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AT DEADLINE

**Arredondo Appointed
Wells Fargo
Community Banking
President
for the North Inland
Empire Market**

Wells Fargo & Company announced that 12-year financial services veteran Ernesto Arredondo Jr. has been appointed to community banking president for the company's North Inland Empire market.

In his new role, Arredondo is responsible for 29 stores in Riverside and San Bernardino Counties; totaling \$1.7 billion in deposits. He will report to Southern California Regional President Kim Young, and will be based in Corona and San Bernardino.

"Ernesto is an exceptional performer and we are pleased he will be leading our team in the Northern Inland Empire communities," said Young. "Ernesto brings a fantastic track record of leading high performing teams
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**Inland Empire Lifestyle Center Hits
the Market**

A major Inland Empire retail center has come on the market, as the Orange County office of Holliday Fenoglio Fowler (HFF) was awarded the assignment for The Shoppes at Chino Hills, a 380k-square-foot lifestyle center in Chino Hills. Located at 13800-13920



City Center Drive, west of the 71 Freeway and south of Grand Avenue, The Shoppes at Chino Hills is part of a larger master-planned project that includes the Chino Hills Civic Center, Chino Hills City Hall, Chino Hills Police *continued on page 15*

NEPCO Grand Opening in Chino

*Public Officials Welcomes
New Green Jobs to Inland Empire*

State Senator Bob Huff, Assemblymember Norma Torres and San Bernardino County Supervisor Gary Ovitt, along with other local business leaders and organization representatives, will attend the official opening of NEPCO's new 36,000-square-foot facility where the company collects recycled Styrofoam™, primarily from post consumer packaging and food service, and produces new consumer products, such as high-end picture *continued on page 37*



From Recycled Styrofoam™ to High-End Picture Frames

**Special
Sections**

Leadership
and Little
White Lies

Pg. 6

14 Women
Who Made
a Big Splash
in 2009

Pg. 14

Daimon's at the Beach



pg. 31

**For You Network's
"Gotta Have a Heart"
Gala Presents Awards
to Outstanding Women
in the Inland Empire**

Kay Presto, owner of Presto Productions in Ontario, was honored as the winner of the Cherie Arnold "Heart" Award at the 8th annual "Gotta Have a Heart" luncheon held by the For You Network, The Ultimate Woman's Network.

Founding Director Gisella Thomas said that Presto was nominated by the For You Executive Success Team, and received this award for her work and dedication towards the growth of the For You Network. Presto's company sells "I'm A Sensational Senior!" shirts and other apparel for seniors in the Ontario office and through her business Website www.shirts4seniors.com.

In all, 15 awards were presented to various members of the network, which consists of connections for businesswomen throughout Southern California.

The following awards for women located in the Inland Empire are as follows:

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CONSTRUCTION AND THE ECONOMY

A “Fixed” Fight: A Peek Inside One Construction Expert’s Campaign to Make Fixed-Price Contracts and Cost Containment the Industry’s New Normal

Huge cost overruns and missed deadlines have long been the accepted norm for construction project operations. But as the economy struggles to fully recover, construction expert Barry LePatner stresses that these precepts can no longer define the nation’s most inefficient industry. He provides a proposal for hardwiring construction cost containment into future projects.

Cost overruns have long been the norm in the construction industry. Just consider the litany of projects across our nation that have been plagued by cost overruns. For example, Boston’s \$22-billion-dollar Big Dig, which continues to drain Massachusetts’ economy, or the

sports arenas and stadiums such as the newly built stadiums for New York’s Mets and Yankees, both of which have exceeded projected costs by hundreds of millions. Not to mention the smaller projects such as the schools, hospitals, and office and residential projects going up around the nation, which encounter overruns on a daily basis.

No one has ever been happy about the cost overruns or the missed deadlines that accompany projects like those mentioned above, but most have accepted them as a necessary evil. But in our stagnant economy, faced with the stark reality of dried-up financing, and a construction industry that has lost over 1.5 million workers, tightly budget-

ed developers and project owners are facing a budgetary quagmire from contractors who bid at or below cost to secure contracts that will inevitably result in massive cost overruns.

However, a new paradigm is on the horizon that promises to alleviate these problems—and Barry LePatner says construction cost containment is the number one goal of developers, corporations, lenders, and public owners alike.

“Construction cost overruns have run rampant for decades,” says LePatner, author of “Broken Buildings, Busted Budgets: How to Fix America’s Trillion-Dollar Construction Industry” and the upcoming book “Roadblock: America’s Failing Infrastructure and the Way Forward.” “It’s hard to believe that the construction industry was allowed to waste upwards of \$120 billion each year even in the best of times. It is an industry that has seen per-worker productivity fall by nearly 25 percent over the past 40 years. But in these difficult times, the status quo can no longer stand.”

The problem, well-known to most people who deal with the construction industry, is that the low-bid process allows contractors to win projects—followed, of course, by change orders and delay claims that gradually escalate the final price and enable them to make a profit.

LePatner’s solution? Over the past two years, his law firm has developed The LePatner C3 Model™, a new fixed-price approach to designing and building complex capital projects that enables all project team members to operate with confidence that their project will be completed on time and on budget. It does this while also assuring a fair profit to the construction team without the need for

unwarranted claims and delays. NOTE: For details, see LePatner’s new white paper, The LePatner C3 Model: Construction Cost Certainty, which is available for download at www.BarryLePatner.com.

“If you’re scoffing at the mention of a ‘fixed-price approach,’ you’re certainly not alone,” admits LePatner. “Many in the construction industry believe fixed-priced contracts simply aren’t possible. And given the way the industry currently operates, they are correct.

“But when you ensure that contracts are based on fully complete and coordinated drawings, perform a proper risk allocation to adjust for anticipatable problems during the construction process, and involve intermediaries to act on the owner’s behalf in the negotiation process—as The LePatner C3 Model does on all accounts—you create a world in which owners—public and private—can, for the first time, feel secure that cost certainty will be achieved.”

And as seen by the results of FMI and CMAA’s recent 2009 Tenth Annual Survey of Owners, LePatner’s fixed-price model is coming at just the right time. As we move into the next decade, owners, too, are expecting change.

According to the survey’s findings, owners want to see more claims avoidance, better project leadership, and better alignment of “project delivery system selection to project characteristics and conditions.”

The survey also found that from 2009-2014, owners will place greater importance on the following factors. Here they are as excerpted from the survey:


- Selecting the most effective project delivery system

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Business Journal!

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State-of-the-Art Barstow Facility Hits the Market

MerueloMaddux Properties Inc, one of the biggest property owners in downtown Los Angeles, has just listed an 85k-square-foot “state-of-the-art” concrete tilt-up industrial building in the city of Barstow. The building sits on just over 10.5 acres located on the north side of Lenwood Road, adjacent to I-15. The Bradco Companies, one of the most active commercial real estate services firms throughout the High Desert region, has the listing.

According to Joseph W. Brady, CCIM, SIOR and president of The Bradco Companies, this is the only facility of its type and size, and adjacent to I-15, currently available in the High Desert. “Initially developed as a produce distribution facility, the building is “cooler ready” and can be divided into 17 units of about 4.1k-square-feet in size. Each unit consists of two dock-high on the north side and one dock-high on the south side, a 400-square-foot office, a bathroom and 100 square feet of storage.

The Class A building is being offered for sale at an asking price of \$8 million. An additional 64 acres of land that surrounds the property is also available for a discounted rate.

“This is a Class A building that has never been occupied. Given its close proximity to the Interstate 15 and 40 interchange and the Nevada state line we hope to generate interest from wholesale distribution companies that desire to expand in this area,” explained Brady.

Preservation Underway on Historic Ontario Buildings

Preservation work is now underway on nine buildings totaling approximately 175k square feet within the city of Ontario’s Historic Guasti District. These historic buildings, once part of a thriving winery town, will be an important component of the District, a planned 55-acre adaptive reuse project that will ultimately provide a unique, destination-focused environment to include a dynamic mix of dining, entertainment, hospitality and lifestyle tenants within the city’s Ontario Airport Metro Center submarket.

As part of an Owner Partnership Agreement that was unanimously approved by Ontario’s City Council on Dec. 15, 2009, Guasti’s owner, Oliver McMillan, and the City of Ontario agreed on a first phase scope of work that incorporates protective measures for structures and artifacts that include the Guasti Villa, a firehouse, five worker cottages and two residences.

“The City’s vision for the Guasti District is to preserve its historic assets, while at the same time, striving to continue its goal to create, maintain and grow economic value,” said Mayor Paul S. Leon. “Ultimately, we strive to build a complete community of residential, commercial, entertainment and lifestyle developments to complement Ontario’s strong Southern California location, diverse economy, and skilled workforce.”

Founded in 1904, Guasti Village was once a self-sufficient community that included the world’s largest contiguous vineyard, encompassing over 5,000 acres. Oliver McMillan is responsible for covering and providing weather protection for the Guasti buildings’ roofs and repairing any leaks, making structural assessments and immediate repairs, and providing overall site protection and barricades. Additionally, the developer has completed the task of safely removing murals and other artifacts from the Guasti Villa, which will be restored as needed and stored while the renovation is in process.

According to the Ontario Redevelopment Agency, the agreement sets a timeline for the initial scope *continued on page 39*

INLAND EMPIRE business journal

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Quotes on “Life”

Cast of Characters: I Won’t is a tramp, I Can’t is a quitter, I Don’t Know is lazy, I Wish I Could is a wisher, I Might is waking up, I Will Try is on his feet, I Can is on his way, I Will is at work, I Did is now the boss.

Earl Cassel

Life unexamined, is not worth living.

Democritus

To live is so startling it leaves time for little else.

Emily Dickinson

One never finds life worth living. One always has to make it worth living.

Harry Emerson Fosdick, D.D.

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ETHICS IN THE WORKPLACE

Leadership & Little White Lies: How Those Seemingly Harmless Fibs and Half-Truths Can Hurt Your Business

Every leader tells a white lie every now and then, right? Perhaps—but that doesn't make it okay. Author Dave Anderson says that white lies can do serious damage to your reputation and can lead to much bigger issues down the road. Read on to see why cleaning up your act can help save your business.

Picture this: It's 4:30 p.m. on a Friday afternoon at the end of an exhausting week. You've finally reached a good stopping place on your work and everything seems on track for a clean break when 5:00 rolls around. Suddenly, the phone rings. You glance at your Caller ID screen and cringe. It's your most talkative client—the long-winded one who typically calls “just to chat” and keeps you occupied for hours on end.

So what do you do now? Do you take the call and resign yourself to a late start on the weekend? Or do you have your receptionist tell him that you've already left for the day so you can deal with him on Monday?

If you opt for the white lie, you're not alone. We're all guilty of stretching the truth every now and then, and some of us find ourselves doing it so often we barely notice anymore. But according to author Dave Anderson, those “harmless” little untruths are anything but. Not only are these fibs a reflection on your character—after all, lying is lying—they can open the door to bigger, darker, more destructive lies.

“White lies are like the gateway drug to bigger offenses,” says Dave Anderson, author of “How to Run Your Business by THE BOOK: A Biblical Blueprint to Bless Your Business.” “Get away with them and you're tempted to tell ever bigger ones. Eventually, your lies will catch up with you and will damage your relationships

with clients, vendors, and employees. And in a business world that is already unstable, it's not a risk you should be willing to take.”

While most white lies seem harmless on the front end, consider the potential consequences of your actions. What if, for instance, the client you had your receptionist lie to happens to find out you actually were in the office? He may feel offended enough to leave, or worse, to tell your other clients about your unsavory behavior.

Even more detrimental, says Anderson, is the effect that white lies can have on one's own psyche. White lies work much the same as other types of “lesser” offenses (say, flirting with that married co-worker rather than launching a full-on affair). Basically, you become desensitized to the feelings of wrongness and guilt, and, before you know it, you are finding ways to excuse away other, more serious infractions.

“If you're going to start classifying lies as ‘white’ or ‘whoppers,’ you may as well categorize different levels of stealing too,” explains Anderson. “The white lie version of embezzlement could be taking a few dollars worth of office supplies home with you, or mailing personal correspondence with company postage, or making personal copies on the company Xerox machine. Is that the standard you want to set for your employees?”

Anderson suggests that you personally work inside a “no lying zone” and insist that your employees do the same. He offers the following tips:

Tell the truth at all costs (literally!). You should tell the truth even when it is not easy, cheap, popular, or convenient. Selling a product at the right price (rather than a grossly


inflated one that you are pretty sure you can get away with) may cost you more in the short term, but dishonesty and deception can end up costing you much more in the long run, in your professional and personal lives.


Don't give false impressions. When it comes to business, false impressions are everywhere. From misleading advertising campaigns to padded resumes, you won't be hard pressed to find examples of people trying to make others believe things are better than they really are. And while you may not realize it, this is just another form of lying! Anderson says that you have to be upfront and honest with those you work with, or you may lose your credibility and build up bitterness and resentment in a once-valuable business relationship.

Think about the ways that you or your company may be misleading others, and find ways to stop it. Make sure that you aren't spinning feedback to make someone feel as though they're doing better or worse than they really are. And certainly don't mislead any potential job candidates or employees about realities concerning compensation, advancement, or future plans.

Never, ever ask someone else to lie on your behalf. This is an abuse of your power, position, relationship, and friendship. Asking an employee or colleague to lie for you can do permanent damage to your integrity and reputation, and it opens the door for them to lie to you, and those you do business with, as well.

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Dutton Calls on Air Board to Freeze Anti-Warming Measures Until Jobs Impact Report is Complete

Air Board has missed its own deadline, refused to set completion date

Senate Republican Leader-elect Bob Dutton (R-Rancho Cucamonga) has sent a letter to California Air Resources Board (CARB) Chairwoman Mary Nichols calling on her to suspend implementation of AB 32, California's Global Warming Solutions Act, until a "valid, peer-reviewed economic analysis has been completed."

Senator Dutton sent the letter to Mary Nichols after learning that CARB has yet to redo its initial flawed economic analysis by a promised Dec. 31, 2009 deadline. Last week CARB staff acknowledged that the new economic analysis has yet to be completed. Further, staff said they didn't know when it would be done.

"Mary Nichols and CARB continue to drag their feet on what should be priority number one—the potential impact their actions will have on jobs," Senator Dutton said. "So while CARB barrels forward to implement anti-global warming measures, they do so completely ignorant of the true economic impact their actions will have on Californians' jobs and our economy."

A key study from Sacramento State University economists estimates that the cost of AB 32 could be as high as 1.1 million lost jobs and a 10% reduction in the state's economy.

Senator Dutton introduced legislation last year, SB 295 that would have required CARB to redo its flawed economic analysis. The bill was killed by Democrats in the Senate Environmental Quality Committee after Mary Nichols assured the majority party that SB 295 was unnecessary because the new economic analysis would be completed by Dec. 31, *continued on page 37*

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SALES AND MARKETING

The Domino's Theory: What Your Company Can Learn From the Customer-Driven "Pizza Turnaround"

When the pizza giant asked consumers to tell the truth, it ended up back at the proverbial drawing board. (Or should that be cutting board?) New product development guru Dan Adams says there's a lesson in this story for all of us—and he offers some insights on the art of really listening to customers.

Recently, Domino's Pizza did something practically unheard of in the business world. First, it asked its customers for honest feedback. Second, it actually listened to the painful truth (according to its documentary ad, "The Pizza Turnaround," unflattering words like "cardboard" and "totally void of flavor" were tossed about with abandon). Finally—and here's the shocking part—the company reinvented its product "from the crust up."

Now, if you're the typical business leader, you might be protesting, "But we listen to our customers all the time!" Don't be too sure, says new product development expert Dan Adams. You might think you're giving your customers what they want—but there's a good chance you're actually giving them what you want them to want.

Many companies are essentially saying to their customers, "You do need this product, right? Right?" laughs Adams, author of "New Product Blueprinting: The Handbook for B2B Organic Growth." They're starting with a product and trying to talk their customers into giving it their stamp of approval. What looks like soliciting feedback is really a bit of a dog and pony show.

