

T**E****X** Takes a Walk on the **Green Side**

(Includes raffle of valuable goods and services to attendees)

Joe Hogg

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Docent, Los Angeles Zoo and Botanical Gardens

Broker-Associate,  **RE/MAX TRI-CITY**

Documents

- A Botanical Tour of the Los Angeles Zoo and Botanical Gardens
- Two Leaflets
 - Maned Wolf
 - Six California Native Plants
- Conservation Projects at the LA Zoo
- Residential Real Estate in Los Feliz, Silver Lake and Echo Park for the year 2004
- Ordinary Business Communications
 - Business Card Holder
 - Business Stationery

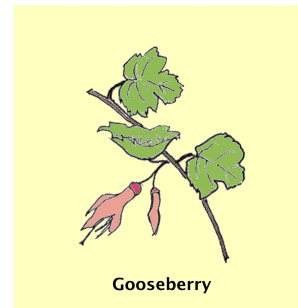
Overview of the Los Angeles Zoo

- 1.4 million persons visit the LA Zoo each year
- 1,200 animals in the collection, many of them threatened or endangered
- 7,500 plants representing 800 species of native and exotic plants
- Successful in breeding California Condor, Golden Lion Tamarin, Arabian Oryx and Mountain Tapir
- 300 active docents engaged in touring, education and outreach

Botanical Tour Booklet

A Botanical Tour
of the
Los Angeles Zoo
and
Botanical Gardens

Produced by the
GLAZA Docent
Botany Committee



Preamble to Botanical Tour

```
1 \documentclass[10pt,twoside,letterpaper]{report}
2 \usepackage[centering]{geometry}
3 \usepackage[pdftex]{graphicx}
4 \geometry{paperwidth=6.5in,paperheight=8.5in,textwidth=5in,textheight=6.5in}
5 \usepackage[pdftex]{color}
6 \usepackage{picins}
7 \usepackage[font={small,it},labelsep=period]{caption}
8 \DeclareCaptionLabelFormat{numOnly}{#2}
9 \captionsetup{labelformat=numOnly}
10 \usepackage[frame]{crop}
11 \usepackage[neverdecrease]{paralist}
12 \usepackage{layout}
```

Preamble to Botanical Tour, cont.

```
13 \usepackage{nextpage}
14 \newcommand\myclearpageOdd{\cleartooddpage[\thispagestyle{empty}]}
15 \newcommand\myclearpageEven{\cleartoevenpage[\thispagestyle{empty}]}
16 \usepackage{quotchap}
17 \setcounter{secnumdepth}{-2}
18 \pagestyle{plain}
19 \usepackage{lettrine}
20 \usepackage{moredefs,lips}
21 \usepackage[nottoc]{tocbibind}
22 \usepackage{makeidx}
23 \makeindex
24 \renewcommand*\contentsname{Contents \&\\\textit{Illustrations}}
25 \begin{document}
```

graphicx, tocbibind & picins

- graphicx: worth understanding options for
`\includegraphics[options]{file}`
- tocbibind
 - Combines List of ... with Table of Contents
 - Saves space in a short booklet, looks attractive
- picins
 - Valuable for integrating graphics with text
 - Has many features for customizing placement
 - Caption setting is flexible
 - Effect on vertical spacing sometimes needs adjustment

Break between Paragraphs 1 & 2

Except during the nine months before he draws breath, no man manages his affairs as well as a tree does.

George Bernard Shaw

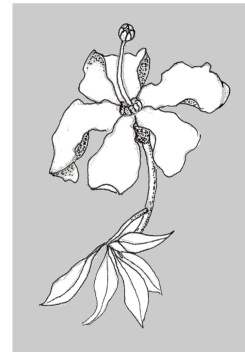
Aviary and Treetops Terrace

AS YOU ARRIVE AT THE PATH leading up to the Aviary, look to your left to see a stand of floss silk trees, *Chorisia speciosa*. They are recognizable by their bright green thorny trunks.

