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## New floorplans, lower prices help sales at West Sac's Ironworks

Sacramento Business Journal

After sales stalled at the Ironworks development of lofts and homes in West Sacramento, builder Regis Homes shut down and retooled. Regis redesigned and rebuilt all of the model homes in the 187-unit community, lowered prices, responded to buyer input and will unveil the changes at an official reopening Saturday.

But the community has been open since the new models were completed in mid-December, and seven new sales have been recorded since then, the company said.

What changed? For one thing, single women didn't like the original exterior staircase entrances, so they were redesigned to go on the inside.

But the sales increase might be more a result of new pricing, as the homes there are now selling for as much as \$100,000 less than when the community opened in 2006.

One way the builder was able to cut costs was by replacing costlier cabinetry with alder wood, which is easier and more affordable for homeowners to upgrade.

### Full steam ahead

Radio, television, a cruise ship — the two Ms, also known as 3L — are everywhere in 2010.

Michele Smith and Michelle Gamble-Risley of both M Communications Inc. and 3L Publishing LLC are rolling out their own Internet radio show, will be hosting the first Sacramento program on a new Web TV station, and have organized a writers conference at sea.

Starting Wednesday, Smith and Gamble-Risley will debut their own weekly, one-hour show on BlogTalkRadio, a social radio network on the Internet that allows anyone to create content and host a live show.

The Michel(l)es will interview business owners and authors, accept callers' comments and questions, and will share funny marketing



Rendering courtesy of Regis Homes

Regis Homes of Sacramento has redesigned models and floorplans in its 187-unit Ironworks community in West Sacramento.

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mistakes like they do in their M-Dash and First Word newsletters.

In February, Smith and Gamble-Risley will have the first show in Sacramento for Allie TV, an about-to-launch Web TV network based in Truckee. It will have hyper-local TV shows about everything from entrepreneurship to gardening to karaoke.

The Michel(l)es expect every month to produce a show featuring business owners and authors and again discuss business marketing do's and don'ts.

Allie TV creator Alison Elliott of Truckee, who is starting with Sacramento and Reno networks, said she's received great interest from potential show creators.

"Our plan is to be a national site," said Elliott, a Web design and marketing consultant.

With both BlogTalkRadio and Allie TV, Smith and Gamble-Risley expect to gain more exposure for their clients and their own companies, Smith said.

The business partners also have organized a 3L Publishing writers conference Nov. 7-14 on a Caribbean cruise. Cruisers will be able to attend workshops on such topics as how to get published, hire an illustrator and market your book.

### **New year, new firm**

One of the founders of Barth Tozer & Timm started the new year in a different firm.

Bruce Timm, 38, went to work Dec. 28 at **McDonough Holland & Allen PC**. He's "of counsel," a title that means different things at different firms, but here, it says he's experienced enough to be more than an associate but isn't coming in as a shareholder.

Tom Barth and Paul Tozer, longtime partners at **Kronick Moskovitz Tiedemann & Girard**, teamed up with Timm — a former Kronick colleague who was then at Littler Mendelson PC — to form a new firm in 2007. Now Barth & Tozer LLP, it specializes in general civil and employment litigation.

Admitted to the State Bar in 1998, Timm litigates employment matters in state and federal courts on behalf of private and public-entity employers. The split with his two former partners is amicable, he stressed.

"I've been friends with Tom and Paul for years and that's not going to change," Timm said. McDonough simply offers a larger platform with more resources.

"It was an opportunity hire," said Ed Quinn, managing partner at McDonough, which laid off four attorneys and 13 staff in May in an effort to trim expenses. "Employment law is an area with good opportunity for growth even in a down economy, and he fills a gap in general litigation."

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