Adams should know. He has spent his career helping some of the largest business-to-business companies in the world learn how to develop new "stuff" that customers want to buy. Through "New Product Blueprinting"

(the process described in his book), his company helps clients bring clarity to the "fuzzy front end" of product development.

So with the Domino's ad campaign making headlines for its boldly honest approach, you might be wondering how your company can follow its lead. Adams offers several tips:

- **Ask your customers what they want**—in a way that lets them know you really hear them. A lot of companies pay lip service to this idea. As consumers we've all had survey cards slapped down in front of us or fielded post-purchase telemarketing calls. Reconsider how you are collecting customer feedback. Are you doing it in a way that really engages the customer so that you can get the truth?

"There's no substitute for respectful dialogue with customers," says Adams, whose own process helps B2B suppliers elicit idea-generating, peer-to-peer conversations with their customers. "When you can get people truly engaged in the feedback process—I mean really focused on what they need and want from you—you'll get their honest opinions. And that raw honesty is what you need to serve them the right way."

- **Don't rely on sales reps alone to capture customer needs.** A salesperson is unlikely to uncover a full set of market needs if he is a) rewarded for near-term selling, b) unable to reach true decision-makers, or c) not calling on most of the customers in your target market segment. But put a good salesperson on a team with marketing and technical colleagues, train all in advanced interviewing methods, and you'll run circles around your competitors.

Be wary of VOC (voice-of-

the-customer) consultants who want to exclude your sales force from interviews because "they can sell but not listen," warns Adams. In the long run, your company will fall behind competitors that have taken steps to develop a team of engaged and enlightened salespeople.

- **Take action on what you're hearing.** Many companies ask their customers for feedback with the best of intentions. But when they start hearing things they don't want to hear, they find a million reasons to explain it away. As a result, the feedback never gets translated into action.

A lot of companies will say, "Oh, they're a difficult client," or, "That's not really what they want; it's just what they think they want," says Adams. "Either they don't really want to change what they're doing or they don't trust the customer or they don't trust themselves to understand what the customer wants.

"A good interviewer knows how to dig deep and figure out the customer's hidden needs," he adds. "And a smart company will take action to meet those needs—no matter what."

- **If you have to scrap your existing products and start from scratch, so be it.** Here's the real truth, says Adams: Most suppliers start with their solution, "validate" it by showing it to some customers, and measure market needs by watching sales results... after the product launch! In other words, they're getting it exactly backwards.

"Companies should invert this process: Begin with customer needs and end with supplier solutions," asserts Adams. "While doing things in the wrong order may 'feel' better to you, it is far less likely to result

in sales and customer satisfaction. Besides, intelligent customers can detect your 'validation' a mile away. They correctly sense you are more interested in your idea than in them... and that doesn't do much for the long-term relationships you need to build."

- **Get everyone in your company connected to the customer's reality.** If you watch Domino's new ad, you can see how ego crushing it was for the company's employees to hear customers speak their minds about the flavorless crust and ketchupy sauce. Yet, you can also see how necessary it was for them to hear the harsh truth—it energized them to revamp their product and make it much, much better.

"People inside companies tend to get defensive about their products and processes," admits Adams. "It's only human. But when you can cut through that defensiveness and show them 'Hey, this really isn't working for our customers'—well, that's where true service and value finally begin."

If you're thinking this is a message recession-strapped companies need to hear, you're right, says Adams. The quicker they get it, the more likely they are to survive.

"Figuring out what people really want from your company, and giving it to them, is the whole point of being in business," he notes. "When money is flowing, you can stand some trial and error, some experimentation. When it's not, you'd better get it right now—and 'right' means whatever the customer says it does."

For more information, visit www.newproductblueprinting.com.

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THE GAINERS

Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	% Change
HOT Topic Inc	6.12	5.75	0.37	6.4%
Hansen Natural Corp	40.85	38.45	2.40	6.2%
Outdoor Channel Holdings Inc	5.28	5.05	0.23	4.6%
Watson Pharmaceuticals Inc	39.11	38.37	0.74	1.9%
American States Water Co	33.32	33.22	0.10	0.3%

THE LOSERS

Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	% Change
Provident Financial Holdings Inc	3.10	3.55	-0.45	-12.7%
K-Fed Bancorp	8.02	8.86	-0.84	-9.5%
CVB Financial Corp	8.95	9.58	-0.63	-6.6%
Physicians Formula Holdings Inc	2.16	2.31	-0.15	-6.5%
Emrise Corp	0.62	0.66	-0.04	-6.1%

Company	Ticker	2/19/10 Close Price	1/29/09 Open Price	% Chg. Month	52 Week High	52 Week Low	Current P/E Ratio	Exchange
American States Water Co	AWR	33.32	33.22	0.3	38.79	29.76	17.6	NYSE
Basin Water Inc	BWTRQ	0.01	0.01	-33.3	1.00	0.00	NM	AMEX
Channell Commercial Corp	CHNL	0.11	0.12	-12.5	0.25	0.03	NM	AMEX
CVB Financial Corp (H)	CVBF	8.95	9.58	-6.6	10.38	4.91	15.4	NASDAQ
Emrise Corp	ERI	0.62	0.66	-6.1	1.70	0.52	NM	NYSE
Hansen Natural Corp	HANS	40.85	38.45	6.2	44.02	27.91	29.0	NASDAQ
HOT Topic Inc	HOTT	6.12	5.75	6.4	13.87	5.25	12.2	NASDAQ
K-Fed Bancorp	KFED	8.02	8.86	-9.5	10.33	6.15	34.9	NASDAQ
National RV Holdings Inc	NRVHQ	0.03	0.03	0.0	0.06	0.02	NM	AMEX
Outdoor Channel Holdings Inc	OUTD	5.28	5.05	4.6	8.24	3.50	NM	NASDAQ
Physicians Formula Holdings Inc	FACE	2.16	2.31	-6.5	4.23	0.92	30.9	NASDAQ
Provident Financial Holdings Inc	PROV	3.10	3.55	-12.7	10.49	2.43	NM	NASDAQ
Temecula Valley Bancorp Inc	TMCV	0.00	0.00	150.0	1.08	0.00	NM	AMEX
Vineyard National Bancorp	VNBCQ	0.01	0.02	-49.1	0.32	0.01	NM	AMEX
Watson Pharmaceuticals Inc	WPI	39.11	38.37	1.9	42.50	25.31	16.7	NYSE

Notes: (H) - Stock hit fifty two week high during the month, (L) - Stock hit fifty two week low during the month, NM - Not Meaningful

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Christopher North, May, 1830

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Five Most Active Stocks

Watson Pharmaceuticals Inc	14,076,182
CVB Financial Corp	13,291,814
HOT Topic Inc	11,045,702
Hansen Natural Corp	8,058,364
Basin Water Inc	1,652,910

D&P/IEBJ Total Volume Month 51,716,900

Monthly Summary 2/19/10

Advances	6
Declines	8
Unchanged	1
New Highs	1
New Lows	0

FIRM DEVELOPS LOMA LINDA MED CENTER'S FIRST MAJOR OFF-CAMPUS FACILITY

With two separate buildings, four independent healthcare organizations and more than dozen different healthcare services—all consolidated in the client's first major satellite facility—plans for a new off-campus medical plaza in Beaumont were fraught with extraordinary challenges.

Today, however, those obstacles seem like a distant memory. Thanks to the leadership of Chicago-based Lillibridge, the new three-level, more than 85,000-square-foot Highland Springs Medical Plaza efficiently integrates an array of outpatient medical services in a single beautifully designed location.

When executives of Loma Linda University Medical Center (LLUMC) decided to build two new facilities about 15 miles away, the project marked the first significant foray beyond the university's main campus. The new facilities would serve residents of Beaumont as well as the surrounding communities of Cherry Valley, Banning, Cabazon, Calimesa, Yucaipa and Oak Glen. The strategy was to better serve California's Inland Empire area – attracting new patients while reducing the need for current patients to travel to the main campus in Loma Linda.

The medical plaza—which had a projected price tag of about \$42 million—was also a collaboration involving LLUMC, Faculty Practice Plan of Loma Linda University School of Medicine, Redlands Community Hospital and Beaver Medical Group, making it LLUMC's first major partnership with other healthcare providers.

With so much at stake, LLUMC executives recognized the need to work with an experienced healthcare real estate developer for the challenging, high-profile project. Lillibridge,

one of the nation's largest healthcare real estate firms, was selected to spearhead the process working in concert with Greg Powers of Red Brick Consulting, the owner's representative.

"We knew this would be a complex project," Lillibridge

Chairman and CEO Todd W. Lillibridge says. "But our firm has developed and manages millions of square feet of medical office space in more than 75 markets nationwide. There are few healthcare real estate challenges that we haven't already faced and overcome many times

before. So we were confident that we could deliver an excellent outcome for LLUMC."

The resulting Highland Springs Medical Plaza is a striking two-building development that features a three-story, 68,300-square-foot medical *continued on page 37*

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Corona Wells Fargo Bank Building Sells for Over \$500/sf

A 5k square foot Wells Fargo Bank building in Corona sold for \$2.6 million (\$520/sf) as part of a four-parcel break-up strategy for The Shops at Sycamore Creek. The property is situated on .75 acres at 11764 De Palma Road, on the west side of I-15 and Temescal Canyon Road.

Built in 2009, The Shops at Sycamore Creek is situated in the award-winning master-planned community of Sycamore Creek. This area has an average annual household income above \$91k with a population of over 28,000 people within a five-mile radius. Sycamore Creek is located just off I-15 at the Indian Truck Trail Road exit and offers visibility to the 128,000 cars that pass the center each day.

Dennis Vaccaro and Richard Walter of Faris Lee Investments represented the seller, Orange County-based Shops at Sycamore Creek LLC. The property closed at a 6.15 percent cap rate. The seller is in the process of marketing the two remaining pad buildings within The Shops at Sycamore Creek, which includes a Von's supermarket, Von's fuel center and CVS/Pharmacy.

"The break-up strategies we employ ultimately maximize values for our clients," said Walter. "By breaking up a retail property into smaller parcels, the buyer pool is expanded. This strategy offers small- to mid-sized investors the opportunity to be an investor in a larger retail center, which ultimately provides them with a more unique and diverse investment opportunity."

Big Inland Empire Lease Gets the Royal Treatment

Royal Appliance Manufacturing Company inked a new lease for 415.8k square feet of industrial space in a San Bernardino facility that just traded hands last year. The five-year deal represents one of the largest new leases in the Inland Empire so far in 2010. The transaction had a total value of around \$5 million.

The building is located at 925 East 9th Street, east of Waterman Avenue and south of Base Line Street. It is owned by Hillwood Investment Properties, which acquired the asset from Blackrock last year.

The lease represents a relocation for Royal Appliance, which is expanding their operations by more than 65k square feet. They currently occupy a 349k square foot facility in the West Inland Empire and plan to relocate to the new building upon completion of tenant improvements at the beginning of May. Royal Appliance's brands include Hoover and Dirt Devil vacuum cleaners.

Jeff Smith of Lee & Associates repped the tenant. Frank Geraci, Walt Chenoweth, Juan Gutierrez and Patrick Wood of CB Richard Ellis represented Hillwood in the transaction. The same CBRE team also handled the sale of the building.

In December, Hillwood Development also acquired a neighboring, 609k square foot building, which is currently available for lease. CB Richard Ellis is also handling the marketing of this state-of-the-art warehouse building, located at 7776 E. Tippecanoe Avenue. Both buildings are located in the San Bernardino Enterprise Zone, which offers occupants tax incentives for new equipment and machinery installations and new employee hiring credits.

Trade Events Calendar: 2010 - 2011



Mar 7-12: Trade Mission to Senegal and South Africa

Senegal and South Africa offer a gateway for U.S. companies to enter the African continent. A growing consumer base and national efforts to upgrade and develop infrastructure have created opportunities for U.S. exporters in both countries. This mission will promote U.S. equipment and services in key sectors such as electric power systems, automotive spare parts, construction and mining equipment, and agribusiness, among others. Businesses with clean technologies in those and other sectors are also encouraged to apply. Contact: Karen Dubin at 202-482-3786 / Karen.Dubin@mail.doc.gov.

Mar 8-13: Medical Trade Mission to India

This mission is designed to promote U.S. medical and healthcare products and services in New Delhi, Chennai, and Mumbai. One-on-one business matchmaking appointments, site visits to healthcare facilities, and meetings with Indian government officials are all part of this package. The mission is strategically scheduled to include accommodate U.S. firms planning to exhibit at Medical Fair India 2010 in Mumbai. Contact: Jetta DeNend at 212-809-2644 / Jetta.DeNend@mail.doc.gov.

May 5: 17th Annual World Trade Conference

Mark your calendar! The 17th Annual WTC, presented by IBA Global - International Business Association, to commemorate the World Trade Week will be held on May 5th 2010. (See Page 23)

May: 2010 Business Mission to Indonesia

The mission proposes to include agenda items such as one-on-one business matchmaking appointments with prospective agents, distributors, and end-users; updates on major projects; Embassy briefings on doing business in Indonesia; and networking receptions and other items tailored to the attending company's interests.

Claremont-based Company Celebrates First Female Executive in 15 Years

Claremont-based ISN Global Enterprises, Inc., has announced that Jeannie Williams, formally its operations manager, has been promoted to assistant vice-president of business operations. As the first female executive in the 15-year history of company, this promotion brings a new welcomed perspective to the all male executive team. Jeannie will administer internal operations for all aspects of the business as well as manage all operational and technical team members.

Williams will report directly to the executive vice-president of ISN Global Enterprises, Inc. with additional reporting to the office of the CEO.

ISN Global Enterprises, Inc. has been serving clients since 1995. It provides telecommunications and technology solutions for small and mid-sized businesses in the U.S., Latin America and beyond. It offers a full range of quality IT services including consulting, design, implementation, support, and management.

NETWORKING AND SALES

The Year of the Connector: Eight Ways to Make More Meaningful Business Connections in 2010

Looking for a way to increase your bottom line without increasing your budget this business year? Author Maribeth Kuzmeski says that the secret lies in your ability to connect. Read on to learn the keys for connecting that could make 2010 your most successful year yet.

It's official: We survived 2009. But you're probably not spinning around in your office chair, throwing confetti in the air to celebrate. That's because though you may have survived, 2009 was an especially difficult year for business. And one major business casualty in the last year was customer-business trust. Damaged by the Madoffs, AIGs, and GMs of the world and forced by a down economy and growing unemployment to pinch every penny, many customers are simply finding it difficult to hand their trust over to those with whom they do business.

That said, the new year offers an opportunity for a fresh start. And while cutting prices or updating your marketing plan might help get the job done, Maribeth Kuzmeski says that 2010 is the year of the connector. And in the year of the connector, the connections you make and the relationships you build will be the true game changers.

"After all the debacles of 2009, people want to know who they are doing business with," explains Kuzmeski, author of "The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life." "Relationships are more important than ever, particularly when it comes to doing business. And thanks to social media, mobile technology, and the ever-expanding Internet, it's easier than ever to connect with others.

"But while everyone else is devoting their attention to the social media craze, it's time for you to slow down and consider what really brings success. Is it tweeting 100 times per day or having 500 businesspeople in your LinkedIn network? Possibly, but it really depends on whether you are truly connecting with those folks. Those who are able to master impactful connections with others will be the ones to triumph in 2010."

Kuzmeski says that it's the little things that count when it comes to making quality, lasting connections. If we simply pay closer attention to the e-mails, phone calls, and online interactions that make up our days, we can in turn create solid relationships with colleagues and clients alike.

Read on for her tips on how you can make more meaningful connections in the coming months:

Improve your social networking skills. In today's business world, social networking can't be ignored. We promote products on Facebook, network through LinkedIn, and get our news updates via tweets on Twitter. And while social networking is a great way to connect, it can be easy to forget that what you are aiming for are meaningful connections. And making meaningful connections via social media can sometimes take a little extra work and a different approach. Kuzmeski says that using a few simple rules of thumb can help make your social networking more efficient.

"Just like your real-life relationships, you should be picky about who you make connections with online," she asserts. "Choose to connect with people who have similar interests or who are working in your partic-

ular field. And when someone you know, want to know, or need to know connects with you online, you should always reciprocate.