Native to Brazil, floss silk trees bloom in October and November when they are covered with large pink and white flowers. Their fruits are large green avocado-shaped pods containing both seeds and a downy white fluff that gently covers the area when the pod splits open. The seeds are favorites of many species of parrots. **Continue uphill to reach the gardens in front of the Aviary.**

There is a Montezuma cypress, *Taxodium mucronatum*, on the downslope near the bamboo palm. The cypress, called *ahuehuetle* by the Aztecs and considered sacred, is the national tree of Mexico. Even so, its conservation status is “threatened.”

Visit the dawn redwood, *Metasequoia glyptostroboides*, **to the right of the rest room by the Aviary.** This tree was widely distributed in the Northern Hemisphere from the Cretaceous period down to about 26 million years ago when it vanished from the fossil record and was believed to be extinct. Then during World War Two, a living dawn redwood was discovered in a remote area of Sichuan Province by a Chinese forester. After the war, an expedition led by paleobotanist Dr. Ralph Chaney of UC Berkeley located a small forest of these trees in a valley 30 miles from where the first tree was found. Today, dawn redwoods are growing all over the world, serving as ambassadors from the Age of Dinosaurs. Like the bald cypress, the dawn redwood is deciduous and so is bare during winter.



21. Floss Silk Tree

Aviary and Treetops Page Text

```
\begin{savequote}[10pc]
```

Except during the nine months before he draws breath, no man manages his affairs as well as a tree does.

```
\qauthor{George Bernard Shaw}
```

```
\end{savequote}
```

```
\chapter[Aviary and Treetops Terrace]{Aviary and \\Treetops Terrace}
```

```
\lettrine{A}{s you arrive at the path} leading up to the Aviary, look to your left to see a stand of floss silk trees, \emph{Chorisia speciosa}.
```

```
\index{floss silk tree}%
```

```
\index{Chorisia speciosa@\emph{Chorisia speciosa}!floss silk tree}%
```

They are recognizable by their bright green thorny trunks.

```
\vspace{-0.375\baselineskip}
```

```
\piccaption[\textit{Floss Silk Tree}]{Floss Silk Tree}
```

```
\parpic(1.78125in,2.5705in)[r][b]{\includegraphics{FlossSilkTree2}}
```

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Adjusted for Break

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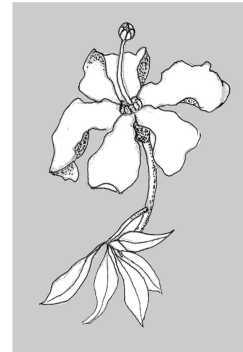
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21. Floss Silk Tree

Alternative Page Layout

- Some reviewers wanted color and a heavier font
- Page size was set early in the project
- Tried an experiment with these factors

Example of Alternative Layout

Except during the nine months before he
draws breath, no man manages his affairs
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George Bernard Shaw

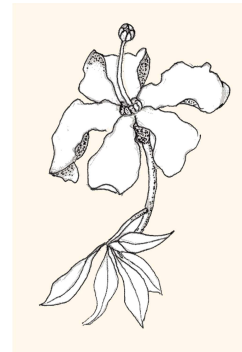
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21. Floss Silk Tree

Leaflets Fill a Niche

- Quick to produce
- Tailored to specific occasions
- Usually low volume
- Printed on a desktop printer
- Maned Wolf leaflet was used for Wolf Awareness Week, October 2004
- California Native Plants leaflet was used for Fox Festival, May 2005

Maned Wolf & CA Native Plants

Maned Wolf

Wolf Awareness Week
Los Angeles Zoo
October 2004



Origin and Appearance

Sometimes called a “fox on stilts,” the maned wolf is a member of the same family (Canidae) as dogs, wolves and foxes. However, it is distinct from these with its own classification, *Chrysocyon brachyurus*, as the sole survivor of South America’s six-million-year-old canid lineage[1].

