

In the life of a company there are turning points like in any family, births, marriages, and deaths. We were saddened in April to lose not just one of our AMSI co-workers, but one of the founders and visionaries of our company. A community leader, entrepreneur, philanthropist and teacher, whose decades of work in San Francisco influenced countless people, Michael died April 9, 2003 of complications from cancer at his home. He was 63.

Born in New Prague, Minnesota, Dr. Kocina lived for 33 years in San Francisco. He was the founder of more than 20 businesses, including San Francisco Home Services Center, Grandma's Housecleaning, Alchemy Party Service, Dijon Galleries, K/F Productions, K & R Builders and Kocina/Fleischer Properties. Most recently he was a partner in American Marketing Systems Inc., a specialty Real Estate firm With Robb Fleischer and Zoya Lee Smithton. Robb says of his long time business partner, "Michael's ability to meet people and bring them together was an inspiration. He was a walking magnet for gracious customer service." Zoya says, "To have known

Continued on page 3

AMSI NEWS

SUMMER 2003

IN HONOR OF THE LIFE OF MICHAEL KOCINA

June 21, 1939 – April 9, 2003

Sooner or later, a person, if they are wise, discovers that life is a mixture of good days and bad, victory and defeat, give and take.

They learn that it doesn't pay to let things get our goat; that we must let some things go over our head like water off a duck's back.

They learn that carrying a chip on our shoulder is the quickest way to get into a fight.

They learn that buck-passing acts as a boomerang.

They learn that carrying tales and gossip about others is the surest way to become unpopular.

They learn that giving others a mental lift by showing appreciation and praise is the best way to lift their own spirits.

They learn that the world will not end when they fail or make an error; that they can often make a friend by letting others tell their troubles.

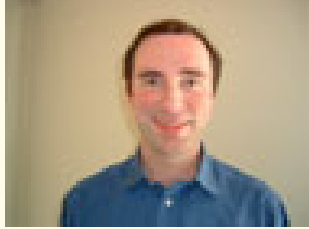
They learn that all people have burnt toast for breakfast now and then, and that they shouldn't let their grumbling get them down.

They learn that people are not any more difficult to get along with in one place than another and that "Getting Along" depends on about 98 per cent on their own behavior.

Written by Michael Kocina April 1, 1968

Meet the Agents

"With my MBA and corporate experience the R. E. business is a perfect next step. My first son is on the way, I am proud to be bringing a new generation home to San Fran."



Michael Bate
Unfurnished Leasing Agent and R. E. Sales
415-447-2072
mbate@amsisf.com

Nuhya Johnson
Furnished Leasing Agent
415-447-2034
njohnson@amsisf.com

"I moved west from St. Louis. In S.F. I found the PERFECT place to live. Beauty, entertainment, recreation...we have it all. I am here to serve you!"



Dan Kasin
Furnished Leasing Agent
415-447-2031
dkasin@amsisf.com

"Real Estate may be a good investment, but it's also a lot of work. I can help take the work out of your investment. For me, sales is all about customer relations."

"Let me place you in your home away from home! If you require Spanish assistance I am the Ecuadorian gal you can depend on!"



Carol Romero
Furnished Leasing Agent
415-447-2082
cromero@amsisf.com

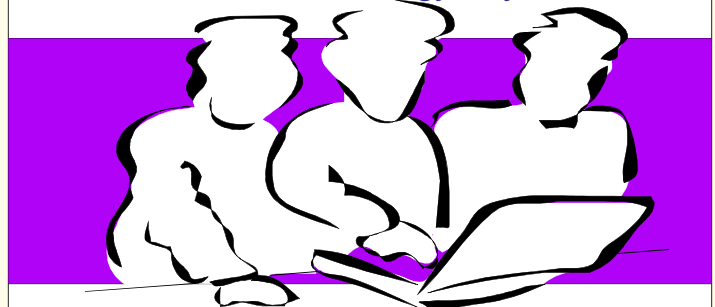
WHAT WE DO TO MARKET YOUR PROPERTY

Affiliate Selling. That's the paradigm shift of the 21st Century. And who was first to jump on board the Internet Express? Why, www.amsiRes.com of course! With our state of the art amsiRes software, we drive over 100,000 hits a day to our real time databases of unique properties. **That's a lot of hits, folks.** The international web site for Cendent Mobility "Homestore.com" produces only about 400,000 a day - and we're still the "little guys" - but not for long!

How do we do this? Well, have you viewed our partner page lately? AMSI has over 125 affiliate web site partners who have direct links to our on-line real time inventory. That means every one of your properties is advertised individually on each one of these sites throughout the world. Each month these affiliate sites drive over 554 requests for accommodations - and that number is growing geometrically. And by the way...how many of you owners have a web site - or your company has a web site? Simply become an affiliate partner, and make sure your company does! Get the word out. The best news is, IT'S FREE!!! It costs nothing, and we pay you \$100-\$250...so call today Zoya Lee Smithton, the Commander in Chief of the IM Force at 415-447-2049.



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- Financial statement for the previous year**
- View your own properties**
- List property work orders**

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Before

These recent "Before and After" photos showing the transformation that a few pieces made to this rental unit.



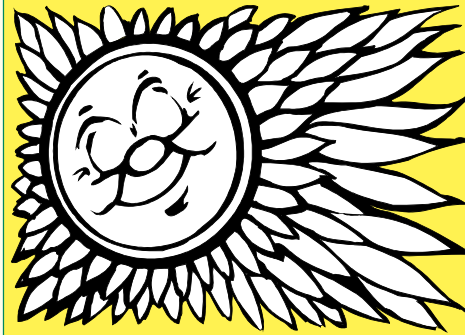
After

...makes truth of the saying:

"Every picture is worth a 1000 words."

The Beach in San Diego Anyone?

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so
hot!*

AMSI
San Diego

Michael, Continued from page 1

Michael Kocina has been 'My Pleasure'! Long active in San Francisco community affairs, Dr. Kocina helped establish the Castro Village Association, San Francisco Association of Better Neighborhoods, Let Their Be Gifts For Less Fortunate Children, and the Give the Gift of Sight recycled glasses program. He also served on the board of the San Francisco Council of Entertainment and was a National Representative and local president of United Voluntary Services. In addition, Dr. Kocina was deeply committed to helping people, assisting dozens of refugees from Cuba, Poland, Italy, Russia and the Czech Republic. He was honored with two California Senate resolutions recognizing his outstanding service to the community and was recently appointed Special Advisor to Mayor Alan Arakawa of Maui. A practitioner of old school mannerisms and kindness, Dr. Kocina earned the respect, love and admiration of all that knew him. Colleagues admired his energy, focus and ability to move projects forward. Never one to dwell on mistakes, a favorite saying was "no problem." His curiosity and insatiable appetite for life brought much joy to friends and family. Because of his open nature, there weren't too many places Dr. Kocina could go where someone wouldn't recognize and greet him warmly. Whether at the farmer's market, the bank, or a local restaurant, his warm smile and mischievous twinkle brightened many people's days. He was one of a kind and the impact he had on family, friends, and colleagues will be in numerous hearts forever. The family requests that memorial donations be made in Michael's name to Dr. Alan Kramer's Foundation International Institute of San Francisco "Living With Cancer" Project #207LWC 657 Mission Street, Suite 500 San Francisco, CA 94105 Attn: Paul A. Aguilar. Michael Kocina was a mentor and creative inspiration to all of us at AMSI and we miss him.



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