



L.A. WOMEN'S CENTER

■ **LOS ANGELES, CA** – On any given night, nearly 14,000 women without permanent homes sleep on the streets of Los Angeles County. Since 1978, the Downtown Women's Center and its 700-plus volunteers have been serving that population by providing housing and a safe and healthy community fostering dignity, respect and personal stability.

The original DWC building was on a city block slated for development. In order to accommodate the development and the DWC program, the city arranged for the center to take ownership of a dilapidated structure at 442 South San Pedro Street for \$1. Once known as the Renaissance Building and originally housing the Elias Katz Shoe Company, the 1926 structure was one of a number of collaborations between pioneering female builder/developer Florence C. Casler and architect William Douglas Lee.

Construction began in August 2009 for a retrofit of the six-story, 67,000 square foot building to include 71 residential units plus a day center, clinic, cafeteria and store/café where clients and residents can work. Aside from the historic restoration of the building and the adaptive re-use, the newly completed facility is in line for a LEED Silver certification from the U.S. Green Building Council.

Spectra Company, of Pomona, Calif., helped by using Sherwin-Williams Solo on the project. With less than 50 g/L VOCs, this interior/exterior product complies with California's stringent VOC regulations, while providing excellent adhesion and good durability.

SEE MORE PHOTOS of the company's restoration projects at spectracompany.com.

THE PAINTER'S LIBRARY

 **Finance Without Fear: A Guide to Creating and Managing a Profitable Business**, by William S. Hettinger & John Dolan-Heitlinger.



Published by the Institute for Finance & Entrepreneurship, *Finance Without Fear* was the 2011 winner of the International Books Award for best book in the entrepreneurship and small business category. See the complete list of awards at International-BookAwards.com. The book is available as a 312-page paperback for \$25.95, or as a PDF download for \$15 from financewithoutfear.com/store.html. A complementary chapter can also be downloaded at the site.

GET VISUAL TO CONNECT WITH CUSTOMERS ON FACEBOOK

 Early results show that brand pages are enjoying an average 46 percent more engagement

per post with the new Facebook Timeline format, says Entrepreneur magazine. Brands that use mul-

timedia content like photos and video fared best, so try to include them whenever you can.

TIP: Check out the excellent visuals being done by companies like Coca-Cola, Harley-Davidson and Sherwin-Williams for ideas on what to post on your own Facebook wall to better connect with your customers.