Six California Native Plants

Los Angeles Zoo and Botanical Gardens
GLAZA Docent Botany Committee

Toyon

Toyon, *Heteromeles arbutifolia*, is a large evergreen shrub of the chaparral, growing on hillsides and in open oak woodlands. The small flowers are creamy white and the fruits, appearing in early winter, are clusters of crimson berries. The berries are enjoyed by birds and animals of the chaparral as they appear when other fruits are scarce.



Toyon

With its dark green leathery leaves and bright red berries, toyon was prized by Californians as a faux holly. The town of Hollywood was named for this lovely shrub that grew so abundantly on the hills above it.

CA Native Plants Preamble

```
1 \documentclass[10pt,notumble,letterpaper]{leaflet}
2 \usepackage{graphicx}
3 \usepackage[dvipsnames,usenames]{color}
4 \usepackage{pifont}
5 \usepackage{url}
6 \usepackage{float}
7 \renewcommand*\foldmarkrule{.3mm}
8 \renewcommand*\foldmarklength{5mm}
9 \setmargins{1in}{1in}{0.5in}{0.5in}
10 \renewcommand\familydefault{ppl}
11 \begin{document}
```

Summary of Conservation Projects

- A Zoo curator gave a presentation to the public about the Zoo's conservation programs
- Presentation was done in MS PowerPoint with many pictures and text
- The text was a series of short lines, suggesting columns for compactness
- The material lends itself to a small booklet for Zoo docents and the public
- This summary, derived from the slides' text, has been given to docents

Conservation Projects

Los Angeles Zoo and Botanical Gardens Conservation Projects

The Zoo is engaged in twenty-three conservation projects in fifteen countries across five continents. These projects are funded by GLAZA, \$112,000 for the year 2004, and are in addition to the Zoo's involvement in international SSPs for various species and other conservation efforts within the Zoo. These efforts are summarized below.

Docents can use this information with visitors by linking animals at the Zoo with efforts in the field that support recovery of wild populations. This information was provided by Jeff Holland, Curator of Mammals.

North America

1. Peninsula Pronghorn - Mexico

Project initiated in 1995 with three goals:

- Manage semi-captive population;
- Manage and survey wild population;
- Establish an environmental education program.

Successes:

Captive herd established in 1998 in Vizcaino Desert of Baja; There are 200 pronghorns in captive facility, 150-200 pronghorns in the wild; Starting in 2005, will be able to produce 100 pronghorns per year for reintroduction; An environmental education program visits local schools; Visitor Center receives about 3,500 visitors per year.

2. Sonoran Pronghorn - U.S. & Mexico

Currently there are three populations, two in Mexico, one in Arizona. Mexican population has about 700 pronghorns. Arizona population has 58 pronghorn in the wild starting from 31 animals in 2002.

3. Harpy Eagle - Mexico

Support biologist to attend Population Habitat Viability Assessment meeting. Support census and habitat quality assessment.

4. Red-legged Frog - U.S. & Mexico

5. California Condor - U.S. & Mexico

South America

1. Golden Lion Tamarin - Brazil

Vulnerable - restricted range in Atlantic rainforest. Support field biologist studying behavior, social and dietary needs.

3. Red Uakari - Peru

Vulnerable - restricted range in remote area of Amazon. Support field biologist studying behavior, social and dietary needs. Protected area established.

4. Mountain Tapir - Colombia

Endangered - about 2,500 tapirs in the wild. Threats are hunting, cattle in last refuges and habitat fragmentation. Support survey of wild population by Cali Zoo staff. Surveyors are educating local communities.

1

Africa

1. Drill - Nigeria, Cameroon and Equatorial Guinea

Endangered - threats are hunting and habitat loss.

Nigeria: funding to enable Drill Rehabilitation and Breeding Center to provide educational materials to visitors.

Cameroon: funding educational operations in Limbe Wildlife Preserve.

Equatorial Guinea - Bioko: fund bushmeat census in markets to determine prevalence of drills and other species.

