



The Grape Crusher

# NAPA VALLEY COMMONS

January 2019

## Business Spotlight: ASL Printing

How far will a company go for customer service?

ASL Printing has been providing their outstanding services to Napa Valley Wineries for decades, so when their clients requested a more local presence, this 50+ year-old company answered with a brand new facility in the Napa Valley Commons. Not only did they establish a local presence to provide their clients with a face-to-face experience, but they installed a multi-million dollar printer facility equipped to deliver their high-quality product at record speeds.

When trying to calculate the mind-boggling production speeds of the newly installed printer, we immediately assumed that ASL Printing only focused on the largest of the Valley's wine producers. While it is true that they print for many of the biggest names in the region, we were shocked to learn that their client base and focus include some of the smallest wineries as well. This ISO 9001 and FSC-certified company has established itself as a great, local resource for any and all of our Valley's wineries.

Printing is only one step in the label creation process, and ASL is not just a cog in the machine to fulfill that single role. They provide creative support, design services, and most importantly prototyping! They are set up to prototype a run of a few bottles or even just one.

We're excited to welcome this long-standing business solution to the Napa Valley Commons!



Travis Pollard, VP and General Manager next to newly installed printer

## Board of Directors

### Upcoming Board Meeting

Date: Wednesday, January 16, 2019

Time: 11:00 a.m.

Location: 860 Napa Valley Corporate Way, Suite O, Napa

### Board of Directors

John Peiffer,  
The Busch Firm  
*President*

Anthony Zand,  
The Busch Firm  
*Vice President*

Ned Pike,  
The Pike Company  
*Treasurer*

Steven Lederer,  
County of Napa  
*Secretary*

Monique Scott  
Lowenberg Associates LP  
*Director*

TRUSTED TO BRING YOUR  
BRAND VISION TO SHELF

Visit ASL Printing at  
[www.aslprintfx.com](http://www.aslprintfx.com)

## Business Spotlight: Power Crush Training Center

One New Years resolution just got a little easier to fulfill with the opening of Power Crush Training Center, a new strength training gym in the Napa Valley Commons. Located on the corner of Latour Court and Napa Valley Corporate Drive, the recently opened facility provides a professional and semi-private fitness option for those who are looking for something different from the standard big gym crowds.

Just a few minutes spent in the gym and you quickly get the feeling that it's the local gym, the kind of place where people know your name, a place that is enjoyed by its members; either there to get a general workout or to focus in on their strength training goals. The Napa local feel is made even more apparent by the gym's welcoming owner and founder Michael Koufos. A trainer and competitive powerlifter since 1991, Michael has been a key founder in the opening and operation of some of the large gyms in Napa. Power Crush is Mike's second home and obvious passion. Using his professional skills as a welder and mechanic, Mike custom fabricated many of the unique powerlifting and training machines at Power Crush.



Michael Koufos, Founder of Power Crush

With a heavy focus on powerlifting, the facility is packed with everything one would need to pursue their fitness goals. The gym meets the needs of any member with its two training areas. Those looking for a general workout can find a large variety of cardio, selectorized, and free weights in the North training area, while those looking for a focused powerlifting experience can find an amazing array of specialized equipment including lifting platforms, competition bench presses, multiple squat racks, push sled, plyo boxes, and more functional training equipment in the large South workout area.

Thinking of making this your new early morning, lunchtime or after work fitness location? Here are a few more benefits to consider... The gym is self-accessible and entry is by a secure keytag entry system, so you can get in when you need to during operational hours. The gym has highly-valued etiquette policies that each member agrees to abide by, keeping the space a professional, clean, and welcoming environment.

**Get membership details and hours of operation at [www.powercrushnapa.com](http://www.powercrushnapa.com) or contact Michael at (707) 690-4185, [info@powercrushnapa.com](mailto:info@powercrushnapa.com)**



### **NAPA VALLEY COMMONS LOCAL AND BUSINESS DISCOUNTS**

**First 150 members can sign up at a discount  
\$60/month with no contract (\$20 initiation fee)**

Corporate Wellness Packages available with no minimum number of employees (great for large and small businesses looking to add additional perks)

## The Crusher Statue Turns 30

The Crusher statue is an iconic image to all locals and visitors. Its representation of hard work, diligence, humble roots, and a connection to the vineyard brings together all things “Napa Valley”. We are proud to have the responsibility to care for this piece of Napa history and the park that surrounds it.

Like the Crusher statue, the variety of businesses in the Commons perfectly represents the Napa Valley. Within Napa Valley Commons, we have wineries and the many businesses that support the wine industry, thriving hotels, essential public services and administration, and local small businesses. Individually and collectively we proudly represent the Napa Valley and mirror the values of the Crusher statue that has stood sentinel over our beautiful properties for the last 30 years.

## Tree Care Project Update

Napa Valley Commons is home to more than 1,200 trees. As part of our annual care and maintenance of the Association's trees, an onsite inspection was made and recommendations made by an arborist. The Board of Directors approved a maintenance plan proposed by Commercial Tree Care, which includes some form of maintenance work on over 200 trees. The work has been scheduled, so expect to see work crews and equipment around February 1st - February 8th.

