Leonard Rubin & Associates

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Winter 2002

Dear Friends,

Hello there! For many of you this will be the first you've heard from us in a very long while. For others, it'll be a recap of the wildest 18 months on record!

It may seem like we *disappeared* since at least August (and maybe longer for some of you). Well, we were merely living through some "interesting" times. We are, in fact alive and well, and available to serve the needs of our clients, with all the vigor, expertise and integrity you've come to expect from each of us and our individual businesses. For the benefit of those to whom we have not spoken much, over the last year and a half or so, here is a brief review of some of the exciting events:

Len Rubin and Tamara Budgett met on April 7, 2001 (first date being a Passover Seder!) We were married on May 9, 2001. Len also became an instant dad–to then 4-year old Cole (C.J. these days). In an effort to merge our lives and find a formula that simultaneously addressed our multiple spheres of professional and social activity, we each moved our home and office (more than a few times!). Finding a location that worked for both of our businesses (Len's in the South Bay, and Tamara's in Marin) was not simple. Then, in November we found out we were pregnant. In February, Tamara, who has–among other surprises–an acting degree from NYU, got a professional acting gig that she simply couldn't pass up, a 6-month run as D.W. the aardvark with the Bay Area Discovery Museum's Arthur exhibit!

In June, following the sale of our house in San Rafael, we decided to think creatively to find the best ways to meet the needs of our growing family and our clients, yet still make room for Len to continue working on the Ultimate Folding Bicycle in his free time! After some research, we chose Portland, Oregon for our new home base. We found an amazing old brick English Tudor house (b.1934, 2700 sq. ft. w/1000 sq. ft. basement, 2 garages, an acre of formal gardens with fruit trees and nut trees, berry bushes and grape vines!) We moved swiftly, consolidating our Bay Area clients' site visits into 7 to 10 consecutive days a month, retaining our local cell numbers, ensuring our availability for phone consultations, and maintaining our Bay Area associates to handle emergencies. This plan was working quite well for the first three months, but in August things got more complicated...

Baby Alexander Joseph ("A.J.") Rubin was born July 28th, the day before C.J.'s 6th birthday. We came to the Bay Area in August for a week–to show off the baby, put our cottage in Fairfax on the market and see clients. While we were here in Fairfax, an electrical fire destroyed our Portland home–we lost virtually everything! Reminiscent of Gilligan's "3 hour tour," we have been marooned in Fairfax for more than 3 months now while rebuilding our lives and experiencing just how our insurance carrier has earned it's newly tarnished reputation.

All this has kept us very busy, and some "hello, how are you doing?" calls are long overdue! We therefore wanted all of our clients and friends to know how to be in touch with us. We are back "open" for business, after some time out of the picture because of the fire. Len is basically booked for December but might have a day or two still available. We are currently scheduling January for the week of the 5th to the 12th. Tamara is officially still on maternity leave for another two months, but as she is based out of Fairfax for a little while longer–she is finding time for some off-site work, phone consultations and for some site visits with the baby-in-tow. If your database or event project cannot wait until February, please call and she will either make time to help you or refer you to an associate that can.

On the back of this letter you will find a summary of the services that we are now providing, as well as our current rates and contact information. We promise to keep you posted of changes as they come up. Please be in touch–if just to say hello.

Happy holidays and best wishes for a great New Year,

Len & Tamara Rubin

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SERVICES

Computer Consulting: Leonard Rubin & Associates has been providing expert Macintosh and cross platform computer consulting to individuals, small businesses and corporations for nearly 15 years. We have designed, built and populated high-productivity heterogeneous networks for some of Silicon Valley's most prestigious companies. We also provide IT outsourcing, help desk services, business and residential wired/wireless network engineering, hardware and software installation, upgrades, system base-lining, troubleshooting, and server (Unix & Mac OS) maintenance on and off site. Clients include Atrionix (Johnson & Johnson), Advanced Office Systems, E. Tajima Creative, Children's Hospital, Echo Rock Ventures, and several NPOs, as well as many individual clients, including doctors, entrepreneurs, musicians, graphic artists, photo and video content producers, and others of all stripes.

Network Wiring: We will wire up your home or your entire office building with the best and latest in wiring technology & techniques. In addition to resolving obvious problems, a faster network means less time spent waiting for print jobs, file transfers, backups, etc.

Purchasing: We are no longer reselling products to our clients, however we frequently serve in an advisory capacity on purchasing decisions. We will help you choose and source the best equipment for your needs and budget, from upgrading a single workstation to enterprise-wide IT budget development and allocation.

Database Design and Development: Tamara has been designing and maintaining databases since 1993. She can restore, improve or replace neglected "legacy" databases, customize and personalize services for you, and automate them to any level you desire. Clients include Kaiser Permanente, Hamilton Partners of Novato, Marin Refined Water / Culligan, Canal Community Alliance, Vector Theatre Company, Advanced Office Systems, and Marin Shakespeare Company.

Event Coordination (including weddings): Tamara has designed and coordinated every facet of events ranging from intimate gatherings to donor cultivation and recognition events, to outdoor festivals with major celebrity guests and thousands in attendance. As well as having served as the Event Coordinator for the County of Marin, past clients include: the Film Institute of Northern California (The Mill Valley Film Festival), Saybrook Graduate School (Mickey Hart), The Volunteer Center of Marin (Marin County Human Race), Canal Community Alliance, Buckelew Programs (A Conversation with Rosalyn Carter and Marin/Scapes' Opening Night at Escalle). Fine details are her specialty.

Fundraising Campaign Advising: Tamara has been working with nonprofits in the Bay Area since 1991. She worked in the development offices of Berkeley Rep, Headlands Center for the Arts, and Marin Shakespeare Company, and served as the Interim Director of Development for Marin Theatre Company. Clients include some of the aforementioned, as well as the Latino Film Festival of Marin, Matrix Parent Network and Resource Center, Kid Stock and others.

Current Consulting Rates (12/01/2002)

- **Standard Consulting Rate:** $125 per hour
  (Misc. services, such as wiring, drywall, painting, etc. are billed at standard market rates for each service)
- **Emergency Rate:** $250 per hour
  (Urgent response, schedule-preemptive service)
- **Individual Rate:** $100 per hour
  (Private individuals and small, non-networked NPOs)
- **Phone Consultations:** Minimum Charge $25
  Phone consultations longer than 10 minutes are billed at the hourly rate applicable to each client.
  Please note: Charges for site visits include 1/2 of travel time (usually = the typical time for us to get to your site.)
- **Contracted:** Many of our larger clients prefer to hire us on a retainer. Our minimum contract is 6 months at $1,000/month. A $1,000 retainer allows for 8 hours of consulting time at $125 per hour. Typically, for regular maintenance, this results in substantial savings to the client including: no-charge phone consultation/help desk services, no travel charges, *standard rate charged for emergency visits*, guaranteed availability and scheduling priority, and more.