"It shows that you are interested and available, and that you are paying attention to them. And don't let your online connections get lost out in cyberspace. Just because they are online doesn't mean they can't turn into quality connections. Find ways that you can connect through other avenues like conferences, retreats, or occasional in-office visits."

Remember: It's quality, not quantity. While the connections you make through social media are important—especially when you can transform those connections into relationships—you have to be careful not to get caught up in a more, more, more mentality, where you are constantly striving to get more friends on Facebook or to tweet more often during your day.

Kuzmeski says that you can actually be more successful if you use the time you spend going to the extreme in the social media arena to instead revamp the connections you already have by making them more meaningful and personal. Focus on making your connections more impactful, and you'll have a better shot at creating lasting relationships that you can count on for the long term, rather than wasting your time and resources casting a wide net just so you can make as many connections as possible.

"Given today's technology, it's certainly possible for us to connect with hundreds and even thousands of people at a time," explains Kuzmeski. "And while it certainly is fun to see how many friends you can get on Facebook or followers on Twitter, it shouldn't be your

main focus. Instead, concentrate your efforts on turning your connections into more personal relationships: Your goal should be to make connections that you actually see outside of your computer screen. And since sales conversions are more likely face-to-face, consider hosting an event for your followers.

"Twitter users call this a 'tweetup.' According to a definition by *PCMag.com*, a tweetup is a gathering of users brought together via Twitter. For example, at conferences, Twitter is used by attendees to arrange to meet after the show for discussion, cocktails, and parties.

"This year, make a concerted effort to focus on the quality of your business relationships," she continues. "And don't press yourself to make so many social networking connections that you end up in a situation where you can't keep up with and strengthen them or where you are neglecting those with whom you already have quality relationships."

Be a voicemail non-conformist. If you've worked in business for any amount of time, then you've probably played a game of phone tag or two (or 20!). When we attempt to connect with people over the phone, we're usually faced with having to leave a voicemail. But just because you're connecting with a voice mailbox doesn't mean your connection can't also be meaningful. Kuzmeski says that learning how to make the most of those voicemail messages can also help boost your connections.

"Treat your voicemail messages just like you would an actual conversation," says Kuzmeski. "Keep them short and sweet and stay on point. Practice your message before

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PUBLIC RELATIONS AND MEDIA

7 Publicity Myths That Can Hurt Your Business

By Pam Lontos

Every business needs a cost-effective way to keep their name, their products or their services in front of their prospects and customers. For many business owners, publicity is the key to such recognition and awareness. When done correctly, publicity develops your name recognition, gives your business instant credibility, and ultimately leads to increased sales. And best of all, publicity is absolutely free.

Publicity can come from anywhere and in many different forms. It can be as simple as having your product reviewed by a blogger, or as dynamic as

having your company's name splashed across the headlines of a magazine or newspaper. Unfortunately, because of the many myths that shroud the concept of publicity, many business owners fail to seek it out.

Before you can get your business the publicity it deserves, you need to separate the PR facts from the fiction. Below are the most common publicity myths and the truths behind them.

Myth #1 - I need to own a "big" business to get the media's attention

While it's true that big busi-

ness names are common in magazine and trade journal articles, the fact is big business makes up only a small percentage of the American economy. Most readers know the big business names, but they often can't identify with them or their challenges. That's why many magazines and trade journals are eager to hear the opinions and perspectives from owners of small - and medium-sized businesses. So whether you're a solo entrepreneur, a franchise operator or a family business owner, find out what the reporters want and then enthusiastically give your slant on the topic.

Myth #2 - My business will be a household name from one big hit

Getting mentioned in or interviewed by a major national publication with a circulation of over one million readers is certainly impressive. But will such a stroke of luck make your business a household name? Not likely. To become a household name, you need to develop "top of mind awareness." What is top of mind awareness? It's when people think of you first to fulfill their product or service needs. It's when publications of all sizes quote you and publish your articles. It's when customers and prospects say, "I've seen your company everywhere." Most important, it's when people purchase your products or services because they know your company's name and they perceive you as the marketplace leader. The only way to get top of mind awareness (to become a household name) is through constant exposure in a variety of publications, not just one big placement.

Myth #3 - I need to use big words to impress the interviewer

In most cases, the person interviewing you, as well as the publication's readers, are not as intimate with your industry as you are. Therefore, they need the information you give them to be understandable and at a lay person's comprehension level. The best approach is to avoid speaking with industry jargon or using techno-terms. Instead, speak as if you were explaining something for the first time. The simpler you can make your information, the better your chances of being quoted as the expert source.

Myth #4 - I need a unique theory or insight

While you don't want to rehash old news, there's no need to rack your brain for a totally new theory or perspective. The best approach is to present your findings, opinions, or topic of expertise in a new light—one that may be close to someone else's, but that catches the reporter or editor's interest. Perhaps you have information that can refute a recent claim or shows how a current business challenge is affecting the publication's target readership. When you simply put a new spin on a current theory or insight that interests the publication's readers, reporters will want to present your findings.

Myth #5 - I can't get my business into that publication

It's common for small- and medium-sized business owners to feel intimidated by the big name publications. They envision high-powered magazine editors schmoozing with big company CEOs and lining up interviews with well-known figureheads for the next six months. In reality, editors scramble daily to find people to interview who have knowledge

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Let's Hear It for the Girls: 14 Women Who Made a Big Splash in 2009

In 2009, women dominated in many male-dominated industries. Roxanne Rivera offers up her who's who of the women who made the biggest splash last year.

Another year has come and gone, and there is no denying that 2009 was full of ups and downs. It was a year that was shaped by continued economic distress, healthcare debates, big time celebrity deaths, and all those other incredible news stories that make each year unique. But Roxanne Rivera says the reason 2009 will truly be one for the history books is because it saw women—young and old, conservative and liberal, famous and not-so-famous—making big splashes in industries and businesses where the headlines usually go to the men.

“Naturally, every year you could come up with a list of women who've made headlines,” says Rivera, author of the new book, “There's No Crying in Business: How Women Can Succeed in Male-Dominated Industries.” “But it seems to me that 2009 was an especially big year for women in male-dominated industries. From the entertainment business to politics to sports and more, women used 2009 to make their mark.”

Rivera knows a thing or two about making it in a male-dominated industry. In her new book, Rivera provides lessons she learned through her own experience running her multi-million-dollar construction company. And she rounds out her own advice with lessons from women from a variety of male-dominated fields, including medicine, the military, academia, politics, and other professions, whom she interviewed for the book.

“There are obstacles and opportunities for women in every industry,” says Rivera. “I think in 2009 we saw that women are making their names in more and more male-domi-

nated industries on a grand scale. All my experience and research shows me that women can do extraordinarily well in most organizations and industries, no matter how long it has been a bastion of male dominance or how widespread and ingrained that dominance has been. The women of 2009 have further proven that.”

Here's a look at the women who made a big splash in male-dominated industries in 2009:

Officers Allison Jacobs and Lisa Campbell: How a mother's intuition led to a miracle.

When University of California-Berkeley police officers Allison Jacobs and Lisa Campbell encountered Phillip Garrido and his two daughters on that fateful August day, they knew that something just wasn't right. Citing a “mother's intuition,” Jacobs and Campbell picked up on Garrido's erratic behavior and the odd, withdrawn mannerisms of the two girls, which led to the call they placed to Garrido's parole officer. When he informed the officers that Garrido didn't have any children, a search of Garrido's home ensued, revealing Jaycee Lee Duggard, a kidnapping victim that Garrido had taken from outside her home nearly 18 years before. “Because these two officers paid attention to that little voice in the back of their head, the Duggard family will always remember 2009 as the year they celebrated a miracle,” says Rivera.

Secretary of State Hillary Clinton: Why being a gracious loser can make you a winner after all.

It has been said that second place is the first loser, but in the case of Secretary of State Hillary Clinton, second best has never looked so good. After losing the race for the democratic presidential nomination to

Barack Obama in 2008, most Americans waited for the smear campaign to begin. But instead, the former senator used her political powers to help her opponent win the presidency, and in turn, earned her most recent position as the Secretary of State. “In an unparalleled display of grace, dignity, and respect, Hillary Clinton showed us that coming in second can be almost as rewarding as coming in first, and you can look darn good doing it, too,” says Rivera.

Country Music Star Taylor Swift: You're never too young to be the best.

When Taylor Swift burst onto the country music scene at the tender age of 16, she had high hopes for where her music career would take her...someday. Three years later, Swift is having the kind of year that some stars can only hope to have after devoting their entire lives to the music biz. She began the year with a hit single that became the first country song to top the Mainstream Top 40 Chart (and subsequently went on to break her own record again in September of this year with a second hit single). She continued to prove her crossover appeal when she appeared on “Saturday Night Live” as the youngest country singer to ever grace its musical stage. And she didn't stop there—after handling the infamous Kanye West interruption with grace and poise at MTV's VMAs, Swift became the youngest artist in history to win Album of the Year at the Country Music Awards and the female artist with the Most Top 40 singles this decade. In addition to those achievements, she's shown up on many “People of the Year” lists and was named AP's Entertainer of the Year.

“The new year held even more promise for Swift with eight Grammy nominations (winning four and Album of the Year award) and a nearly sold-

out tour to look forward to,” says Rivera. “There's no telling what great heights she will reach. And the rest of us? Well, we just can't wait to see.”

News Anchor Katie Couric: How hanging in there can pay off.

Well known as “America's Sweetheart” on the “Today” show, Katie Couric appealed to viewers across America with her infectious and warm personality. In 2006, she left her job at NBC to become anchor and managing editor of the “CBS Evening News,” making her the first solo female news anchor in history and the highest paid news anchor at the time. Couric initially struggled to make the broadcast a ratings success, but remained committed to delivering the nightly news, winning the 2009 Edward R. Murrow Award for best newscast and the 2009 Emmy Governor's Award for her broadcasting career. Still in the anchor's seat three years later, Couric has proven that a woman can deliver the news to the American people.

“Even when things looked bleak, Couric persevered—refusing to listen to her critics when they were telling her to throw in the towel, and coming out on top in the end,” says Rivera. “By hanging in there through all the criticism, Couric has shown her viewers and the press that she is one tough cookie, determined to succeed no matter what.”

Actress, Writer, Producer Tina Fey: Making the move from behind the scenes to the spotlight.

Tina Fey has been gaining titles, along with awards and recognition, since her early days as a writer at “Saturday Night Live.” Fey's hard work behind the scenes paid off in 1999 when she eventually became the only female head writer in SNL's history. Though she left SNL in

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Inland Empire...

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station and the public library.

The Shoppes at Chino Hills was designed by Altoon + Porter architects and was completed in 2008. The 87% leased property is anchored by XXI Forever, H&M, Trader Joes, Banana Republic, Victoria's



Secret and Barnes and Noble.

HFF Senior Managing Director Ryan Gallagher and Directors Kelly Rohfeld, Bryan

Ley and John Crump will market the property on behalf of the seller, a bank consortium group. There is no formal asking price

for the property.

“This is a really rare opportunity to pick up a trophy asset, at a discount, 18 months after it was developed,” Gallagher says. “This is an asset that would not be available if it hadn’t been for the entity-level bankruptcy of Opus West.”

Women-Owned Businesses

Ranked by Revenue

Company Address City, State, Zip	2008 Revenue IE: Companywide:	# of Employees:	Percent Owned by Women:	Year Established:	Type of Business or Entity:	Top Local Executive Title Phone/Fax E-Mail Address
1. Faust Printing 8656 Utica Ave., Ste. 100 Rancho Cucamonga, CA 91730	\$4,000,000 \$2,500,000	29	%52	1863	High Quality 4-6 Color Printing	Rose Mary Faust Chairperson/CEO (909) 980-1577/989-9716 info@faustprinting.com
2. U.S. Colleges of Health & Svc. 2023 Chicago Ave., Ste. B1 Riverside, CA 92507	\$3,500,000	40	%100	1994	Vocational School	Kim Esquerre Executive Director (951) 784-4466/680-4151 kim@usmed.com
3. Just My Imagination Prod., Inc. 1318 West Ninth St. Upland, CA 91786	\$3,500,000 \$3,500,000	150	%100	1990	Special Events, Banquet Facilities, Catering	Cyndie Richardson President (909) 931-1044/946-5659 info@imaginetheevents.com
4. A & R, Inc. 16246 Valley Blvd. Fontana, CA 92335	\$3,450,000 \$3,450,000	46	%52	1976	MFG of Inginered Fabric Products	Carmen Weisbart President (909) 829-4444/829-0564 mail@artech2000.com
5. Karen Allen Salon & Spa, Inc. 6056 Magnolia Ave. Riverside, CA 92506	\$2,800,000 \$2,800,000	62	%100	2000	Salon, Spa, Avena Store	Vankhanh Nguyen President (951) 788-4737/788-1377 karen@karenallensalon.com
6. Pacific Coast Tool & Supply 3630 Placentia Ct. Chino, CA 91710	\$2,000,000 \$6,126,527	19	%51	1985	Industrial Tools and Supplies	Ken Marquardt VP (909) 627-0948/628-5290 info@pacificcoasttools.com
7. Arellano Associates 13791 Roswell Ave., Ste. A Chino, CA 91710	\$1,969,321.29	10	\$100	1994	Public & Community Outreach Consultant	Genoveva L. Arellano Principal (909) 627-2974/628-5804 garellano@arellanoassociates.com
8. Printing Resources, So. Cal. 893 W. 9th St. Upland, CA 91786	\$1,529,000 \$1,529,000	10.5	%67	1970	Commercial Printer	Nancy DeDiemar President (909) 981-5715/981-9396 nancy@printingresources.com
9. Impressions Gourmet Catering 1719 S. Grove, Ste. C Ontario, CA 91761	\$1,500,000 n/a	12	%100	1983	Catering/Special Events	Sandra Forney President (909) 923-8030 impresfood@aol.com
10. International Day Spa 325 Cajon St. Redlands, CA 92373	\$1,000,000 \$1,000,000	42	%100	1990	Day Spa	Mimi Barre Owner (909) 793-9080/307-2788 mimib@intldayspa.com
11. Clarus Management Solutions 250 West 1st St., Ste. 244 Claremont, CA 91711	\$815,000 \$815,000	7	%100	1999	Environmental Consulting, Bookkeeping	Maria DiaKiso President (909) 625-5057/625-5309 mdia@clarusms.com
12. L & L Enviromental Inc. 1269 Pomona Rd., Ste. 102 Corona, CA 92509	\$800,000 \$900,000	12	%100	1993	Environmental Consultant	Leslie Nay Irish CEO (951) 681-4929/681-6531 lirish@lleviroinc.com
13. Perry Design & Advertising 9431 Haven Ave., Ste. 208 Rancho Cucamonga, CA 91730	\$250,000 na	5	%100	1997	Advertising Agency	Janine Perry Partner (909) 945-9500/980-6398 janine@perryadvertising.com
14. Medi-Cal Consulting Svc. 17130 Van Buren Blvd., Ste. 181 Riverside, CA 92504	na na	7	%100	2003	Information Specialist regarding Medical Facilities, Medi-Cal	Lisa Ramsey Owner (951) 789-0065/789-0064 lisa@medihelper.com

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Let's Hear It...

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2006 to write and produce the hit television show "30 Rock," in 2008 she briefly returned to the show and once again proved her sketch-writing and performing chops, when she co-wrote and gave Emmy-award winning performances as vice presidential candidate Sarah Palin. In addition to her SNL successes, with "30 Rock," Fey has earned many awards including the Golden Globe and Screen Actors Guild Awards for Best Actress in a Comedy Series in 2009. Nominated as one of *Time* magazine's 100 most influential people in 2009, an Entertainment Weekly Entertainer of the Decade, and Rolling Stone's 2009 list of 100 People Who Are Changing America, Fey has proven that she is a force to be reckoned with.

Talk Show Host Ellen DeGeneres: Why labels don't matter.