2. Madagascar Project - Madagascar

Support several projects, primarily the re-introduction of the black and white ruffed lemur.

3. Giant Eland - Cameroon

Not threatened, but population is decreasing.

Rare in zoological facilities and very little is known about Giant Elands.

Australia

1. Koala

Lower risk - not threatened.

Fund Australia Koala Foundation in the removal of an introduced weed called "Tiger Pear" which covers hundreds of thousands of hectares and is dangerous to koalas.

2. Yellow-footed Rock Wallaby

Vulnerable - general population decline.

Predation from foxes and feral cats. Competition from goats, sheep and rabbits. Threatened by wildfires.

Support Adelaide Zoo in re-introduction efforts in the Flinders Range.

3. Brush-tailed Bettong

Extinct in New South Wales. Not threatened in Western Australia.

Support establishment of Scotia Sanctuary, the largest feral predator-free area in Australia.

4. Mala or Rufous Hare Wallaby

Most endangered mammal in Australia.

Colony established at the Scotia Sanctuary in November 2004.

Asia

1. Sumatran Rhino - Indonesia

Endangered, less than 300 individuals in the wild.

Fund Rhino Protection Units and Captive Breeding Program.

2. Indian Rhino - Nepal

Endangered, about 2,000 individuals in the wild.

Fund Rhino Protection Units and awards program to encourage reporting of poaching.

3. Asian Elephant - Sri Lanka

Endangered. Fund Education of Elephant and Human Conflict in Sri Lanka.

4. Gray's Monitor - Philippines

5. Philippine Spotted Deer - Philippines

Endangered. 1985 survey showed the species is extinct in more than 95% of its range.

Support breeding centers on Panay and Negros.

6. Visayan Warty Pig - Philippines

Extinct on five of seven islands. Survives only on Panay and Negros.

1995 captive breeding program started. Funding also supports habitat protection.

In 2002, the first breeding group was imported to the U.S.

Joe Hagg, 3/21/2005

2

Real Estate in Three LA Zip Codes

- Monthly Sales Data from MLS via www.joehogg.com
- Summarizes the year 2004 by zip code
 - Los Feliz (90027), about 4,504 residences, including the Zoo
 - Silver Lake (90039), about 5,008 residences
 - Echo Park (90026), about 4,639 residences
- Reuse of information
- Another channel for promotion
- Relies on PStricks for table and graph

2004 Market Summary

Residential Real Estate in Los Feliz, Silver Lake and Echo Park for the year 2004



In the early 20th Century, the snowy egret was reduced nearly to extinction in North America by plume hunters who sought the lacy plumes, or aigrettes, for the millinery trade. Now a protected species like all our herons, snowy egrets are again common in the warmer parts of the U.S. The snowy egret can occasionally be seen in the Los Angeles River near Griffith Park.

Joe Hogg, **RE/MAX** Tri-City, (323) 842-9764
2150 Hillhurst Avenue, Los Angeles, CA 90027
<http://www.joehogg.com>

Los Feliz Summary (zip: 90027)



Frank Lloyd Wright's Hollyhock House in Barnsdall Park has been admired by Angelenos since 1920.

2 Los Feliz Price Summary

Once part of Rancho Los Feliz, this neighborhood contains Griffith Park with its hiking and horse trails, golf courses, Observatory and the Los Angeles Zoo.

