad woke up and said God gave him a dream. We are going to open a restaurant,"

customers, our community."

Taro said, tipping his head back in laughter. "He had never cooked. He had no business model. Our entire family had \$2000." But Reverend Arai was passionate about his dream, and as luck would have it (or perhaps as would the hand of God) the family found a benefactor, Dr. Yasuo Hara, a practicing OB/GYN from Japan whom the family literally bumped into on the street while looking for a home to rent. Dr. Hara gave them \$300,000. No questions asked. And Mikuni-which means Kingdom of God-was born.

The first restaurant, which opened in Fair Oaks, was hardly an overnight success. Reverend Arai picked the spot while on a run near the Nimbus Dam, and to this day Taro says it was a stupid location. The family built the sushi bar by hand, and had no idea how to prepare fish. "I certainly didn't know how to make sushi. When I asked my dad who was going to make the sushi, he said 'who else?' So, I learned to make sushi from a book, "Sushi for Dummies." With no business model and no restaurant skills, the Arai family burned through the \$300,000, acquired another \$100,000, burned through that, and was on the verge of bankruptcy. But Reverend Arai remained steadfast. "My dad said we will just have to dig deeper to build a solid foundation, like a tall rise building. He said to do our best, and God will take care of the rest." Finally, in the early 90's, lines started to form outside the restaurant, and to this day a table at the Fair Oaks location is difficult to come by.

Taro said his job was to take over his father's dreaming after he retired in 2000. The new store at the Fountains If I opened your fridge at home, what would is part of his newest dream that he terms 50/50: 50 loca-I find? tions by Mikuni's 50th anniversary. Further, the franchise Lots of weird stuff. Squid guts for one. I love has leveraged its success to give back in countless ways. squid guts. The Mikuni Charitable Golf Tournament has raised over \$2.6 million to date. \$1 million of that was donated to the What did you listen to on the way to work Sutter Cancer Center. And during COVID, Taro himself today? committed to teaching many virtual "Sushiology" classes The Bible. I try to read the whole Bible once a - one of which was a class hosted to 300 disabled kids year. I have five books to go. definitely one of the bigger classes virtually hosted. Taro calls these Kaizen moments: to use business activities to Do you have any advice for a new create change for the better. "It's crazy. That's why I can't entrepreneur? stop smiling. Our mission statement now is to make Focus on eternity. We're not taking anything Mikuni the most loving company in the world." Few with us, so eternity is better. would guestion that Taro Arai has done just that.



Coffee or tea?

I drink coffee every morning and I drink tea all day. But I better say tea since Mikuni is about to release its first green tea next month.



KiDTOPiA kicked off in summer of 2021; to date over 1,000 members have joined the club. We appreciate our loyal guests who show up each month to be part of this fun kids' club. Members meet monthly in front of the fountain every second Saturday, April through December.

Want to be a member? Sign up at: citrustowncenter.com/kidtopia-signup

Halloween and holiday events raised money for HART of Citrus Heights; New York Life scanned and provided ID's for over 500 children during the events.



HAPPENINGS

KIDTOPIA KIDS CLUB APRIL - DECEMBER

Citrus Town Center celebrated Halloween and Christmas with the general public and with VIK (Very Important Kids) **KiDTOPiA** members.

ONCE UPON A CHILD SARA SYLVIA Sara loves to light up shopper's faces when they get



Sara loves to light up shopper's faces when they get five items for the price of one from other stores.

She had barely taken over as owner of Once Upon a Child in Citrus Town Center when COVID struck. Like all mom-and-pop retailers, she was backed into a corner, forced to close and desperate for a way out. She lit on the idea of creating personalized shopping bags for parents based on what they could afford. Determined to work with the community, Sara started taking appointments and became a sort of personal shopper for parents and grandparents. "We didn't think anything would happen with it," Sara said. "But it BUH-LEW up! We had an enormous amount of people calling saying 'hey, I have \$10,

what can you get me? I have \$15 what can you get me?'"

Mountains or Beach? Mountains all day. I love to hike.

Coffee or Tea? Coffee. Mom of three. Need the caffeine.