Written off by critics and fans alike after publicly coming out in 1997, Ellen DeGeneres is back and bigger than ever. Though her television show was cancelled shortly after she, along with her on-screen character, came out and ratings declined, DeGeneres made a comeback in 2001 when she hosted the 2001 "Emmy Awards" and did the voice of Dory in Disney's animated hit "Finding Nemo." DeGeneres did things her way again in 2003 with the launch of her daytime television show, "The Ellen DeGeneres Show." Known for her infectious dance moves and hilarious interviews, DeGeneres celebrated her 1,000th show in 2009. Today, Ellen is a household name. With a hit talk show, a gig as the face of Cover Girl Cosmetics, and a job as the newest "American Idol" judge, she is proving how her ability to overcome the labels of the media has made her America's favorite sweetheart. Who's laughing now?

Sportscaster Erin Andrews: Don't be the victim.

Erin Andrews has always played nice. The daughter of an Emmy Award-winning journalist, Andrews was a natural when it came to pursuing a career in communications. After working for several regional networks in the south, she joined the ESPN team in 2004, and until recently was best known for her presence on the sidelines at college football and professional baseball games. All of this changed when compromising videos of Andrews surfaced on the Internet. The videos, taken by a stalker via the peephole in the door to her hotel room, unleashed a scandal in the media that went so far as to accuse Andrews of being a participant in the video's production. Rather than succumbing to all of the media chaos and scrutiny, Andrews escaped a near career-ending episode by focusing on just that, her career. In December of 2009, Andrews faced the accused voyeur in court and testified against him to put the scan-

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The Year of the...

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calling to make sure it is compelling! Say something unexpected that may get the listener's attention. And have lots of energy and enthusiasm when you call. In fact, you might even want to try smiling while you are speaking—it will come through in your tone of voice. Be sure to give the recipient of the message your reason for calling and a reason why they should call you back. And always, always clearly state your contact information. And then clearly state it again! There's no easier way to break a connection than failing to give others a way to connect back to you."

Build your own "Harvard Network." People who have gone to Ivy League schools like Harvard typically look out for one another. They connect with each other, hire each other, and refer potential clients to one another. The same can be said for many of the most high-status schools in the nation. It may even be true that these alumni networks are more valuable and important to the success of graduates than the education they received. So what do you do if you didn't go to a prestigious school? The principles are the same for any network of people.

"Those with similar interests, backgrounds, commonality, and relationships will look out for each other, work with each other, and help each other," explains Kuzmeski. "It is human nature. So, if you don't already have a network, find one! Join a community group, alumni group, or industry group and get involved. Create advocates and make yourself a known entity in the group through your activism."

Create your powerful connections list. In order to form new and more powerful relationships, it's a good idea to first begin by determining who are, and who can potentially become, your most powerful connections. Ask yourself: Who do I need to be able to connect with to build my business successes?

"Create a list of at least 20 potentially powerful connections," Kuzmeski suggests. "Now you know who to reach out to. It isn't 1,000 people. It is a manageable 20 who will in turn connect you to others. But who wants to connect with you? Lots of people do; it simply takes finding out what's in it for them."

Leverage your connections. Effectively leverage your business network by creating a large enough network, regularly staying in touch with them, and helping them get to know you, what you do in your business, and the kinds of people you work with. But most of all, concentrate on getting to know them and developing a relationship focused on them.

"Thankfully, for salespeople everywhere, strategies for leveraging themselves exist!" Kuzmeski asserts. "It takes a plan, but leveraging current relationships can be the miracle answer to the typical grind of prospecting. Advocates, centers of influence, and your customers will give you referrals and introductions that are critical to expanding your reach and incremental sales growth."

True connections happen eye to eye. Just because there are a lot of new and improved ways to connect with people, it doesn't mean we should rule out good old-fashioned face-to-face contact. Sure, social networking is great, and when used the right way, it can be a great tool for you and your business. However, if you want to really connect with people, it is important to make it a priority to schedule face time.

Sit down and have a one-on-one conversation with someone you would like to strengthen your relationship with. Think about those on your powerful connections list, people you truly care about—the ones who will mean the most to you in the year ahead—and then make it a point to see each one of them in per-

continued on page 28

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A “Fixed”...

continued from pg. 3

•Maintenance management support in both processes and technologies

- Proactive strategies to avoid claims and disputes
- Development and use of a construction management plan
- Effective documentation and processes designed to support facility commissioning or turnover

LePatner has been proposing this kind of change within the industry since the release of his book “Broken Buildings, Busted Budgets in 2007,” which sparked a long-overdue debate among owners, design professionals, and contractors on the mutual benefits of construction industry reform, specifically the need for widespread adoption of true fixed-price contracts.

The LePatner C3 Model, which makes fixed-price contracts a prerequisite for new construction, ensures that borrowers and their lenders will no longer be held captive to the well-documented inefficiencies of the U.S. construction industry. And stakeholders will no longer be exposed to existing construction methodologies that allow all risks of completion to be passed along to owners and lenders.

Here’s a look at the construction industry inefficiencies LePatner hopes to end for good with the use of The LePatner C3 Model:

- **Incomplete drawings.** Incomplete drawings allow contractors to bid low in order to win projects, and also prevent them from providing an owner with a true fixed price for all work required to complete the project. Here’s what happens: To “expedite” construction, construction managers routinely require the owner’s architects and engineers to issue incomplete drawings and specifications to contractors as the basis for the project contract. Lacking complete scope information, the contractors must infer and make cost assumptions on the “missing” design elements since they are not provided with detailed information on the project design.

“What results are agreements that ultimately allow for myriad exclusions, allowances, and pricing assumptions based upon the incomplete design,” says LePatner. “It is no surprise that these pricing and scope assumptions rarely bear out once construction starts, the final design is completed, and actual costs are determined. And once a project is under construction, owners have very few good options to dispute these charges because delaying the project to settle these problems will only lead to more delays and costs. The LePatner C3 Model ends this problem because it requires contracts to be based on fully completed designs.

“In addition, The LePatner C3 Model also ensures that the owner has, for the first time, accurate pricing information on the actual costs reflected on the design drawings. Owner representatives and their cost estimators will be valuing the design as it proceeds so that, by the time bids from prospective contractors arrive, the owner will know if they are truly competitive and can ensure a fair profit for the construction team to reflect the risks they will take to complete the project on time and on budget.”

- **Change orders.** Change orders are the major reason so many projects go over budget and run behind schedule. They occur because the design documents on every “fast track” project are incomplete. This practice sets in motion all that is wrong with the current methodology of construction and underscores the failure of standard-form industry contracts to protect owners. As previously mentioned, contractors use change orders to profit from their low bids.

“Low bids and the change orders that come with them will only be exacerbated by the slow and recovering economy, subsequently driving up project budgets by 20 to *continued on page 34*

Inland Empire Multifamily Investment Activity Expected to Increase Due to Jump in Distressed Listings

The local housing industry downturn will continue to adversely impact the apartment supply/demand balance in the Inland Empire this year, though operational performance will depend largely on location, says real estate services firm Marcus & Millichap. This is the general forecast for the region per the firm’s 2010 National Apartment Report, which points out that a glut of foreclosed single-family homes has flooded the market in recent years, leading investors to turn many of these properties into rentals.

“Inland Empire sales activity is expected to increase as distressed and REO listings become more prevalent,” says Douglas J. McCauley, regional manager of Marcus & Millichap’s Ontario office. “A number of smaller bank-owned properties came to market late last year, attracting bargain-seeking buyers.”

Following are some of the most significant aspects of the Ontario Apartment Research Report:

- Employers will add 6,800 jobs to Inland Empire payrolls this year, a 0.6 percent increase. In 2009, roughly 60,000 positions were eliminated.
- More modest permitting activity will result in the delivery of just 520 apartments in 2010, down from 1,260 units last year.
- Waning demand and ongoing competition from shadow inventory are expected to drive up vacancy 40 basis points this year to 9.8 percent. In 2009, vacancy increased 240 basis points.
- Asking rents are forecast to fall 3.7 percent to \$969 per month in 2010, while effective rents are projected to drop 5.6 percent to \$895 per month.

Also included in the report is the firm’s annual National Apartment Index (NAI), a snapshot *continued on page 39*

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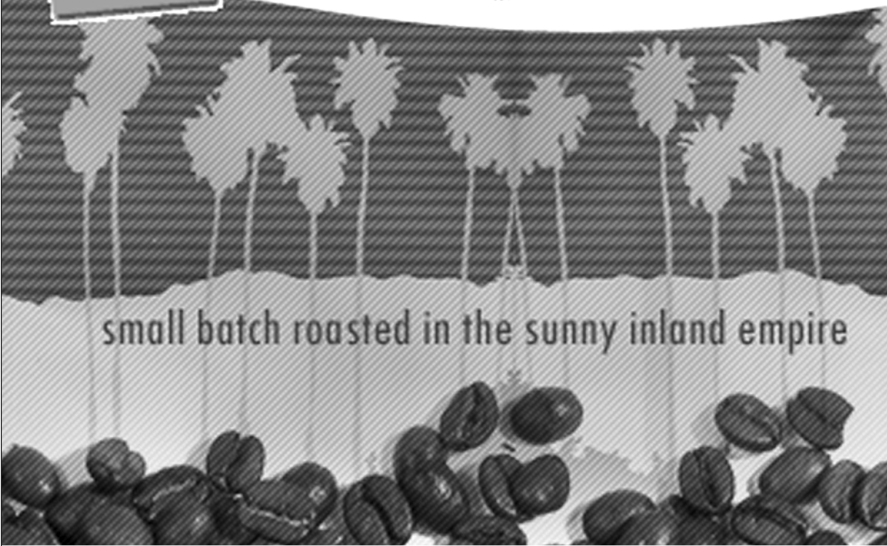
MBA/Executive Programs in the Inland Empire

Listed Alphabetically

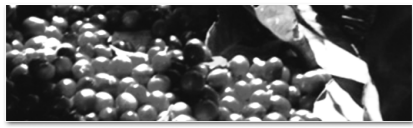
Name Address City/State/Zip	Programs Offered MBA/Enrl. Executive/Enrl.	Faculty to Student Ratio # Full Time Faculty # Part Time Faculty	Type of Institution Year Founded	Tuition & Fees: MBA Prog.: CA Res./Non-CA Res. Exec. Prog.: CA Res./Non-CA Res.	On Campus Rm. & Board. # Yrs. Wk. Exp. Req. for Admittance	Av. Grad. Starting Salary: MBA Program Executive Program	Top Local Executive Title Phone/Fax E-Mail Address/Website
1. California Baptist University 8432 Magnolia Ave. Riverside, CA 92504	Yes/55 Yes/18	1:10 10 7	University 1950	\$525 Per Unit	na	\$97,000	Andrew Herrity Dean (951) 343-4574/343-4533 www.calbaptist.edu
2. Cal Poly, Pomona 3801 West Temple Ave. Pomona, CA 91768	Yes/280 Yes/15 (Pro. MBA Program)	1:15 118 65	Public 1938	\$900 Per Qtr/\$2,100 Per Qtr \$325 Per Unit/\$325 Per Unit	\$1,034 2 Years Managerial/Supervisory	N/A	Dr. Steven Curl Director (909) 869-2363/869-4559 www.csupomona.edu
3. Cal. State Univ., San Bern. 5500 University Parkway San Bernardino, CA 92407	Yes/337 Yes/56	18:1 27 5	Public 1966	\$4,800 (Per Qtr.)/\$13,500 (Per Qtr.) \$28,500/\$28,000 (for entire two year program)	\$9,600 Per Year 5+ yrs supervisory for Exec.	N/A N/A	Karen D. Bowerman Dean (909) 537-5188/537-7582 karenb@csusb.edu
4. Cal. State Univ., San Marcos 333 S. Twin Oaks Valley Rd. San Marcos, Ca 92096	Yes/52 No	1:26 N/A N/A	Public 1989	\$17,432 Per Term/\$39,128 Per Term (+Books, Parking, Catered Lunches) N/A	Yes 3	N/A N/A	Keith Butler Director of College Operations (760) 750-4000/750-4263 mba@csusm.edu
5. La Sierra University 4500 Riverwalk Parkway Riverside, CA 92515-8247	Yes/65 No/23	1:16 95 3	University 1922	\$620/Unit \$520/Unit	\$5,025 Per Year N/A	\$75,000 N/A	Randall Wise President (951) 785-2064/(951) 785-2700 info@lasierra.edu
6. The Peter F. Drucker & Masatoshi Ito Graduate School of Management 1021 N. Dartmouth Claremont, CA 91711	Yes/170 Yes/160	1:11 14 20	Private 1925	\$87,900 Per Year/Same \$80,784 Per Year/Same	\$8,400-\$13,000 0 Exec: 5 years MBA: 4 years	\$80,000 \$120,000	Ira A. Jackson Dean (909) 621-8000/948-3197 ira.jackson@cgu.edu
7. University of La Verne 1950 Third St. La Verne, CA 91750	Yes/495 400	1:13 24 20	Private 1891	\$575 Per Unit/Same	\$4,945-\$5,230 None	N/A N/A	Adham Chehab Chair, MBA Program (909) 593-3511/392-2704 chehab@ulv.edu
8. Cambridge College 337 North Vineyard Ave., Ste. 100 Ontario, CA 91764	Yes/153 No	1:18 7 162	Private 1976	\$475 Per Unit/Master \$435 Per Unit/M. Ed.	N/A	N/A N/A	Bill Pepicell President (800) 888-1968 (909) 937-2424
9. University of Redlands School of Business 1200 East Colton Ave. Redlands, CA 92374	Yes/619 MA/MS 197	1:11 23 108	Private University 1907	\$697 Per Credit/Same MBA—\$36k Prof.—\$26k	N/A 0	N/A N/A	Monica Perry Assistant Dean (909) 793-2121/(909)335-5325 monica_perry@redlands.edu
10. U. of Calif., Riverside, A. Gary Anderson Grad. Sch. of Mngmt. 900 University Avenue Riverside, CA 92521	Yes/126 Yes	1:4 30 21	Public 1954	\$37,500 Academic Year N/A	\$11,00 per year 7-10 Years	N/A N/A	Dave W. Stewart, Ph.D. Dean (951) 827-6329/827-3970 emba@ucr.edu

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MEXICO CHIAPAS A great Mexican coffee, like this one from the Chiapas region, is bright and light. This coffee is roasted Full City to accentuate its brown-sugared, cocoa notes. We like this coffee black as a breakfast coffee, and can bloom a bit when milk and sweeteners are added.



GUATEMALA HUEHUETANANGO This Guatemala is renowned for its exceptionally complex acidity. This coffee is great served black.

About IE Coffee At Inland Empire coffee and tea purveyors, we are all about high quality: the quality of the coffee beans; the quality of life for the growers; the quality of our business practices.

Coffee is one of the world's most heavily traded commodities, second only to oil. It is the world's largest agricultural commodity. A beverage enjoyed by people the world-round, coffee - its growth and production - has a great effect on the Earth's ecology.

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Using organic and eco-friendly coffee is a simple extension of our personal beliefs that everything we do should help, rather than harm, the world in which we live.

Contact IE Coffee For more information about IE Coffee contact Cliff Young: (909) 801-2113 or e-mail iecoffee@gmail.com.



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Until We Meet Again

By Bill Leonard, Member State Board of Equalization

It has been an honor and pleasure to provide you with information and commentary about state government these past few years.

However, I am resigning my position with the Board of Equalization and turning it over

to the capable hands of my chief deputy, Barbara Alby.

I am accepting an appointment from Governor Arnold Schwarzenegger to serve as the Secretary for State and Consumer Services with the mission to hold down govern-

ment spending.

Because I now have only one boss, the Governor, this will be the last edition of the Leonard Letter for 2010. I need to focus exclusively on helping the Governor with the duties he assigns me.



Bill Leonard

Thank you for your comments, support, suggestions and prayers, as they are all greatly appreciated.

You may continue to reach me at leonard@billleonard.org or connect with me on Facebook.

Waste Watchers...

continued from pg. 2

only make matters worse. Cuts to social service programs are an unfortunate reality, but the less waste, fraud and abuse we have in the system, the more dollars can be spent to help those who are really in need.