1. The information for Los Feliz (zip code 90027) is based on 290 sales of houses and condos during 2004.
2. Highest-price sale in 2004: A six-bedroom house on Cedarhurst Circle sold for \$5,300,000.
3. Lowest-price sale in 2004: A one-bedroom condo on North Hobart Boulevard sold for \$165,000.
4. The Cedarhurst property sold for 33 times the value of the Hobart condo, a true order of magnitude. (To fit the graphs on a sheet of paper 8.5 inches wide, I made the scale for price logarithmic. Sorry.) This wide range of prices is characteristic of Los Feliz and is not seen to this degree in Silver Lake and not in Echo Park. You'll notice this on the graphs.
5. Los Feliz has about 4,504 residences, 3,842 of them houses and 662 condos. This is twice as many condos as found in Silver Lake and Echo Park.
6. Los Feliz has many one-of-a-kind homes that sell at the top of the market. These homes are currently selling at prices exceeding \$2,500,000. (December is the exception.)
7. Looking at the middle of the range, we see that the median price over the last four months has ranged from \$780,000 to \$952,000. This is about \$275,000 higher than Silver Lake's median and about \$340,000 higher than Echo Park's median.
8. You will notice, as you look at sale prices in Silver Lake and Echo Park that these three neighborhoods are more alike at the lower end of the price range and diverge at the upper end. The primary reason for this is housing stock. Condos and small, older properties are common to all three neighborhoods and fall in the mid-to-lower price range. Exceptional homes in Silver Lake and Los Feliz push the top of the range.

Los Feliz Price Data

Sales in Los Feliz, zip code 90027, for the year 2004

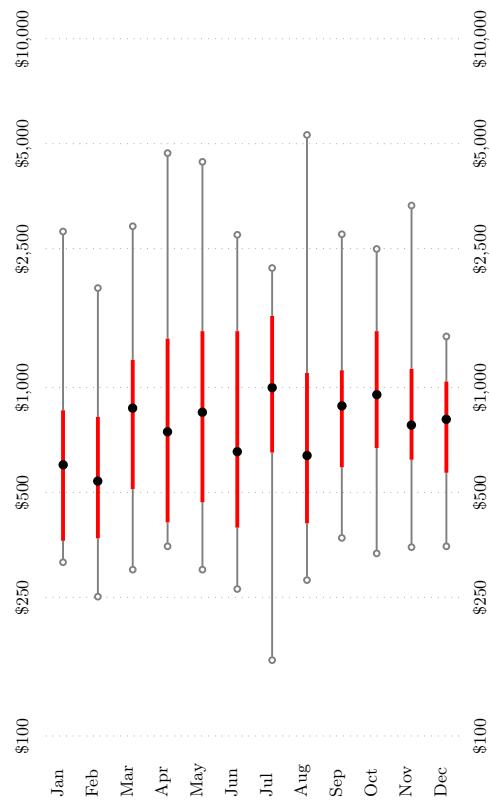
Sales are shown in tabular form here and as a graph on the next page

	Num. Sales	Low Value	25%	Median (50%)	75%	High Value
Jan	13	\$315,000	\$363,000	\$600,000	\$860,000	\$2,800,000
Feb	20	\$251,000	\$369,000	\$538,000	\$822,500	\$1,927,500
Mar	26	\$300,000	\$511,000	\$872,500	\$1,200,000	\$2,899,000
Apr	30	\$350,000	\$410,000	\$745,000	\$1,380,500	\$4,700,000
May	23	\$300,000	\$468,000	\$849,000	\$1,450,000	\$4,437,000
Jun	31	\$264,000	\$396,000	\$654,000	\$1,450,000	\$2,740,000
Jul	23	\$165,000	\$650,000	\$999,000	\$1,603,000	\$2,200,000
Aug	32	\$280,000	\$407,500	\$638,000	\$1,100,000	\$5,300,000
Sep	23	\$370,000	\$590,000	\$885,000	\$1,120,000	\$2,750,000
Oct	18	\$334,000	\$670,000	\$952,000	\$1,450,000	\$2,495,000
Nov	29	\$348,000	\$620,000	\$780,000	\$1,130,000	\$3,325,000
Dec	22	\$350,000	\$569,000	\$810,000	\$1,040,000	\$1,400,000

∞

Sales in Los Feliz, zip code 90027, for the year 2004

In thousands of dollars, e.g. \$250 means \$250,000; \$2,500 means \$2,500,000; scale is logarithmic to the base 10