Flip Flops or Tennies? Cowboy Boots

Advice for a New Entrepreneur? Find yourself an amazing manager like I

Find yourself an amazing manager like I have. Sheena Fonseca is my righthand woman! Then Sara started getting calls from parents who said they didn't have money, but they had items for trade, and she complied. "It was really, really cool. We had the product. We just had to figure out how to get it to them. A bad situation turned good," she said.

Business has normalized for Once Upon a Child, a store that both buys and sells gently used children's clothing and goods. Sara remains upbeat, because as she said, "People are not going to stop having babies." Employing 14 people, the store bustles even on a weekday morning, some staff working on "buys," others on sales. Sara emphasized that in her store, a dollar stretches much further for her "mommas," who might buy five items at Once Upon a Child for the same amount that they might spend to purchase one item at Target. And because her customers often accrue credit for lightly used clothing, they might not even open a wallet as they shop for the next size up. "Also, we always have clothes that are in season," Sara said, rolling her eyes. "It infuriates me that department stores insist on selling winter clothes in summer, and summer clothes in winter."

Lucky for local "mommas," in Citrus Heights, Sara Sylvia is determined to fight the good fight.



SHOPPING to EDUCATE

Lake Crest Village, Citrus Town Center and Loehmann's Plaza combined efforts for the 5th Annual 2021 Shopping to Educate Program. Citrus Town Center joined Lake Crest Village and Loehmann's Plaza to support local elementary schools, bringing students, teachers, parents, grandparents, and friends together to shop for their school and to discover shopping and dining experiences. Schools earn points for attending events and triple points for shopping certain shops and restaurants at each center. Participating schools earn \$250 - \$2,500. All schools will receive a reward when the program ends in February 2022. Inter-Cal Real Estate has donated almost \$60,000 in cash donations through Shopping to Educate, and the three properties look forward to another great year in 2022. If you have a school that would like to sign-up for the 2022 program, contact info@marketingguru.com.

A YEAR OF GIVING

Inter-Cal Real Estate Corporation was able to join forces with Northern California communities to generate over **\$9,000** in donations benefitting local non-profits during 2021.

BUTTE COUNTY FOOD BANK

The CAA's North State Food Bank collects and distributes food throughout the service region encompassing Butte, Glenn, Colusa, Plumas, Sierra and Tehama counties. With the help of their extensive network of partners, the North State Food Bank offers multiple programs to help low income families get the food and nutrition they need each month.

www.buttecaa.com/north-state-food-bank/

CITRUS HEIGHTS HART

Citrus Heights HART is a volunteer-run community effort to end homelessness in the city of Citrus Heights. The organization's goal is to act as a resource forthose facing extreme poverty and chronic instability by connecting them to local services. www.citrusheightshart.org/

PAINT SACRAMENTO PINK

The Paint Sacramento Pink committee consists of a group of passionate volunteers who are devoted to helping others and saving lives. Their campaign team partners with local area businesses, because they believe that the FIGHT against breast cancer only strengthens with the support of the community.

www.paintsacramentopink.org/

SACRAMENTO CHILDREN'S HOME

Since 1867, the Sacramento Children's Home has been committed to helping children by providing high-quality care to the Sacramento region's most vulnerable children and families. www.kidshome.org/

TWIN LAKES FOOD BANK

The mission of the Twin Lakes Food Bank is to share God's love by mobilizing the community to provide food and support to those in need. www.twinlakesfoodbank.org/



TAPS & APPS BREW FEST

The community showed up to support their love of suds and support local Paint Sacramento Pink.

Loehmann's Plaza celebrated fall with an Octoberfest fundraiser, supporting Albie Aware 2021 recipient of Paint Sacramento Pink campaign. Proceeds from the Taps & Apps event raised \$7,000 to pay for mammograms for those in need. Tickets were sold for \$25 that included a glass, appetizers and tastings from local breweries from around the region. Three bands and 15 breweries provided a fun start to the holidays for those who attended October 23, 2021.





by: Image Outfitters Photography







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RESTORE HYPER WELLNESS ILAN FRANK

Restore Hyper Wellness focuses on 13 Modalities completing a circle of love for the body and for the mind.

m a connector," Ilan Frank said from behind his desk at the Restore Hyper Wellness clinic in Loehmann's Plaza. "I love people. When you have a passion for business and a passion to give back, you meet a lot of people, and I want the people I connect to enjoy anything we accomplish, together or individually." Frank is the classic

TIO 99

example of a flourishing entrepreneur, opening his first business shortly after arriving alone in the U.S. from Israel in 1989. He still owns that business, Crime Alert Security, and has leveraged a philosophy of supporting community and employees into several more successful ventures. "As an entrepreneur it's about providing, for the community and your staff," he said.