Taxpayers are rightfully fed up with how Sacramento bureaucrats waste their hard earned money. It is clear that without the reforms and oversight needed to ensure that waste is eliminated, we won't right the sinking ship that is California.

The simple-minded notion that raising taxes in order to raise revenue is the answer does not address the failure of administrators to put the proper practices in place to ensure that checks aren't being made out to dead people.

Bottom line: The people will continue to have little to no trust in government if taxpayer dollars are abused and wasted like this.

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 ZD Wines 2006 Cabernet Sauvignon Best New World Cabernet Sauvignon Platinum Best of Class
 Frank Family Vineyards 2008 Chardonnay Best New World Chardonnay Platinum Best of Class
 Franciscan Estate 2006 Merlot Best New World Merlot Platinum Best of Class
 Forest Glen Winery 2009 Pinot Noir Best New World Pinot Noir Platinum Best of Class
 Target Wine Clube 2009 Riesling Best New World Riesling Platinum Best of Class
 SeaGlass 2009 Sauvignon Blanc Best New World Sauvignon/Fume Blanc Platinum Best of Class
 Nevada City Winery 2007 Syrah Best New World Syrah/Shiraz Platinum Best of Class
 Z by Jeff Runquist Wines 2008 Zinfandel Best New World Zinfandel Platinum Best of Class

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- Branding and Positioning for Global Interest
- Identifying and Qualifying Opportunities
- Funding Opportunities
- Attracting Buyers, Partners and Investment Dollars
- Implementing and Executing on Opportunities

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 Meet and Greet Reception
 7:00 p.m.
 Wednesday, May 5, 2010
 8:00 a.m. — 7:00 p.m.

Location:
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(new website in development-stay tuned)

Legislation Needed for Unemployment Claims by Lawmakers

A Senate committee will consider legislation to prevent elected officials from collecting unemployment checks.

State Sen. Bob Dutton is co-sponsoring a bill after being upset over Rosemead Councilman John Nunez's collection of unemployment checks in 2009.

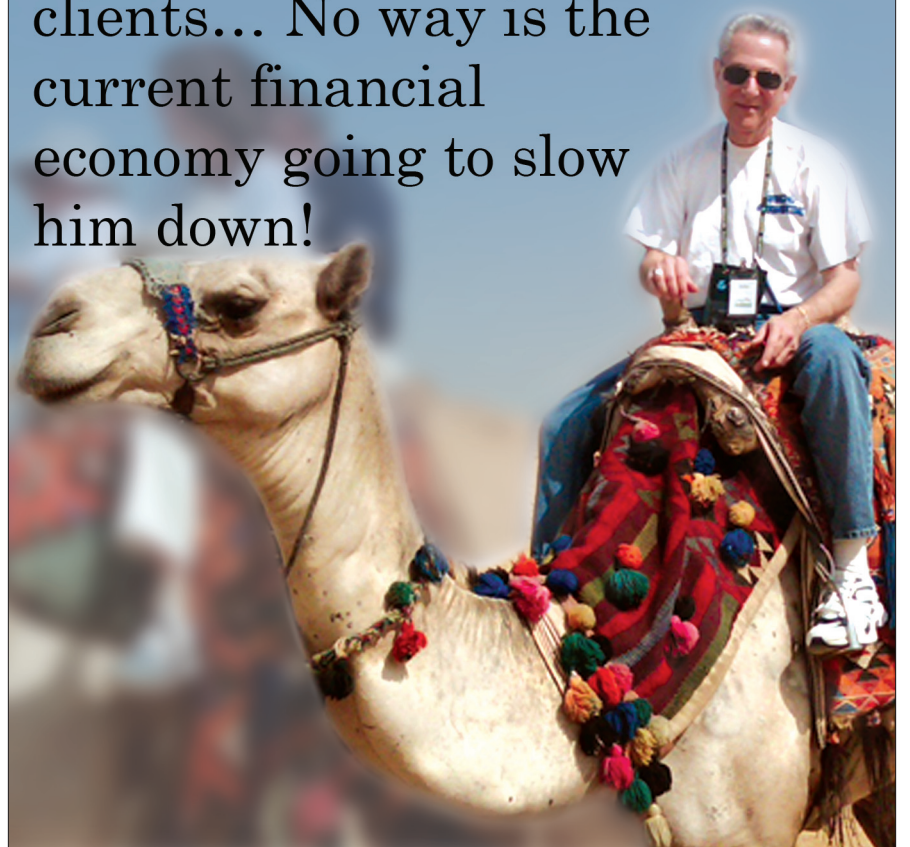
SB 1211 would amend state

code to say: "A state or local elected official is prohibited from receiving unemployment compensation benefits under this chapter based on his or her income derived from employment as an elected official."

California law already exempts elected officials from collecting unemployment, but *continued on page 35*



Rancho Cucamonga attorney John Mannerino was recently spotted in Egypt. He is pictured here looking for new clients... No way is the current financial economy going to slow him down!



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The Top HMO's

Ranked By Inland Empire Enrollment

Company Name Address City/State/Zip	Membership: Inland Empire Companywide	Profile Model Type I.E. Employees Companywide Employees	Offices: Inland Emp. Companywide Fed. Qualified?	Contracts: IE Hosp. Companywide Hosp. Physicians I.E. Physicians Companywide	Patient Care Fac.: Group I.E. Hosp. I.E. Hosp. Total	Top Local Exec. Title Phone/Fax E-Mail Address/Website
1. Kaiser Permanente Med. Centers 9961 Sierra Ave., Fontana, CA 92335 10800 Magnolia Ave., Riverside, CA 92505	550,728 9,100,000	Managed Care 6,900 N/A	5 337 Yes	31 N/A 645	17 2 20 (Calif.) 11,345	Gwen Kleist Public Affairs (909) 427-5269/427-7193 (951) 353-3601/353-3002 www.kaiserpermanente.org
2. PacifiCare of California 5701 Katella Ave. Cypress, CA 90630	332,400 2,400,000	Network 50 3,000	1 20 Yes	21 229 2,416	50 28 229	Stephen Hemsley CEO (714) 952-1121/226-3025 www.pacificare.com
3. Aetna U.S. Healthcare of Calif., Inc. 2677 N. Main St., Ste. 500 Santa Ana, CA 92705	233,169 4,963,412	IPA/Group 159 47,000	1 310 Yes	32 4,513 3,298	28 32 4,513	Mike Giar V.P. Sales & Service (714) 972-3407/972-3390 www.aetna.com
4. Health Net 650 E. Hospitality Ln., Ste. 200 San Bernardino, CA 92408	220,928 1,717,000	IPA/Group 25 1,000	1 25 Yes	23 275 3,300	44 23 298 36,000	Gene Rapisardi Regional Vice President (909) 890-4100/890-4163 www.hndental.com
5. Inland Empire Health Plan 303 E. Vanderbilt Way, Ste. 100 San Bernardino, CA 92408	298,515	IPA 370	1 1 No	29 1,825	N/A N/A N/A	Brad Gilbert CEO (909) 890-2000/890-2019 www.iehp.org
6. Molina Healthcare of CA One Golden Shore Dr. Long Beach, CA 90802	90,000 248,537	Managed Care N/A 9,915	WND	WND	WND	Dr. Joseph Mario Molina President (562) 435-3666/437-1335 www.molinahealthcare.com
7. CIGNA Healthcare of Calif. 400 N. Brand Blvd., 4th Floor Glendale, CA 91203	50,000 700,000	IPA/Network 0 500	0 6 Yes	15 265 N/A	N/A 18,000	na (818) 500-6262/500-6480 www.cigna.com
8. Universal Care 1600 E. Hill St. Signal Hill, CA 90806	7,477 150,000	Staff/Mixed 7 910	1 3 No	18 145 1,300	14 18 145 5,000PCP/15,000SPC	Jay B. Davis Executive Vice President (562) 981-4028/981-4096 www.universalcare.com

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Nina DeMasi. Copyright 2009 by IEBJ.

The Top PPO's

Ranked By Inland Empire Enrollment

Company Name Address City/State/Zip	Enrollment: Inland Emp. Companywide	Staffing I.E. Staffing Companywide I.E. Offices Total Offices	Contracts: I.E. Hospitals Physicians I.E. Physicians Companywide	Profile: Parent Company Headquarters Year Founded I.E.	Top Local Executive Title Phone/Fax E-Mail address/Website
1. CCN 10260 Meanly Dr. San Diego, CA 92131	405,251 8.4 mill.	0 1,500 0	34 2,640 235,624 62	Columbia/HCA Healthcare Corp. Nashville, TN N/A	Richard M. Mastelar CEO (800) 939-6824/(858) 278-1262 www.ccnusa.com
2. Aetna U.S. Healthcare, Inc. 10370 Commerce Center Dr. Rancho Cucamonga, CA 91730	53,292 3,504,409	159 47,000 1	27 3,333 262,771 310	Aetna Inc. Hartford, CT 1981	Ed Tanida Region Network Operations Head (800) 872-3862/972-3390 www.aetna.com
3. United Healthcare of California, Inc. 4500 E. Pacific Coast Hwy., Ste. 120 Long Beach, CA 90804	15,207 2,381,567	0 30,000 0	25 2,369 262,000 81	United Healthcare Corp. Minnetonka, MN 1986	Emery Dameron COO (800) 357-0978/951-6646 www.uhc.com
4. Interplan Health Corp. 2575 Grand Canal Blvd., #100 Stockton, CA 95207	20% 2.9 mill.	1% 42	32 2,549 407,978	The Parker Group Irving, TX 1984	WND (209) 473-0811/473-0863 info@interplanhealth.com
5. Health Net 650 E. Hospitality LN. San Bernardino, CA 92408	7,500 88,000	29 3,500 1	47 3,720 43,295	Foundation Health Systems Woodland Hills, CA N/A	Gene Rapisardi Regional Vice President (909) 890-4100/890-4163 www.hndental.com
6. PacifiCare of California 5995 Plaza Dr. Cypress, CA 90630	1,162 16,678	0 na 1	21 2,155 30,263	PacifiCare Health Systems, Inc. Santa Ana, CA 1978	Howard Hemsley President/CEO (714) 952-1121/226-3914 www.pacificare.com
7. PTPN 26635 West Agura Road, Ste. 250 Calabasas, CA 91302	WND 27 mill.	0 43 0	N/A N/A 3,000 (PTs)	N/A Woodland Hills 1985	Michael Weinper, MPH, PT President (818) 883-PTPN/737-0260 www.ptpn.com

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Nina DeMasi. Copyright 2009 by IEBJ.



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5:30 p.m.-9:00 p.m.

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REAL ESTATE NOTES

1031 Exchange Investor Picks Up NNN-Leased Retail Site in Menifee

A 1031 exchange investor purchased the fee-simple ownership in land leased to a single-tenant NNN Red Robin Restaurant in Menifee for \$2.04 million. The freestanding 6k square foot pad building is located on 1.37 acres at 30142 Haun Road, west of I-215 and south of Newport Road in Menifee.

Built in 2008, the Red Robin property is situated within Countryside Marketplace, a power center anchored by Super Target, Lowes, Kohl's, Best Buy, Staples and Michaels. Other notable tenants include Tilly's, Old Navy, Petco, BevMo, In-N-Out, Wells Fargo, Chipotle and Starbucks.

Edward B. Hanley and William B. Asher of Hanley Investment Group Real Estate Advisors represented the seller, Donahue Schriber Realty Group of Costa Mesa, in the sale. James Kwon of Coldwell Banker Best Realty in Fullerton represented the buyer, Lew 1st – Crenshaw Properties LLC of Glendale, who paid all cash and was able to close escrow in 28 days.

"Single-tenant NNN retail properties continue to be one of the most sought after investments in today's commercial real estate market," said Hanley, president of Hanley Investment Group Real Estate Advisors. "Quality single-tenant NNN investments like the Red Robin are in high demand, selling quickly and to cash buyers."

Capstone Advisors Picks Up 101 Entitled Residential Lots in Riverside County

Capstone Advisors closed out 2009 with the purchase of 101 entitled residential lots in the Riverside County city of Wildomar. The 41-acre, REO property is known as "Rancho Fortunado Estates" and is located at the southwestern corner of Palomar and McVicar Streets.

Capstone, a SoCal-based real estate services, investment and development company, completed the transaction with a regional lender. The investment represents the company's sixth recent distressed land purchase. The acquisition price and the lender's name were not disclosed.

"We saw an opportunity to acquire a very well located project at an attractive price. We believe that given the location of the project and its excellent physical features, it will be a highly desirable property when the Southern California housing market rebounds," said Alex Zikakis, president of Capstone Advisors. "This transaction is in line with our strategic plan of acquiring well positioned residential assets at a significant discount to their peak values. We expect to make many similar investments in the near future."

Capstone Advisors was founded as a diversified real estate investment and advisory firm. In addition to investing, the company is currently providing third party asset management and receivership services to a variety of banks, investors and private lenders. Capstone's management team, by itself or through its development partners, has entitled, built, developed or sold over 30,000 residential lots and homes.

INLAND EMPIRE People and Events



Yucaipa Chamber of Commerce held a ribbon cutting for Yucaipa Animal Placement Society (Y.A.P.S.). For more information about Yucaipa Animal Placement Society (Y.A.P.S.) call (909) 790-1440 or visit www.yaps.org.



A ribbon cutting for Marshall Chiropractic Wellness Center celebrates its grand opening. Marshall Chiropractic Wellness Center is located at 3694 Highland Avenue, Suite 26, Highland. The center features wellness options including chiropractic care, massage therapy, nutritional supplements, and yoga classes.

For more information about Chiropractic Wellness Center call (909) 425-9000 or visit www.marshallwellness.com.



Palm View Elementary School held a fund-raiser at El Greco Loco, located at 51-840 Highway 86, Coachella. The restaurant donated 15 percent of all sales from 7 a.m. to 9 p.m. to the school.

For more information about Palm View Elementary School call (760) 398-2861 or visit www.coachella.k12.ca.us.



McDonald's located at 42-550 Jackson Street in Indio held a local fund-raiser to help benefit Andrew Jackson Elementary School. The school received 20 percent of all sales between 5 and 7 p.m.

Proceeds will help send students to science camp this month.

For more information about Andrew Jackson Elementary School call (760) 775-3830 or visit www.cms.dsusd.k12.ca.us/education/school/school.php?sectionid=5.



Lake Elsinore Chamber of Commerce celebrated Storage Solutions with a ribbon cutting.

For more information about Storage Solutions call (951) 245-9830 or visit www.storagesolutionsca.com.

The Year of the...

continued from pg. 16

son at some point in the next few months.

“Of course you’re busy,” says Kuzmeski. “We all are. But you can’t let that be your excuse for not making the time to connect with people in person. You have to make the time. Whether it means clearing out a couple of weeks out of the year to devote to traveling to see clients, or even breaking early from a conference to catch up with an important colleague, you should make it a priority. You need to establish a solid in-person relationship with people in order to gain their trust. And once you’ve done that, you can use all the other tools as a way to continue your relationship throughout the rest of your busy year!”

Make amends when you mis-connect. It’s bound to happen at some point: You send an e-mail about a client (intended for one of your employees!) to the client. Or you tweet something that at the time seemed funny and edgy, but instead offended a few of your followers. Or you forget to follow up on a referral you’ve received because they got lost in your e-mail inbox for three months. What do you do? Mark these connections down as technology casualties and move on?

Kuzmeski says that option is a big mistake. She says that whenever you’ve made a mistake—online or otherwise—you should take immediate action to rectify the situation. Take down the offending tweet, send out an online apology, and certainly pick up the phone to apologize personally.

“The online world has provided us with increased opportunity,” she says, “but that also means an increased opportunity for making mistakes. If you’ve offended someone, whether it be an employee, colleague, or a client (especially a client!), it’s important for you to react quickly to make amends. Simply recognizing you were wrong and offering an apology will go a long way in helping you re-establish any trust that you’ve lost.”

“No matter what method you choose to use to make connections this year, the important thing is that you keep connecting,” Kuzmeski concludes. “Making impactful connections brings sales, leadership power, and personal success. And it is the best way to build a business effectively, efficiently, profitably, and quickly. Remember, improving your connecting skills costs nearly nothing, but pays off in many ways. It separates you from the rest of the pack, and is a surefire way for you to take your business to the next level in 2010!”