9

Hollyhock House



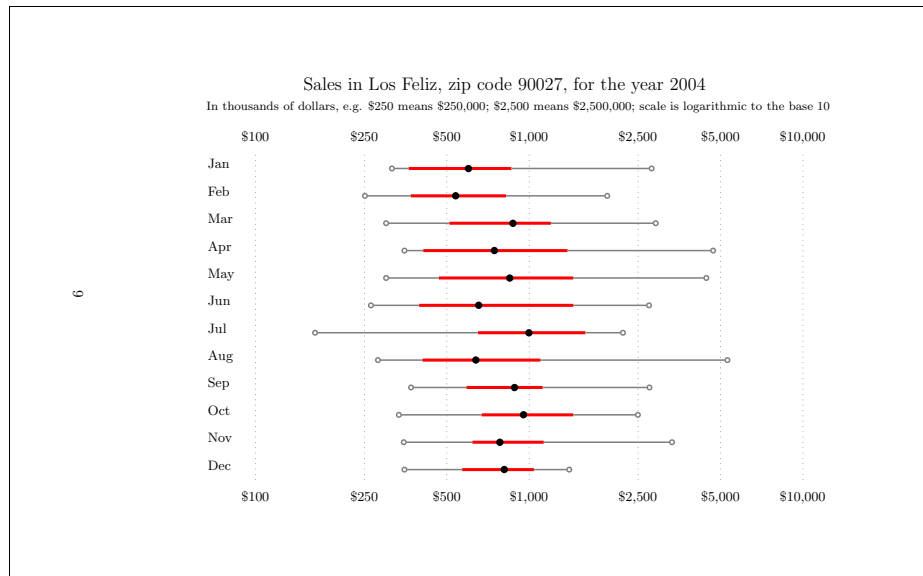
6

Frank Lloyd Wright's Hollyhock House in Barnsdall Park has been admired by Angelenos since 1920.

Los Feliz Table and Graph

Sales in Los Feliz, zip code 90027, for the year 2004
Sales are shown in tabular form here and as a graph on the next page

	Num. Sales	Low Value	25%	Median (50%)	75%	High Value
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Real Estate Booklet Preamble

```
1 \documentclass[letterpaper,twoside,10pt]{article}
2 \usepackage[centering]{geometry}
3 \geometry{paperwidth=5.25in,paperheight=8.5in,textwidth=4in,textheight=6.5in}
4 \usepackage[noinfo,frame]{crop}
5 \usepackage{url}
6 \usepackage{pstricks}
7 \usepackage[dvips]{graphicx}
8 \usepackage{lscape}
9 \usepackage{layout}
10 \usepackage{nextpage}
11 \usepackage[width=5.4in,labelformat=empty,labelsep=none]{caption}
12 \usepackage[figuresright]{rotating}
13 \usepackage{picins}
14 \newsobject{showgrid}{psgrid}{subgriddiv=1,griddots=10,gridlabels=0}
15 \setcounter{secnumdepth}{1}
16 \newcommand\HRule{\noindent\rule{\linewidth}{1pt}}
17 \newcommand\myClearPageOdd{\cleartooddpage[\thispagestyle{empty}]}
18 \newcommand\myClearPageEven{\cleartoevenpage[\thispagestyle{empty}]}
```


Real Estate Booklet Preamble, cont.

```
19 \newcommand{\sans}{\fontfamily{cmss}\selectfont}
20 \newcommand{\usualfont}{\fontfamily{cmr}\selectfont}
21 \newcommand{\unitsForTable}{\psset{xunit=0.8333in,yunit=0.25in}}
22 \newcommand{\setUpTable}{---Style Sheets for Tables Go Here---}
23 \newcommand{\unitsForGraph}{\psset{xunit=0.625in,yunit=0.25in}}
24 \newcommand{\setUpGraph}{---Style Sheets for Graphs Go Here---}
25 \begin{document}
```