Our trees are a major feature at Napa Valley Commons and add significant visual appeal and value to the property. As in times past, we anticipate that this important work will not cause any disruption to your business. If you have any questions, concerns, or comments during this project, please feel free to reach out to the project manager at Advanced Property Management, Johnathan Kaufman at 866-946-0800 x800 or by email at [johnathan@advancedmgmt.com](mailto:johnathan@advancedmgmt.com).

## Landscape Upgrades: Median Tree Palette Design

Groupings of mature trees help make up a significant portion of our median areas. With sections of the trees in our medians in a state of decline (due to reaching the end of their life cycle or not responding to the reclaimed water used throughout the park), the Board of Directors approved a detailed analysis of the median areas to be conducted by arborist Katie Krebs. With a view to developing a plan for future replacement, an updated tree palette was provided by WATG based on the study results of the soil and tree species research by Katie.

Advanced Property Management is now coordinating with landscape architect VanderToolen Associates for the development of construction documents for the future median renovations. Once plans are completed for these areas, we will coordinate the bidding for landscape renovations of the median areas.

## UPCOMING EVENTS



**January 16** - Open Board Meeting

**January 19** - Briskets and Brews at the Food and Wine Center

**January 20-27** - Napa Valley Restaurant Week (Discounts at 5-Town Grocery)

**January 25** - Napa Chamber of Commerce Annual Meeting and Awards Luncheon

**February 14** - Valentine's Day Dinner at Siena or Pal-entines Day at Crush Lounge

**February 23** - Napa PowerCrush Open lifting competition at Power Crush

The Village at Vista Collina has a full schedule of events happening every week.

**Check out Vista Colina events at:**  
<https://villagenapavalley.com/events/>

Would you like to publish events happening in the Commons in this newsletter? Contact Chris Waage, [chris@advancedmgmt.com](mailto:chris@advancedmgmt.com) to share the details.



## AT&T Cell Tower Underway

We're excited to report that construction of the new AT&T cell tower has begun and is steadily progressing. The rapid progress that can be seen is the culmination of a project that has been a long time in the making for our Property Owners Association. If you have AT&T cell service, check your phones soon for a much better signal.



## Connect + Collaborate + Engage

The Napa Chamber of Commerce's vision is clear; to "Connect, Collaborate, and Engage". Over the last year, we have worked with the Napa Chamber of Commerce to build greater awareness of the Napa Valley Commons within the business community. We've connected with businesses throughout the Valley and collaborated with businesses within the Commons to support Chamber events and bring attention and new clients to the Commons.

While we're actively engaging the local business community through various Chamber activities, we would like to do more to engage our business in the Commons. This newsletter reaches owners and a select number of contacts at the businesses in the Commons, but it does not reach many of the employees and individuals that spend their days in the Commons. To effectively connect the Commons' businesses with one another and the local workforce with the exclusive deals, we would like the help of our readership in spreading this newsletter as well as other important communication from the Association to more of the businesses and people that come here each day.

### How can you help?

- Share this newsletter with employees and coworkers.
- If you're unsure as to whether or not your company's HR Manager, Division Head or Key Manager is receiving this newsletter, send their contact info. to [dawn@advancedmgmt.com](mailto:dawn@advancedmgmt.com) so that we can be sure that they receive a copy of each newsletter.
- Contact [dawn@advancedmgmt.com](mailto:dawn@advancedmgmt.com) if you'd like to offer discounts through this newsletter on products and services to the Commons' businesses and the local workforce. We'll share your promotions in an upcoming newsletter!

If you're able to help with any of these efforts, please email Chris Waage, our Assistant Property Manager at [chris@advancedmgmt.com](mailto:chris@advancedmgmt.com)



Advanced Property Management (APM) was established in 1986 and is a full service property management company. APM has been managing the common areas at Napa Valley Commons since November 15, 2005. One of the primary objectives was to assist in the formation of a Property Owners Association (POA). Now we are working with the current Board of Directors to address the key issues facing the POA.

The APM team dedicated to Napa Valley Commons consists of the following persons:

Bob Breitenstein  
Principal—Relationship Manager  
1-866-946-0800 ext. 803  
[bob@advancedmgmt.com](mailto:bob@advancedmgmt.com)

Jay Spangenberg  
Principal—Assistant Relationship Manager  
1-866-946-0800 ext. 88  
[jay@advancedmgmt.com](mailto:jay@advancedmgmt.com)

Chris Waage  
Assistant Property Manager  
1-866-946-0800 ext. 806  
[chris@advancedmgmt.com](mailto:chris@advancedmgmt.com)

Dawn Friesen  
Owner Liaison—Customer Service Contact  
1-866-946-0800 ext. 89  
[dawn@advancedmgmt.com](mailto:dawn@advancedmgmt.com)

Denise Babich  
Accounting  
1-866-946-0800 ext. 804  
[accounting@advancedmgmt.com](mailto:accounting@advancedmgmt.com)

[www.advancedmgmt.com](http://www.advancedmgmt.com)



1-866-946-0800  
[www.napavalleycommons.com](http://www.napavalleycommons.com)  
[www.advancedmgmt.com](http://www.advancedmgmt.com)

General Inquiries:  
[dawn@advancedmgmt.com](mailto:dawn@advancedmgmt.com)  
(866) 946-0800 x89

Accounting  
[Accounting@advancedmgmt.com](mailto:Accounting@advancedmgmt.com)  
(866) 946-0800 x83