For more information, please visit www.redzonemarketing.com and www.theconnectorsbook.com.

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President

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*Over 34 Years Experience
in the Inland Empire*

Let's Hear It...

continued from pg. 16

dal to bed once and for all. “Just like the athletes she reports on, Andrews faced her challenge head-on and came out on top,” says Rivera.

Racecar Driver Danica Patrick: Life in the fast lane—it’s not just for the boys.

Introduced to racing at a young age, it’s no wonder Danica Patrick has been successful on the racetrack. In her 2005 debut season, Patrick’s fourth place finish in the Indianapolis 500 was the highest placing out of the four other female competitors at the time. In 2008 Patrick became the first woman to win an Indy car race when she came in first at the Indy Japan 300. And in 2009 Patrick beat her own record with a third place finish at the Indianapolis 500, setting a new record-high finish for female drivers in that race. “Blessed with good looks and exceptional talent, Patrick has a proven track record for success,” says Rivera. “And she’s not done yet: Patrick just recently announced her plans to compete in the NASCAR Nationwide Series in 2010. Looks like the competition just heated up a bit!”

Women’s Basketball Coach Pat Summitt: Succeeding at a man’s game.

Coaching is Pat Summitt’s passion, and it shows. Her time as the head coach of the University of Tennessee’s women’s basketball team has been successful, to say the least. After years of conference and national championships, in 2009 Summitt’s victories earned her the distinction as the only coach, man or woman, in Division I basketball history to win 1,000 games. And Summitt’s achievements don’t stop there: She was recently named the Naismith Coach of the 20th Century. Beating the boys at their own game must feel good.

Former Vice Presidential Nominee, Former Governor of Alaska Sarah Palin: Be heard.

Whether you love her or hate her, there’s no denying that Sarah Palin didn’t let losing in the 2008 presidential election or resigning as governor of Alaska stop her from getting her message out to the American people. Instead of laying low or letting the uber-criticism she’s received get to her, she hit the road on a book tour for her memoir, “Going Rogue: An American Life,” including a stop on the “Oprah Winfrey Show” where she netted the highest ratings in two years. “Going Rogue” became a best-seller and outsold big name authors such as Dan Brown, Stephen King, and James Patterson in its first week on the shelves. “Though she’s still not saying whether there is a 2012 presidential run in store for her, it certainly wouldn’t surprise most people,” says Rivera. “There is truly no telling what this scrappy woman from Alaska will do next.”

Sergeant Kimberly Munley: How being tough can save lives.

Going about her daily duties on Nov. 5, 2009, Kimberly Munley had no idea that she would be one of the two officers to stop a shooting spree at Texas’s Fort Hood. As one of the first to arrive at the scene, Munley’s confrontation wounded the alleged gunman and saved several lives. “Without the decisive action of Munley and her partner, more of America’s heroes could have been wounded or killed,” says Rivera. “It has been said that out of tragedy comes triumph, and in this case, thankfully we have Munley’s actions to celebrate.”

Environmentalism Jane Goodall: The power of a lifelong passion.

Jane Goodall is the face of a movement. Interested in animals since a young age, Goodall would eventually study chimpanzee social interactions for 45 years. *continued on page 32*



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 Donations to Pomona Valley Habitat for Humanity
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7 Publicity...

continued from pg. 13

on the latest trends and topics. Realize too that editors must find new and exciting people to interview either weekly or monthly, so the more knowledgeable people they can add to their database, the better. Make yourself stand out as a reliable information source and you will get the media's attention.

Myth #6 - Small publications don't matter

Small publications are just as important as the big ones. Why? Because you never know who reads them. You may think that a magazine with a 10,000-15,000 circulation could never get your business the kind of publicity you want, but what if half of those readers were your target customers? Even better, what if your interview or article in a small publication prompted an editor from a large publication to call you? So target small publications as well as the large ones. As long as your information is interesting and accurate, you will gain more attention and get the publicity you need.

Myth #7 - I don't need print publicity now that I have profiles on social media sites

Don't assume that you can abandon traditional PR tools just because you start having some success with social media marketing. It's a useful and inexpensive element of publicity, but you also need the credibility and marketing from other traditional tools, such as print publicity in newspapers and magazines. In addition, some online reputation sites will give you a lower ranking if you don't have anything in the "real world." Just remember, you still need media exposure and a physical presence, in addition to your online presence.

Getting publicity is the best way to promote your business. And when you know the facts of the PR business, you can attain

continued on page 39

Residential Real Estate Brokers

Ranked by Number of Offices in Inland Empire

	Company Address City, State, Zip	# Offices Inland Empire Companywide	# Agents Inland Empire Closed Escrow	Sales Volume 2008 Headquarters (Gross \$ Amount)	Year Founded Inland Empire	Speciality	Top Local Executive Title Phone/Fax E-Mail Address
1.	Windermere 74-910 Hwy. 111 Indian Wells, CA 92210	13 15	150	\$1,379,941,652	1998 Palm Desert	Residential & Commercial Sales, Transaction Compliance, Leasing, Concierge Service	Todd Banks General Manager (760) 779-5353/779-9123 tbanks@windermere.com
2.	Shear Realty 18564 Hwy. 18, Ste. 205 Apple Valley, CA 92307	7 7	112	\$254,552,666	1980 Apple Valley	Residential	Carol Yule President (760) 242-7221/242-7226 cyule@shearrealty.com
3.	Becker & Becker Realty 44311 Monterey Ave. Palm Desert, CA 92260	4 4	100	\$200 million	1981 Palm Desert	Residential Sales	Pete Becker Owner (760) 346-5593/346-4078
4.	Coldwell Banker Kivett-Teeters Associates 32829 Yucaipa Blvd. Yucaipa, CA 92399	4 4	151	\$225,992,067	1982 Yucaipa	Residential Real Estate Sales	Gary D. Teeters President (909) 797-1151/790-1912 gteeter@coldwellbanker.com
5.	Rancon Real Estate 27740 Jefferson Ave., Ste. 100 Temecula, CA 92590	4 4	170	\$836 million	1971 Murrieta	Residential, Land, and Commercial	Mike Diaz President (951) 676-5736/699-0387 www.rancon.com
6.	Century 21 Lois Lauer Realty 1998 Orange Tree Lane Redlands, CA 92373	3 3	210 85	\$434,741,960	1976	Residential Real Estate Sales	Vaugh Bryan CEO (909) 748-7000/748-7132 lauer@loislauer.com
7.	Prudential California Realty 6809 Magnolia Riverside, CA 92506	3 3	85	\$122 million	1988 Riverside	Residential/Commercial Real Estate Property Management	Karen Solomon Owner/Broker (951) 787-1151/790-1912 gteeters@coldwellbanker.com
8.	RE/MAX Real Estate Consultants 74199 El Paseo, #200 Palm Desert, CA 92260	3 4	172 154	\$460,741,117	1994 Palm Desert	Residential Real Estate	Lorenzo Lombardelli Owner/Broker (760) 346-0500/836-3227 lorenzol1@earthlink.net
9.	Coldwell Banker Eadie Adams Realty 501 S. Indian Canyon Palm Springs, CA 92264	2 2	42	WND	1963	Full-Service Residential and Commercial	Jerry R. DuBois Managing Broker (760) 778-5500/323-7832 cbear@coldwellbanker.com
10.	Century 21 Fairway Realty 18484 Hwy. 18, #150 Apple Valley, CA 92307	2 2	74	\$344 million	1964 Apple Valley	Real Estate	Janie Phillips Owner/Broker (760) 242-2121/242-8482 www.century21fairway.com
11.	Century 21 Prestige Properties 255 W. Foothill Blvd., Ste. 100 Upland, CA 91786	2 2	86	\$131,785,221	1992 Upland	Residential and Income, Real Estate, Relocation & Property Management	Vincent Gottuso Owner (909) 981-2208/920-0738 vjgottuso@aol.com
12.	Ben Hinkle Real Estate, Inc. 21930 Hwy. 18 Apple Valley, CA 92307	1 1	30	\$24 million	1963 Apple Valley	Full-Service Company	Jack L. Harrison Broker (760) 247-2654/247-0733
13.	Coldwell Banker Bear Creek Properties 32395-B Clinton Keith Rd., #14 Wildemar, CA 92595	1 1	5	WND	1997	Full-Service Residential	Mary B. Kirk Broker (909) 609-1212/609-1214
14.	Coldwell Banker Johnson+Johnson Properties, Inc. 29400 Rancho California Rd. Temecula, CA 92951	1 1	23	WND	1985	Full-Service Residential	Bill Johnson Broker (951) 676-4081/699-0167
15.	Coldwell Banker Realty Center 501 W. Redlands Blvd., Ste. A Redlands, CA 92373	1 1	35	WND	1986 Redlands	Real Estate	Sheila Cannon Broker (909) 792-4147/792-0803 scannon@coldwellbanker.com
16.	Coldwell Banker 72605 Hwy 111 Palm Desert, CA 92260	1 1	35	\$129 million	1969	Full-Service Residential	Ron Gerlich President (760) 345-2527/360-0229
17.	Prudential California Realty 72-757 Fred Waring Dr. Palm Desert, CA 92260	1 1	68	\$219 million	1991 N/A	Residential/Commercial Real Estate	Mel Rudman President (760) 773-4400/773-4419 prureplmsrt@worldnet-att.net
18.	Prudential California Realty 2905 Tahquitz Canyon Way Palm Springs, CA 92262	1 1	36	\$65 million	1986 Palm Springs	Full-Service Residential Rental Commercial	Hank Hampton Owner/Broker (760) 323-5000/322-5083
19.	Sun Lakes Realty, Inc. 300 S. Highland Springs Ave., Ste. 2K Banning, CA 92220	1 1	5	\$42 million	1975 Banning	Residential - Senior Communities	Lawrence McRae President/Broker (951) 845-7378/845-7179

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RESTAURANT REVIEW

Daimon's at the Beach=Loud Insane Sushi

By Bill Anthony

I have had many high notes and a few low ones in my many 25 years of reviewing restaurants, but never an experience as insane, fun, loud and good tasting as an evening



at Daimon's on Pacific Coast Highway in Huntington Beach.

The music from a "DJ" is loud—real loud—the people are friendly, the energy level is incredible, the drinks are not just "drinks" but rather "Great Big Drinks." But let's not forget

what we came here for—yep, the sushi and Japanese food. The fish "sushi" or "sashimi" either tuna, ono (which is wahoo in Hawaiian), yellow tail, salmon, are

all the freshest I have tasted. I have owned a boat for 20 years and the fresh caught tuna immediately made into sashimi was no fresher in taste.

The disk jockey keeps disk-ing, the customers keep singing,
continued on page 35



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950 Ontario Mills Drive, Ontario
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Fri 11:30 a.m. - 10:30 p.m. • Sat 4:30 p.m. - 10:30 p.m.
Sun 4:00 p.m. - 9:30 p.m. • Reservations Recommended

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Let's Hear It...

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During this time, she founded the Jane Goodall Institute, recognized for its conservation and development programs in Africa. Earlier this year, Goodall released her fourteenth book, "Hope for Animals and Their World: How Endangered Species Are Being Rescued from the Brink," which was named by Amazon.com as one of its must-read titles of 2009. Now dedicating all of her time to advocacy for the environment and chimpanzees, Goodall is a testament to the impact one person's passion can have on the world.

PepsiCo CEO Indra Nooyi: How to be the right one, baby!

Climbing the corporate ladder from India to the United States, Indra Nooyi joined PepsiCo in 1997 and has only looked up from there. When PepsiCo needed some fizz to boost their sales, Nooyi led the restructuring of the company in ventures such as the acquisition of Tropicana and the merger with Quaker Oats in 1997 and 1998, respectively. Nooyi's hard work did not go unnoticed when, after six years as CFO, she became the fifth CEO in the company's history in 2007. "Her style of leading with a sense of fun and heart has proven successful as PepsiCo's annual sales have risen more than 70 percent since she started with the company as CFO," says Rivera. "After being named the third most powerful woman in 2008 by *Forbes*, the magazine gave her the honor again in 2009. It's clear Nooyi is the right fit for the job."

FDIC Chairman Sheila Bair: And you can take that to the bank!

At the time of her appointment as chairman of the U.S. Federal Deposit Insurance Corporation, Sheila Bair could not have guessed a financial crisis would put her front and cen-

ter just two years into her tenure. Bair's extensive background in finance and banking, including positions at the New York Stock Exchange and the U.S. Department of Treasury, prepared her to preside over the nation's financial decisions during the recent recession, a critical time for all Americans. "Bair's swift response to the

financial crisis, like raising the amount for insured deposits, earned her the status of the second most powerful woman in the world according to *Forbes*," says Rivera.

These women have all gracefully accepted the challenge to break down barriers in industries typically dominated

by men," says Rivera. "Whether you love them, hate them, or don't want to read another word about them, you cannot deny the mark they made on 2009. I can't wait to see what great women take up the challenge in 2010!"

For more information, please visit www.nocryingin-business.com.



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THE SEARCH FOR GLOBAL LEADERS AND MANAGERS – WHAT AMERICAN ORGANIZATIONS MUST DO TO PROFIT FROM A SEVERE DOWNTURN

By Gerard Muttukumar

In the new evolving global knowledge economy, especially during a downturn or severe economic crisis, all organizations must realize that to survive they must develop a global mindset within, examine EVERYTHING they have done in the past and RETHINK their organizations. How they did business yesterday will no longer work tomorrow. The worst is still to come, as the new American President has reminded us. No one knows what tomorrow will bring, but every organization must be prepared. They must also understand national cultures and the ways of doing business in these nations. Several of the most admired organizations in the world derive 50 percent or more of their profits from markets outside their own countries.

For simplicity, I have selected five competencies, in addition to a deep knowledge of their business, which leaders and managers in U.S. companies must possess to effectively function in the new global marketplace. Leadership and Management are two distinct tasks and both are required for organizational success across national boundaries.

CROSS-CULTURAL COMPETENCE

Understanding other cultures is the key to global success in the new global economy. This is also critical for “thinking globally and strategically.” The world’s greatest brands have paid a tremendous price for overlooking this very basic fact. Walmart, which has succeeded in China, struggled to “connect” with Japanese consumers. Coca-Cola had a steep learning curve in Japan. India remains a great challenge. In the sexy world of mergers and acquisitions, the

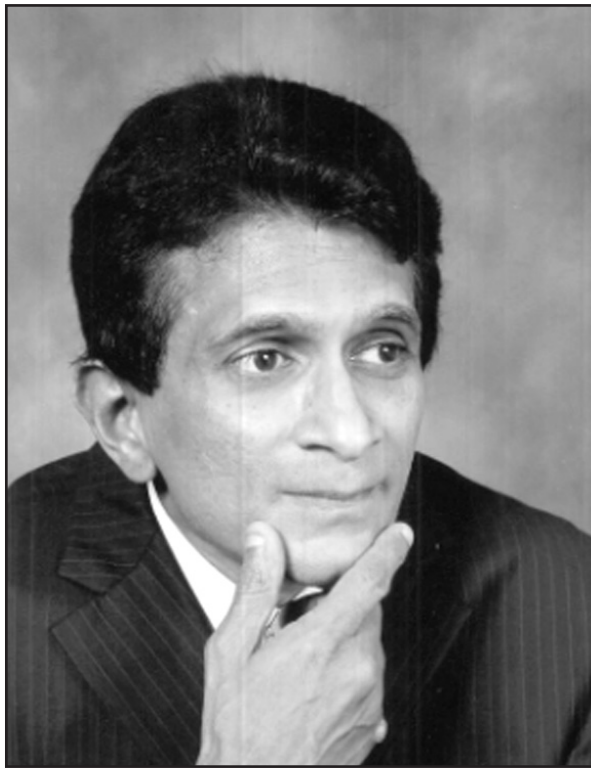
clash of national and organizational cultures of the German Daimler and the American Chrysler, was a principal reason for the failure of Daimler-Chrysler. Even in the world of international

relations, understanding the other culture is paramount.