Style Sheets are Important For

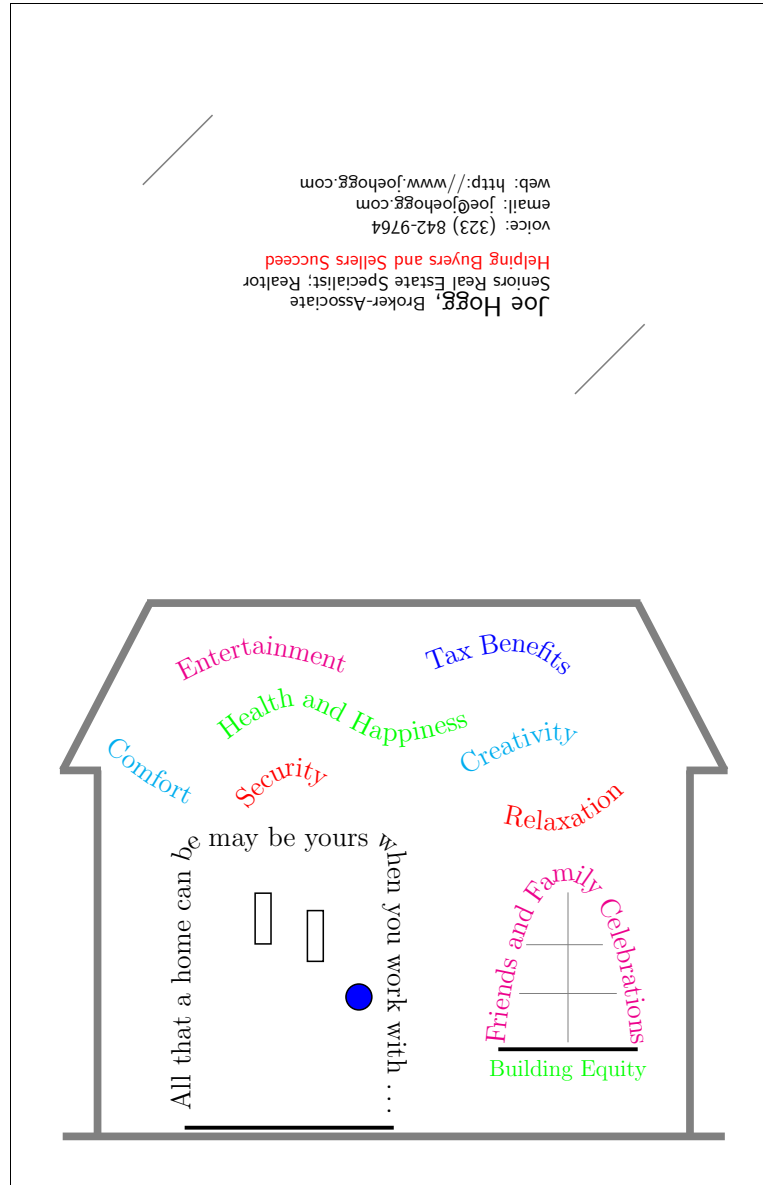
- Simplifying data input
- Avoiding errors
- Readability

Consider reading in from data file

Ordinary Business Communications

- Business Card Holder
 - Desktop display
 - For a short note to mail with business card
 - PSTricks application
- Business Stationery
 - Customized letterhead
 - Fits business envelopes with windows
 - Modified L^AT_EX letter class

Business Card Holder



Business Stationery

Joe Hogg

RE/MAX Tri-City
2150 Hillhurst Avenue
Los Angeles, CA 90027

Telephone: (323) 842-9764
Fax: (323) 665-6051
Email: joe@joeogg.com

May 3, 2005

Mr. Mathew Matti
REMax Tri-City
811 North Central Avenue
Glendale, CA 91203

Dear Mathew:

Here is information with comments about the Los Feliz, Silver Lake and Echo Park markets for the first four months of this year compared with the same period last year. I thought you might like to see this. The tables below provide a quick overview of sales and prices for these three neighborhoods.