Frank's Restore franchise commands most of his attention currently. He opened the Loehmann's Plaza clinic just over a year ago and

will open a second at the Fountains at Roseville disorder or even a hangover," he explained. before year's end. Further, he has green lit a third People interested in connecting hyper wellness clinic to welcome clients in Folsom early next year, modalities to their lifestyle can learn more at and has plans for a fourth in Walnut Grove later in 2022. Frank's belief in the mission of wellness radi www.restore.com, or contact the Restore clinic at ates when he talks. "The benefit of using the Loehmann's Plaza at 916.777.3747.



Restore modalities completes a circle of love for your body," he said.

The clinic offers a fascinating variety of services, termed modalities, that clients can package to best suit their wellness needs, services such as cryotherapy for inflammation, hyperbaric oxygen



for performance and recovery, photo biomodulation for arthritis and sleep, and a buffet of IV drips to boost energy or recovery. During the COVID crisis, Frank partnered with Greg Vaughn's Valley foundation and Bayside Church to offer free IV drips to first responders. In all, Restore offers 13 modalities, each overseen by a registered nurse or a trained therapist. Frank says it might be easiest to think of them as preparative and corrective. "You may be trying to prepare for a marathon or even seasonal flu, or you may be trying to correct high triglycerides, a sleep



EPIC CROVIDS & MOUNTAINS OF CANDY Carver Jenn carving 150lb pumpkin onsite Sunday, October 31-5pm - 7pm.

The community was excited to attend this in-person event with 1,500 in attendance. The mountains of candy disappeared in two hours of festive fun.



CBS 13 Sacramento 10pm special feautring Heart of Folsom Spooky Street Event Photos provided by: Sam Ithurburn

The Heart of Folsom celebrated Spooky Street Halloween with epic crowds and mountains of candy. When the guest list crept up to 1,456 by noon on October 31, we began hitting the stores for more candy. Thankfully Grocery Outlet came to the rescue. With mountains of Dum Dum's and chocolate to give away, we opened the night with over a thousand guests in line for festive fairy selfies, old fashioned pumpkin carving, trick-or-treating, and a chance for a deep dive into the Dum Dum wagon. So much fun for all those who attended. Proceeds were donated to Twin Lakes Food Bank. We would like to thank the community of Folsom for overwhelming support.

CORE PILATES MATTICAMANDA SALYER

After years of pain and suffering owner, Matt Salver feels healed forever through daily Pilates.

att and Amanda Salyer love adventure. Both accomplished surfers, they leveraged their - talent to launch a worldwide adventure, traveling and surfing in 14 countries. Eventually they found their way to Hawaii to teach surfing and enjoy what Matt claims are the best waves in the world. Their surfing adventure came crashing down, however, when Matt fractured part of his spine while riding a wave. No problem. The couple simply used Matt's rehab to open the door to their next adventure: a passion for Pilates that eventually led to their opening Core Pilates in the Folsom Faire Shopping Center on East Bidwell Street. After struggling with back injuries, Matt Salyer and his wife found healing through Pilates practice. "Amanda 26 found a Groupon deal on Pilates, and we completely fell in love with it. The owner of that studio helped heal me after years of pain."

The Salyers' fervor for Pilates is nearly religious-and for good reason. The mind-body exercise, developed by Joseph Pilates in the 20's to help wounded World Warl veterans get out of hospital beds, has led millions on a journey to health and healing. The Salyers' studio-sleek, modern, antiseptically cleanfeatures five reformer Pilates machines which supply the secret sauce to Salyer success. Matt explained that the reason the machines are so benefical for people with injuries is that training while

80's. Haha-veah!

Lots of vegetables. I literally just made a beautiful chuck roast stew with tons of vegies.