It is critical that organizations develop cross-cultural competence—the ability to understand, respect, listen and learn from other cultures—in every one of their leaders and managers. In several cultures, not everything is expressed in words. All of this must be incorporated into the hiring process.

RELATIONSHIP SKILLS

In most of the world, business and international relations are based on personal relationships. Connections or “guanxi” as the Chinese call it, are critical. Leaders and managers of U.S. organizations must be able to connect with and build close personal relationships with decision-makers in the local culture. An American leader or manager can have all the technical and financial expertise, but if he or she does not have the patience and competence to establish and develop genuine personal relationships and trust, the individual and organization will not



Gerard Muttukumar

succeed in the local context. Yes, patience. This must be factored into the hiring process. Can one teach patience? Some people are just patient by nature and some are not. I don’t think you can teach

it in a business school.

In many parts of the world, western contracts and agreements mean little or nothing. Trust is key. One’s word is often the bond that makes things happen.

LANGUAGE

English is the language of global business. But U.S. leaders and managers must understand, that a knowledge of the local language in which a company wants to do business goes a very long way. It is amazing what can happen when a local national sees that the “foreign-

er” is attempting to speak in the local language. Multilingualism is an asset that an organization should look for in its search for talent. Given the nature of the new global economy and the major players in it, a knowledge of Cantonese or Mandarin, Japanese, Spanish, English and a major Indian language can give one a real edge.

COLLABORATION


Little is accomplished in the new global economy without collaboration across national boundaries. In hiring leaders and managers to effectively compete in this new economy, companies must look for individuals who thrive on team work and global collaboration. In the 24/7 world where time zones really don’t exist, virtual teams are running the world! Facebook, Skype, Google Talk, Yahoo Instant Messenger and the Internet have revolutionized the world of global business. Men and women are getting to know each other without even meeting physically, and collaborating on tasks and projects, across boundaries. There are no age, gender or racial barriers in this new world of global collaboration; simply the ability to solve problems, get things done and sell products and services anytime, anywhere.

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A “Fixed”...

continued from pg. 18

50 percent or more,” says LePatner. “In the past, when cost overruns arose, owners could borrow to meet a shortfall from a mezzanine lender to cover these costs. But in the years ahead, industry leaders expect that few, if any, mezzanine lenders will cover the increased cost of completing such projects. The LePatner C3 Model puts an end to the need for unnecessary change orders because it ensures a built-in, fair profit for contractors when a project is completed on time and on budget.”

• **Ineffective design and construction agreements.** A central problem is that standard design and construction agreements fail to recognize the low-bid process and the known inefficiencies of the construction industry. These form-based agreements are silent on the critical issue of contractor bids based

upon incomplete designs and fail to offer any mechanism to anticipate and price “unexpected” conditions. These are precisely the circumstances in which cost overruns and change order claims run rampant through the construction industry, busting owners’ budgets at every turn. The backbone of The LePatner C3 Model is a set of seamless agreements for the design and construction teams that ensure a true fixed price based on fully completed project designs. It also includes a risk allocation process that helps factor in “unexpected” conditions that are priced during the contracting process and eliminate costly and time-consuming

delays.

“As it stands today, on construction projects big and small, project cost is a huge wild card,” says LePatner. “Public and private owners should demand certainty for their capital project costs. In the years ahead, if you are a developer and you do not have a plan in place for cost containment, you will not be able to get the loans you need to get the initial loan, you will run the risk of having to pay millions more to cover costs that have soared over budget. For example, if you are a school district and must build 10 new schools with a \$40 million

budget, cost overruns will prevent you from constructing as many as 20 percent of the intended number of schools.

“The LePatner C3 Model offers reassurance on cost certainty where there currently is none,” he adds. “For lenders, it provides a proven strategy that reduces construction loan risk. And, thanks to the cost certainty it provides, borrowers receive a new level of assurance that actual project costs will not exceed the contract price.

“Having something like The LePatner C3 Model in place is a necessity now,” concludes LePatner. “Our nation will rebound from the current finan-
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2010 EDITORIAL SCHEDULE

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April <ul style="list-style-type: none"> • Meetings & Conventions • Airports • New Home Communities • Malls & Retail Stores 	<ul style="list-style-type: none"> • Women Who Make a Difference • Meetings/Conventions • Travel/Hotels/Tourism • Commercial R.E. Brokers • Small Business Handbook 	<ul style="list-style-type: none"> • Indian Gaming • So Cal Vacation Spots • Hotel Meeting Facilities • Travel Agencies • Visitors and Convention Bureaus
May <ul style="list-style-type: none"> • Economic Development (Riverside Cty.) • Marketing/PR/Media Advertising • Insurance Companies 	<ul style="list-style-type: none"> • Women-owned Businesses • Human Resource Guide • Chambers of Commerce • Who’s Who in Law 	<ul style="list-style-type: none"> • Environmental Firms • Employment/Service Agencies • Law Firms • Dental Plans • I.E. Based Banks
June <ul style="list-style-type: none"> • Financial Institutions (1st Quarter, ’10) • Travel and Leisure • Employment Agencies • Home Health Agencies • Economic Development (San Bernardino County) 	<ul style="list-style-type: none"> • Health Care & Services • High Technology • Golf Resorts • Senior Living Centers • What’s New in Hospital Care 	<ul style="list-style-type: none"> • Hospitals • Savings and Loans • Motorcycle Dealers • Medical Clinics
July <ul style="list-style-type: none"> • Manufacturing • Distribution/Fulfillment • Credit Unions • Event Planning • High Desert Economic Development 	<ul style="list-style-type: none"> • Marketing/Public Relations • Media Advertising • Casual Dining • Building Services Directory • Cities of Irvine and Newport 	<ul style="list-style-type: none"> • CPA Firms • Commercial Printers • Ad Agencies/Public Relations Firms • Largest Insurance Brokers • SBA Lenders • Staff Leasing Companies Serving the I.E.
August <ul style="list-style-type: none"> • Personal/Professional Development • Employment/Service Agencies • Health & Fitness Centers • Caterers 	<ul style="list-style-type: none"> • Environmental • Expansion & Relocations • Women in Commercial Real Estate • Who’s Who in Banking 	<ul style="list-style-type: none"> • Largest Companies • Small Package Delivery Services • Tenant Improvement Contractors • Credit Unions
September <ul style="list-style-type: none"> • Mortgage Banking • SBA Lending • Independent Living Centers 	<ul style="list-style-type: none"> • Health Care & Services • Airports • Golf Guide to Southern California • Who’s Who in Building Development 	<ul style="list-style-type: none"> • Largest Banks • Largest Hotels • Golf Courses
October <ul style="list-style-type: none"> • Lawyers/Accountants-Who’s Who • HMO/PPO Enrollment Guide • Economic Development Temecula Valley • Financial Institutions (2nd Quarter, ’10) 	<ul style="list-style-type: none"> • Telecommunications • Office Technology/Computers • International Trade • Holiday Party Planning 	<ul style="list-style-type: none"> • Internet Services • Long Distance/Interconnect Firms • Copiers/Fax/Business Equipment • Private Aviation
November <ul style="list-style-type: none"> • Retail Sales • Industrial Real Estate • Commercial R.E./Office Parks • Educational Services Directory 	<ul style="list-style-type: none"> • Human Resources Guide • Executive Gifts • Building and Development • New Communities 	<ul style="list-style-type: none"> • Commercial R.E. Development Projects • Commercial R.E. Brokers • Fastest Growing I.E. Companies • Mortgage Companies • Title Companies
December <ul style="list-style-type: none"> • Financial Institutions (3rd Quarter, ’10) • Top Ten Southern California Resorts • Temporary Placement Agencies 	<ul style="list-style-type: none"> • Health Care • Professional Services Directory 	<ul style="list-style-type: none"> • 2011 “Book of Lists” • Business Brokerage Firms

Arredondo...

continued from pg. 1

and delivering world-class service. He's a tremendous addition to our team."

Arredondo most recently served as regional market leader for the Wachovia Inland Empire West District, overseeing \$843 million in deposits and \$20 million in loans. Prior to working at Wachovia, he served as area sales team leader for Citibank, responsible for optimizing profitability and controlling operating expenses for the North Orange County district.

Daimon's...

continued from pg. 31

and screaming sounds come from the back room....along with smells from the teppan grill and Japanese specialties. You



can enjoy it all with doubled size, half-price cocktails like a mai tai or margarita all evening long....what's wrong with that picture?

Try the lemon cake or crunch roll or red snake. They have about 30 rolls, 20 fish and sea items on any given night.

They open at 5:00 p.m. To avoid the loud music, go early—get there at 5:01 p.m. and eat and leave; however, you will not enjoy



Legislation...

continued from pg. 24

Nunez was allowed to collect anyway. He is the first known elected official to do so. Apparently, after Nunez lost his bid for re-election in March 2009, he filed for unemployment. Rosemead staff appealed the claim, saying Nunez was voted out of office and not laid off. The EDD determined the claim was valid and Nunez was paid \$11,250 in benefits until September.

It is unclear why he was allowed to collect. This bill would clarify this issue.

the thrill and energy level of it all. I think I really enjoyed myself, but then after five mai tais, I really don't remember—and my ears are still sore.

Daimon offers all-you-can-eat sushi from 5:00 p.m. until

7:00 p.m.; and on Mondays and Wednesday, all night long for only \$19.95.

Reservations are a must for the weekends. Richard Kim is the friendly manager at Daimon's. He aims to please.

Daimon is located at 16232 Pacific Coast Highway, Huntington Beach, CA 92649. The phone number is (562) 592-4862.

For You...

continued from pg. 1

•Best Local Connection: Telenetwork, Shirley Kerr and



Shirley Kerr, Kay Presto, Gisella Thomas and Linda Cassidy Receiving Their "Heart" Awards (left to right)

Gisella Thomas, Riverside Connection

- Best Member Website: www.tichiwilkersonkaselmovement-therapyfoundation.org, Robbie Motter, Murrieta Connection
- Making a Difference in the Community Award (a tie): Black Women Beating Breast Cancer Alliance, Dolores Burgess, San Fernando Valley Connection; and the Image Maker & Girls Nurture, Joan Rudder-Ward, High Desert Connection
- Sphere of Influence Award (a tie): Dr. Barbara H. Hoffman, South Orange County Connection; and Darlene Helstrom, Foothill Connection
- Mentor and Advocate Award: Robbie Motter, Murrieta and South Orange County Connection
- Silver Presidential Volunteer Award (Letter from Pres. Barack Obama) Lillie Montgomery, High Desert Connection.

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The Search...

continued from pg. 33

GLOBAL MARKETING

In the final analysis, everything has to be sold. To be truly effective in the 24/7 time-zoneless world, companies should hire leaders and managers who are above all terrific marketers and sales people. Nothing happens in any organization anywhere unless a product or service is sold. No one gets paid.

Listening to customers everywhere on this planet, bonding with them and helping them achieve their dreams, is what distinguishes the winners and losers. Financial, supply chain and technology systems must exist to focus totally on the customer. Remember the words of the father of management, Peter Drucker, decades ago: "The purpose of a business is to create a customer." Little has changed. Today's challenge is to retain and multiply them.

In conclusion, the global leader and manager of today and tomorrow must be part diplomat, part negotiator, part politician, and excel in the above competencies. Only the right talent within every organization with the above competencies, among others, can take a company to where it should be in the new global economy.

Gerard D. Muttukumaru, Founder/Chairman, Center for Global Leadership Worldwide USA: e mail:gerardmuttukumaru@yahoo.com.

Dutton Calls...

continued from pg. 7
2009.

"Mary Nichols and CARB should be held to the same standard they expect California businesses to follow," Senator Dutton said. "We can do that by immediately suspending implementation of AB 32 until the revised economic analysis is complete."

NEPCO...

continued from pg. 1
frames.

The grand opening will be held on March 12th from 10:30 a.m. until noon. There will be brief speeches by Sen. Bob Huff and Assemblymember Torres and Supervisor Gary Ovitt, a ribbon cutting ceremony and a tour of NEPCO recycling and



manufacturing facility.

Those in attendance will witness a machine as it compacts a semi trailer full of Styrofoam™ into one solid pallet of plastic and the food service containers used at the event will be processed into picture frames.

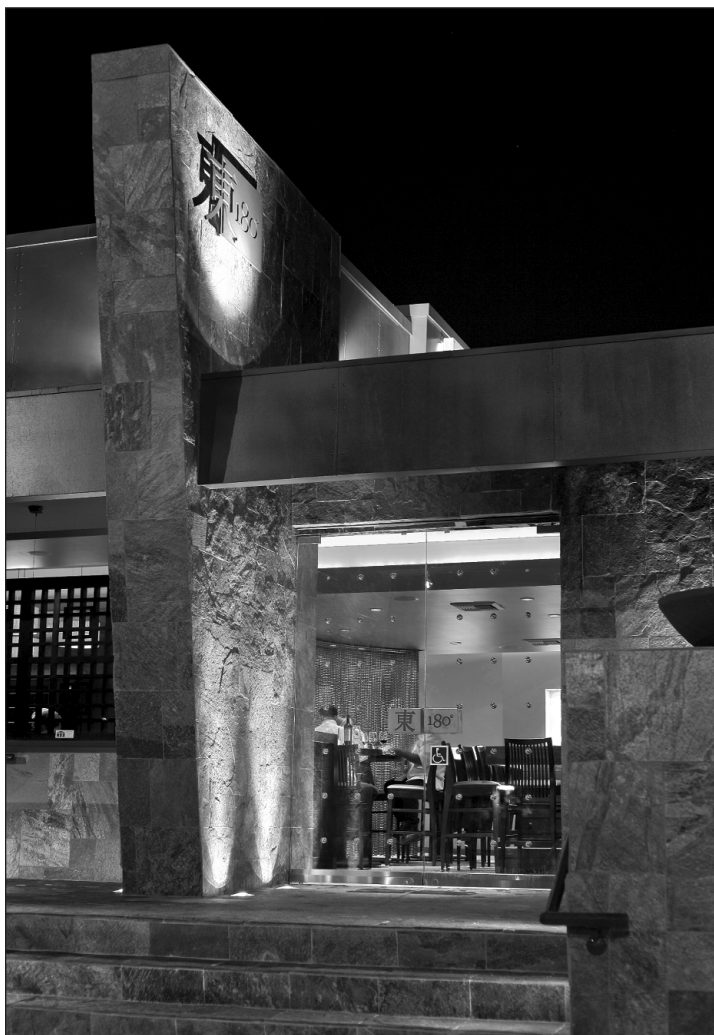
NEPCO, an international recycler of polystyrene foam, also known as Styrofoam™, first
continued on page 39

Firm Develops...

continued from pg. 10

office linked to a one-story, 16,900-square-foot surgery center with a dramatic two-story rotunda. Services include outpatient surgery, imaging, urgent care, radiation oncology, medical oncology, physical therapy, pediatrics, laboratory, urology, neurology, general surgery, orthopedics, physical medicine and rehabilitation.

The complex—which was designed by Lillibridge in collaboration with the prominent healthcare architect Reese Associates Inc.—also includes a healing garden designed to promote both physical and emotional healing. It includes water features, walking paths, meditation areas and plant materials that are conducive to and help promote the natural healing processes. Ground was broken in September 2007 and a grand opening was held in October 2009. The general contractor was Diffenbaugh of Riverside.



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MANAGER'S BOOKSHELF

“The Manager’s Guide to HR: Hiring, Firing, Performance Evaluations, Documentations, Benefits, and Everything Else You Need to Know,”

By Max Muller; AMACOM/Society for Human Resources Management; New York, New York; 2009; 296 pages; \$24.95.

If you haven’t been paying attention to the growing complexity of managing human resources (HR), you’d better prepare for a nasty surprise. There’s difference between yesterday’s personnel practices and the cost of today’s HR lawsuits. Labor lawyers recommend a settlement even when employers appear to have clear cut cases in their favor. That’s because an employer can easily spend more than \$75,000 fighting a case they can easily lose if they haven’t conformed to the letter of recent state statutes and case law.