Los Feliz House and Condo Sales (zip code 90027)

January through April 2004					January through April 2005				
# Sales	Low	Median	High	# Sales	Low	Median	High		
Jan	13	\$315,000	\$600,000	\$2,800,000	20	\$322,000	\$799,500	\$2,725,000	
Feb	20	\$251,000	\$538,000	\$1,927,500	8	\$380,000	\$800,000	\$3,400,000	
Mar	26	\$300,000	\$872,500	\$2,899,000	28	\$433,500	\$897,500	\$2,550,000	
Apr	30	\$350,000	\$745,000	\$4,700,000	27	\$340,000	\$900,000	\$3,400,000	

- Median prices have increased from 2004 to 2005 by more than \$100,000 except for March.
- Total sales from January through April, 89 in 2004 and 83 in 2005, seem to be unaffected by increased prices.

Silver Lake House and Condo Sales (zip code 90039)

January through April 2004					January through April 2005				
# Sales	Low	Median	High	# Sales	Low	Median	High		
Jan	16	\$160,000	\$621,000	\$1,250,000	18	\$345,000	\$586,500	\$1,167,265	
Feb	11	\$375,000	\$500,000	\$987,000	9	\$354,900	\$470,000	\$1,101,000	
Mar	22	\$167,000	\$467,000	\$802,000	15	\$422,000	\$649,000	\$1,500,000	
Apr	17	\$319,000	\$492,000	\$897,000	17	\$180,000	\$610,000	\$1,250,000	

- The median and high-end prices for March and April show year-to-year growth of more than \$100,000. This is particularly noticeable in the high end.
- Year-to-date total sales, 66 in 2004 and 69 in 2005, seem unaffected by increased prices.

Joe Hogg

To Mr. Mathew Matti

May 3, 2005

Page 2

Echo Park House and Condo Sales (zip code 90026)

January through April 2004					January through April 2005				
# Sales	Low	Median	High	# Sales	Low	Median	High		
Jan	23	\$185,000	\$500,000	\$679,000	18	\$273,000	\$533,000	\$1,199,000	
Feb	15	\$320,000	\$410,000	\$822,000	10	\$395,000	\$603,000	\$954,000	
Mar	27	\$210,000	\$450,000	\$855,000	25	\$280,000	\$549,000	\$849,000	
Apr	30	\$324,000	\$466,500	\$836,000	13	\$350,000	\$640,000	\$820,000	

- From February through April, the year-to-year median prices have increased by \$100,000 or more. March and April's prices at the high end are largely flat.
- Year-to-year sales are down in each month and in total, 95 in 2004 and 66 in 2005. This suggests that higher prices are having a dampening effect on the number of sales in Echo Park.

Price is a major obstacle for the first and second-time buyers I talk with. A few weeks ago, I was working with a former client interested in a second home. I found them a condo in Alhambra that would have fit their needs, but when they took a hard look at what they are getting for the price, they balked. It feels like 1999 in the stock market: many persons believe the market will continue to rise and just as many are convinced that it is only a matter time before a large correction occurs.

The information in the tables comes from my web site, <http://www.joeogg.com>, and from my "Snowy Egret" booklet describing the local market during 2004.

Everyone I've talked with about this booklet has liked it and thought they were getting useful information. I give out a several every week, ranging from a few, to several dozen. I dropped some off in the Los Feliz area and within a day or so got a phone call from a teacher whose sister-in-law lives in Los Feliz and had seen the booklet. She asked if I could find a condo for her at around \$150,000. I'll stay in touch with her, but she is close to retirement and isn't sure she wants to buy into this market. She also owns property on the east coast and is considering living there.

I'm working on another booklet, due out in July, with a review of the first half of 2005 and advice for buyers and sellers. I'll show it to you before I distribute it since it will identify my affiliation with REMax-TriCity.

Thanks for hosting informative monthly meetings, particularly the legal updates. I may miss the ones in June and July since I'll be in the Philadelphia area and North Carolina during this period.

Very truly yours,

Joe Hogg

cc: Sona Arejian, Manager Los Feliz Office
Michelle Matti, REMax-TriCity