Coffee for sure. Sweden consumes the most cups of coffee per capita, per day, of any country in the world. But we add extras to our coffee. Collagen. Mushroom powder. Chicory root.

Take risks. Just go for it; if you're passionate, it will work

lying down reduces the impact on the joints so almost anyone can do it. And because the reformers are resistance-based machines, clients achieve high level fitness. "It's amazing," Amanda said. "Reformers strengthen your whole core and all the deeper muscles, which we need to be strong in order to live pain free." The couple offers the first class for FREE so that anyone can come and try it for themselves – they can see how amazing the reformer Pilates practice is.

> People considering their own adventure into fitness can explore the Core Pilates website at www.corepilatesCA.com or can contact the Salversat corepilatesCA@gmail.com.



SPOOKY STREET

Children and families lined up to request a balloon animal from the beautiful Pumpkin Fairies who spread magic and love.

Lake Crest Village sponsored Spooky Street, inviting community members on October 24 to show off their best costumes while walking the center for a wild day of candy and pumpkin giveaways, a DJ party dance off, and a carving display by the Pumpkin Geek. The day's activities raised money for Sacramento Children's Home. A special thanks to Nugget Market for supplying candy and hundreds of pumpkins, making the day magical for all who attended.



This family was dressed to take off for Space–but found the event at Lake Crest Village just as fun Photos provided by: Sam Ithurburn

AT YOUR SERVICE

Customer experience matters more than ever for successful brick-and-mortar retailers.

Let's get something straight-reports of the death of 4. Help associates come up with perfect greetings. brick-and-mortar retail are greatly exaggerated. Yes, Nicasio suggests that cookie-cutter greetings like COVID has completely changed the playing field. "Can I help you?" show disinterest and encourages Yes, shoppers have fallen in love with the screen retailers to come up with 10 creative ways to greet command "buy now with one click." But in its State customers. of Brick & Mortar Report, ServiceChannel finds that 5. Hire employees who go out of their way to cheer 86% of consumers still make more than half of their up a shopper. Nicasio acknowledges the right purchases in physical stores. approach can vary from customer to customer, but start with something as simple as a compliment.

However, ServiceChannel also reports "too many retailers have abandoned the basics and are subjecting shoppers to terrible in-store experiences. In fact, 70% of shoppers report a negative experience in the last six months at a physical retail store."
6. Find a way around stockouts. Nicasio says the best way to do this is to avoid stockouts altogether, but that retailers who are go-getters might call customers and offer substitutes or give backs.

7. Know your regulars. Not just by name, says Nica-sio, but by their shopping habits. That might include a call home when stock items arrive or a management system that tracks customer habits.
7. Know your regulars. Not just by name, says Nica-sio, but by their shopping habits. That might include a call home when stock items arrive or a management system that tracks customer habits.

1. Remember—and appreciate—repeat customers. Nicasio encourages merchants to let frequent customers know that they are grateful for their purchases, and to make a surprise thank you a key component of customer retention.

2. Send personalized video messages to new customers. Nicasio argues that welcome messages are a common practice in online retail, and that shop owners would do well to also capture the magic of a personalized welcome.

3. Proactively address shipping issues. A biggee now that "supply chain" is part of our everyday vocabulary. Nicasio recognizes that shipping issues aren't technically the retailers' fault, but that it's very important to closely track customer orders and stay ahead of the situation by getting in touch with shoppers.

8. Know your products and put your knowledge to good use. This comes in handy, Nicasio points out, when discussing benefits of differing items, or teaching a customer about a new product.

9. Be on the lookout for commonalities. Nicasio argues that successful merchants find things they have in common with their customers. A local café. A bingeworthy show on Netflix. An author they both enjoy.

10. Be prepared to deal with mishaps. Seems easy, but Nicasio says that retailers will fare a lot better with a sincere apology and a quick effort to compensate for what happened.

The impressive numbers from recent holiday sales make clear that the brick-and-mortar retail experience is alive and kicking. It's the job of service oriented merchants and shop owners to keep it that way.



INTER-CAL REAL ESTATE CORPORATION



540 FULTON AVENUE, SACRAMENTO, CA 95825 | 916-489-4600 | INTER-CAL.COM