O M A R A VIEWS

Fall, 1996

Successful Projects for Two Non-Profit Groups Lead to Increased Understanding and Big Apple Circus

"In construction, the devil is in the details. But we try hard to never lose sight of the big picture in every job we do."

- Cynthia Ciciolla-Bruno

chief administrator, The OMARA Organization, on recent project for WEDO.

Like other construction companies, the OMARA Organization is adjusting to working against increased competition and with the leaner budgets of the 1990's.

Recently, OMARA completed major interior buildouts for two well-known non-profit organizations, winning both praise and a brand new $2 million project from the Big Apple Circus (See Page 2).

"Our relationships with the U.N.'s Women's Environment and Development Organization (WEDO), and New York City's Meals On Wheels Corp. really helped us better understand what pressures these groups face when they need to renovate or expand their space," said OMARA's Al Greco.

OMARA has developed a healthy respect for what these groups are doing, along with thoughts on how to best work with them.

On Working with Non-Profits

- The golden rule: never commit to additional work for non-profits until both parties are sure that funding is available. Unlike commercial entities, a non-profit's ability to raise additional capital is severely limited.
- While used to receiving generous contributions, executives at non-profits are genuinely grateful for extra effort made on their behalf.
- Building owners are usually more flexible regarding standards for non-profit tenants.
- Gifted volunteers often assist with planning, layout, deliveries, and other expediting measures, thus keeping costs down.
- Limited funds mean non-profits must be more flexible, which allows us to pursue less expensive solutions.

"You went out of your way to help accommodate our low budget, high fashion sense of aesthetics," wrote Bella Abzug and Susan Davis, co-founders of WEDO. "You really helped save us thousands of dollars ... ."

To which Bob O'Mara replied, "That just about says it all. Sure we have to watch over budgets extra carefully, but both WEDO and Meals have a great sense of appreciation for the job we do.

"It is demanding work, but at day's end, it's very satisfying," he said. ❑

Al Greco, left, Bella Abzug and Susan Davis, co-founders of the Women's Environment and Development Organization, and Bob O'Mara at WEDO's New York City headquarters following major renovation by The OMARA Organization.

On top of the world — Big Apple Circus performer takes the global high road during a recent show.

Big Apple Circus Picks OMARA

The OMARA Organization has been selected as Project Manager for the Big Apple Circus' new $2 million Creative Center in Walden, N.Y.

The recently purchased 60,000 sq. ft. building and 40 acres of land will become the permanent summer home where the coming season's acts can be developed.

The complex will include indoor rehearsal space, stables, an outdoor Big Top Tent arena, storage, and temporary housing for 60 families. ❑

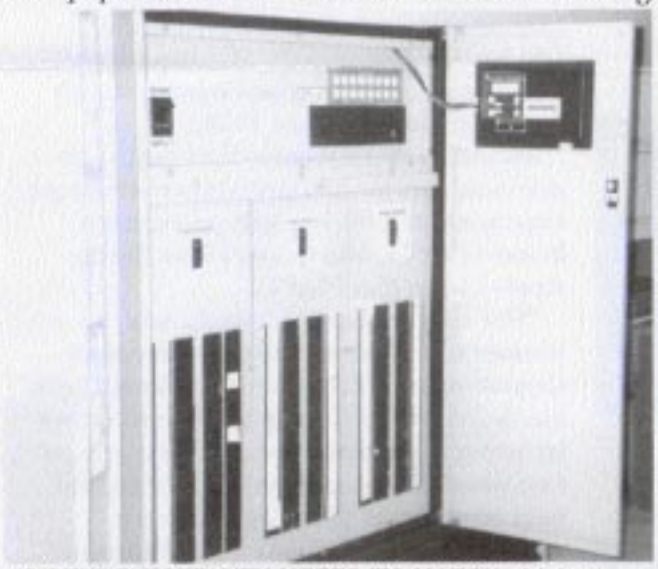
"Dirty" Electricity Can Seriously Hurt Your Business But Help Is at Hand

"Dirty" electricity? A joke, you ask? Unfortunately, it's not. Most people think of dirt in terms of air, water, or food. Yet, a growing concern to companies and their MIS departments is the effect that "dirty" electricity, such as power spikes, can have on electronics, and especially computer networks.

"Dirty" power was never a problem in the days when electricity was used only for light or large motors. Today, however, electricity runs an array of electronic equipment, such as sophisticated audio and video mixing units, radio and cellular phone transmitters, computer robotics, and personal computers. All are engineered to be as tiny and powerful as possible.

But this small solid state equipment is delicate. And, despite advanced technology, it is highly susceptible to unconditioned power and can easily malfunction.

Now many companies, from brokerages and law firms, to radio stations, recording studios and laboratories, take special care to protect their computers, databases, diagnostic devices, digital mixers, and even elevator controllers.



"DIRTY" ELECTRICITY MEETS ITS MATCH - Liebert power conditioner (open for inspection) "cleanses" Con Ed's electricity that powers Oppenheimer & Co.'s databases. The firm's world headquarters trading operations demand total reliability.

How to Check Your Power

The following are symptoms of dirty electricity: Inaccurate data, erroneous computations, interference, snow or feed back, unexplained disconnects, slow transmission, or other unexplained performance problems.

An electrical engineer with electronic experience can test for dirty power by setting up monitors on the power panel and affected equipment. Testing should be conducted over a period of several days or weeks.

What the Smart Companies Do

The solution is straightforward: First, separate your power needs between "low tech" demands (motors, lighting, air conditioning, etc.) and "high tech" demands (computers, electronics, etc.). This is accomplished by splitting the street service into two independent power panels. Next, have a power conditioner installed on the "high tech" panel.

A power conditioner, as the name implies, purifies and smooths out the utilities' power to provide a steady, consistent, and harmonious output to your vital equipment.

Often "low tech" large motors such as those in elevator and air conditioning equipment within your building can cause havoc on their own "high tech" controllers and monitoring systems.

A properly installed power conditioner can eliminate the problems that cause performance breakdowns.

Equipment makers build in many safeguards. But your vital electronics may benefit most from an on-site check.

Call us for details. ❑

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