For example, the State of New York, once at the cutting edge of employee-oriented legislation, now lags far behind the current edge-cutter, California. In fact, some HR people and corporate attorneys have become so frustrated with what they consider the employee bias of California’s labor laws, they have nicknamed the state the “People’s Republic of California.” There were similar sentiments a generation ago when New York was the leader in employment law.

“The Manager’s Guide to HR” is co-published by the American Management Association and the Society for Human Resource Management. Its author, Max Muller, has been involved in HR law for more than 30 years. He is well known in both general management and HR management circles.

One of the major reasons why there is a fair amount of complexity in the field of HR is the issue of jurisdiction. Where

federal law simply doesn’t exist to cover an issue, state law applies, unless it can be shown that the company is located in a federally governed jurisdiction (the District of Columbia, for example) or that the employee resides or works in a federal jurisdiction (Puerto Rico or a Native American Reservation). There also may be other jurisdictional tests that apply.

In addition, it’s not uncommon for an employer to specify in an initial employment agreement that all litigation between an employer and employee be settled by one of the state-based panels of the American Arbitration Association. For example, it’s fairly common in the northeastern U.S.A. to select an arbitration panel in the State of New York. An employee’s attorney, who prefers a more liberal venue, will go “jurisdiction shopping.” They may find a friendly court that requests the New York arbitration panel to shift the matter to another state, usually one far more favorable to the plaintiff.

There’s another point where jurisdiction can easily cause confusion. In two 1998 U.S. Supreme Court decisions the court recognized that the employers (defendants) had a defense against sexual harassment because the employees (plaintiffs) never reported the problem to the defendant’s senior management or HR departments until months afterward when the employees sued the employers. In another venue, however, the court found a way to get around the problem using

the issue of damages. Author Muller notes: “Basically, in California, there will not be a summary judgment against the plaintiff, however, the amount of damages will be reduced by the degree to which the harm could have been avoided if the employer had timely followed the employer’s internal remedies.”

In other words, the employer may escape higher damages because the employee failed to report the harassment until well after it had taken place. However, the company would

still be guilty of condoning the harassment even though management knew nothing about it until they were sued.

The real strength of the book rests primarily on its being a reference source. It covers virtually every HR issue raised in the U.S. by labor law through 2008. It’s simply organized, easy to read, and can help you avoid expensive HR issues. “The Manager’s Guide to HR” deserves a place on every supervisor’s bookshelf and in every HR Department.

-- Henry Holtzman

Best-selling Business Books

Here are the current top 10 best-selling books for business. The list is compiled based on information received from retail bookstores throughout the U.S.A.

1. **“Hot, Flat, and Crowded: Why We Need a Green Revolution - and How It Can Renew America,”** by Thomas L. Friedman (Farrar, Straus and Giroux...\$27.95) (4)
Why and how “green alternatives” can save the planet and the USA.
2. **“Bad Money, Reckless Finance, Failed Politics, and the Global Crisis of American Capitalism,”** by Kevin Phillips (Penguin Group...\$25.95) (5)
How the global economy dropped into an intensive care situation.
3. **“The Snowball: Warren Buffett and the Business of Life,”** by Alice Schroeder (Bantam Books...\$35.00) (1)*
Why there has always been far more to Buffet than meets the eye.
4. **“The Post-American World,”** by Fareed Zakaria (W.W. Norton & Co ...\$25.95) (3)
Why the 21st Century will not be “the American Century.”
5. **“The Return of Depression Economics and the Crisis of 2008,”** by Paul Krugman (W.W. Norton & Co...\$24.95) (9)
Why 2009 is beginning to look a lot like 1933.
6. **“Outliers: The Story of Success,”** by Malcolm Gladwell (Little,Brown & Co...\$27.99) (7)
Why the cause of success can be linked to where you were born.
7. **“Debt Cures ‘They’ Don’t Want You to Know About,”** by Kevin Trudeau(Equity Press...\$25.95) (2)
What banks and credit card companies prefer you not to know.
8. **“Go Put Your Strengths to Work: Six Powerful Steps to Achieve Outstanding Performance,”** by Marcus Buckingham (The Free Press...\$30.00) (4)
How to identify and use your unique strengths at work.
9. **“The Ascent of Money: The Financial History of the World,”** by Neil Ferguson (Penguin Group...\$29.95) (6)
Why money can make the world go around or brake it to a halt.
10. **“Strengths-Based Leadership,”** by Tom Rath and Barry Conchie (Gallup Press...\$24.95) (**)
Strengths that build better leaders and more committed followers.

* (1) -- Indicates a book’s previous position on the list.

** -- Indicates a book’s first appearance on the list.

Inland Empire...

continued from pg. 18

analysis that ranks 44 apartment markets based on a series of 12-month forward-looking supply and demand indicators. Ontario moves up five places this year to No. 37. Washington, D.C., retained the top spot in the NAI for the second consecutive year, as ongoing government spending is expected to fuel metro-wide hiring and apartment demand. San Diego, No. 2, rose four places due to expectations for resumed employment and household growth. New York City, which ended 2009 as the tightest apartment market in the country, jumped five places in the index to No. 3. Despite tight vacancy, rents in Minneapolis-St. Paul, No. 4, continue to contract, causing the market to slip one spot this year. Job growth in Philadelphia will lag the nation in 2010, easing the metro down three places to round out the top five.

7 Publicity...

continued from pg. 29

the publicity you need easily and then use it to your best advantage. With a constant stream of good publicity, your business is destined to grow.

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So You Think...

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Andes. She has been ski patrolling and instructing at Winter Park Resort over the last decade. She holds a level II avalanche certification and has been a route leader for Avalanche Control Team at Winter Park Resort for the last four years.

Greg McFadden, aka Greggles, works several trips a year as a Grand Canyon river guide, and also guides snowcat skiing in Idaho. He is also an AIRE certified avalanche instructor.

Steve Waldorf came from New Hampshire and went on a Colorado ski trip. The next year he moved to Winter Park which was 20 years ago. Steve works as a ski patroller, guide and avalanche instructor.

All of the other ski guides are experts and have experience in avalanche training. It is a comforting thought.

Speaking of avalanches. Powder Addiction offers avalanche classes for snowmobilers. They offer three levels of classes each year and the cost starts at \$150 for a three hour classroom session and a full day field session.

Rates

If being in a top physical condition is not enough, being in a good financial condition is also a must.

Depending on the season, single seat snowcat skiing and riding costs start at \$175 a day and a private snowcat at \$3,000 a day. Of course, you can get photo packages also.

After this exciting event, you might want to train for the next Winter Olympics. You might be well qualified!

Still interested? If you can pass the test, check out their Web site at www.powderaddiction.com or call (970) 726-5442 for reservations.

A "Fixed"...

continued from pg. 34

cial downturn. We are in the process of adding 100 million new citizens in the next 30 years, a level of growth that will require our nation to spend over \$25 trillion to build new hospitals, schools, offices, roads, and bridges. The LePatner C3 Model will become a new paradigm that will help transform America's most inefficient industry into one that helps us build our nation's future efficiently and cost effectively, while protecting owners from that same inefficiency."

For more information, please visit www.BrokenBuildings.com or www.BarryLePatner.com.

Preservation...

continued from pg. 5

of work to begin in February. This is the first step in a multi-phase revitalization effort of Guasti Village. The Historic Guasti District will ultimately include 400k square feet of retail and restaurants, 600k square feet of office space, residential units and two hotels.

NEPCO...

continued from pg. 37

started manufacturing foam compacting and recycling machines in Korea, and in 2006 opened its first sales and distribution facility in California. After recognizing that the U.S. market for compacted foam was largely untapped, NEPCO expanded its California operations and has grown its workforce from four to 17 with expected continued growth.

NEPCO is located at 13407 Yorba Avenue in Chino. For additional information, contact Callie Ziemer at (916) 429-5886 (e-mail: callie.ziemer@edelman.com) or Tommy Kim at (714) 420-0135 (e-mail: tkim@nepco21.com).

Leadership &...

continued from pg. 6

Beware of the four magic words. Anderson says that there are four words that should tip you off that you are headed for trouble: Any sentence that begins with "Just tell him that..." is usually followed by a lie. For example, "Just tell him that the offer has already expired," or, "Just tell him that this is the last one available at that price," are lies that may seem harmless on the surface but can lead to big trouble. And if someone tells you to tell someone else, "Just tell him that..." you can do the person a great service by respectfully replying, "But that's not true. What should I tell him instead?"

"Think of all the business scandal stories from this past year and how many of them were the result of dishonesty—and how that dishonesty shattered the lives of so many people," he concludes. "That's something every business owner should work to avoid.

"And even though telling the truth is often the hard and unpopular thing to do, honesty is rule number one to developing sound character," adds Anderson. "Tell the truth because it is the right thing to do and encourage your employees to do the same. It will benefit you, and your business, all the year through."

For more information, please visit www.learntolead.com.

DID YOU HEAR THE LATEST NEWS?

You Can Become Part Of The Monthly Coupons Local Franchise Success Story

The Coupon Industry is thriving. 79% of the United States population uses coupons. Coupons have remained strong no matter what stage the economy is at.

Monthly COUPONS

It all began in the Inland Empire

CURRENT LOCATIONS

Prime Territories are selling fast!

Monthly Coupons is a proud member of:

Minority Business Development Bank (MBDB) IFA SBA APPROVED

Start a Monthly Coupons Franchise in your Home Town!
(909)386-0550
www.monthlycoupons.com

NEW BUSINESS *County of San Bernardino*

ACE INTERVIEW STRATEGIES
1860 PALMETTO AVE.
STE. C2
ONTARIO, CA 91762

ACME800
1271 UPLAND HILLS DR.
SOUTH UPLAND, CA 91786

AH-HA CHILDREN CLOTHING
250 W. FOOTHILL BLVD.
STE. F-1
RIALTO, CA 92376

AMC
25612 BARTON RD.
STE. 280
LOMA LINDA, CA 92354

ATPS DBA INLAND PRODUCTION SERVICE
3045 SMALL CANYON DR.
HIGHLAND, CA 92346

AW INSPIRING DESIGNS
11050 BRYANT ST.
STE. 177
YUCAIPA, CA 92399

BABB MACHINE PRODUCTS
3857 DEL LORI LN.
JOSHUA TREE, CA 92252

BETANCOURT MINISTRIES
3554 SODA SPRINGS CT.
ONTARIO, CA 91761

BIG BEAR FISHING ADVENTURES
429 ELYSIAN BLVD.
BIG BEAR CITY, CA 92314

BODY KRAZE
9773 SIERRA AVE.
STE. B-2
FONTANA, CA 92335

BRIGHTSTAR TV
25612 BARTON RD.
STE. 280
LOMA LINDA, CA 92354

C-MARK
5157 CLIFFWOOD DR.
MONTCLAIR, CA 91763

COMMUNITY SPEECH CENTER OF UPLAND
1681 GLENWOOD AVE.
UPLAND, CA 91784

DEVIRM INC.
25 PRICE ST.
REDLANDS, CA 92373

DJAV
5157 CLIFFWOOD DR.
MONTCLAIR, CA 91763

DS & ASSOCIATES
9798 COLUMBINE AVE.
MONTCLAIR, CA 91763

DWANYE'S CATERED CUISINE
9511 BROOK DR.
RANCHO CUCAMONGA,
CA 93701

EDIFY CLOTHING
1016 W ARROW HWY
UPLAND, CA 91786

EMG COLLECTION SERVICES
330 N. 6TH ST.
STE. 203
REDLANDS, CA 92373

FOAMY CAR WASH
412 W REDLANDS BLVD.
REDLANDS, CA 92373

FOUR SEASONS POOL AND SPA SERVICE
1585 LILLIAN LN.
HIGHLAND, CA 92346

FRIENDLY TEMPLE C.O.G.I.C.
16570 E ST.
VICTORVILLE, CA 92395

GABRIEL JAMES AND THE FRIENZ BAND
25778 7TH ST.
SAN BERNARDINO, CA
92410

GOLLAZ TAX SERVICE
320 W. G ST.
STE. 200-A7
ONTARIO, CA 91762

H&A INTERNATIONAL MOTORS
14939 7TH ST.
STE. B
VICTORVILLE, CA 92392

HIGHWAY 62 PLAZA
56170 29 PALMS HWY
STE. A
YUCCA VALLEY, CA 92284

IN YOUR SIGHT
11586 CALDY AVE.
LOMA LINDA, CA 92354

INTEGRITY COMPUTER REPAIR
300 N. EUCLID AVE.
STE. A-2
UPLAND, CA 91786

JOHNSON AND ASSOCIATES JUDGMENT RECOVERY SERVICE
69841 TACO DR.
TWENTYNINE PALMS, CA
92277

KAWAYAN HUT
14297 7TH ST.
VICTORVILLE, CA 92395

LOS PLEBES AUTO SALES
14939 7TH ST., STE. B
VICTORVILLE, CA 92392

MAD MINI'S BUILD-A-BOW WORKSHOP
16436 PAUHASKA PL.
APPLE VALLEY, CA 92307

MEDICAL CENTER CONVALESCENT HOSPITAL
467 GILBERT ST.
SAN BERNARDINO, CA
92404

NATURAL PRODUCE INC.
6622 EDISON AVE. CHINO,
CA 91710

OHL
13277 SAN BERNARDINO
FONTANA, CA 92335

P.PA
5157 CLIFFWOOD DR.
MONTCLAIR, CA 91763

PACIFIC COAST LUGGAGE
9520 7TH ST., STE. E
RANCHO CUCAMONGA,
CA 91730

PARPARIM
831 W. ASHLAND ST.
ONTARIO, CA 91762-5902

PASMOOTENTERPRISES
6348 HAMILTON CT.
CHINO, CA 91710

PRESTIGE MANUFACTURING
1495 W. 9TH ST., STE. 403
UPLAND, CA 91786-5644

PRO SHOP
13941 ROSE AVE.
FONTANA, CA 92337

PROGRESO FINANCIERO
263 E 9TH ST.
SAN BERNARDINO, CA
92410

R.E.S.U.L.T.S.
15979 YOSEMITE ST.
VICTORVILLE, CA 92394

REAL ESTATE ACHIEVERS
320 W. G ST., STE. 200-A7
ONTARIO, CA 91762

SHAFAL & ASSOCIATES
219 S. RIVERSIDE AVE.
STE. 222
RIALTO, CA 92376

SO CAL ISLANDS
785 S. GIFFORD
SAN BERNARDINO, CA
92416

SPECIALTY DISTRIBUTION
11077 OAKWOOD AVE.
HESPERIA, CA 92345

STRIKE ZONE UMPIRE SERVICES
12156 VISTA CT.
CHINO, CA 91710

SUNSHINE MARKET
10510 CEDAR AVE.
BLOOMINGTON, CA 92316

SUPER DUPER VIDEO
7220 ARCHIBALD AVE.
RANCHO CUCAMONGA,
CA 91701

TAILOR MADE HEALTH
7201 HAVEN AVE.
STE. 137
ALTA LOMA, CA 91701

TAX ON TIME
16372 PINE ST.
HESPERIA, CA 92345

THE TUMBLING TUMBLEWEEDS
1314 SEQUOIA DR.
LAKE ARROWHEAD, CA
92352

TWINING LABORATORIES OF SOUTHERN CALIFORNIA, INC.
2883 SPRING ST. 3RD
FLOOR
LONG BEACH, CA 90806

UP N SMOKE SOUTHERN STYLE CUISINE
7373 EAST AVE.
STE. A & B
FONTANA, CA 92336

VERDUZCO'S EXERCISE EQUIPMENT
172 W. HIGHLAND AVE.
SAN BERNARDINO, CA
92405

A. DAVIS FAMILY CHILD CARE
1500 W. EDGEHILL RD.,
STE. 42
SAN BERNARDINO, CA
92405

A.M. TAX & CONSULTING
7262 TURNING LEAF PL.
RANCHO CUCAMONGA,
CA 91701-9270

ACE AIR CONTROLS
14247 DESERT ROSE ST.
HESPERIA, CA 92344

AGAPE INVESTMENT GROUP
16782 ARROW BLVD.
FONTANA, CA 92335

ANGIE'S MEXICAN FOOD
26599 PINE AVE.
RIMFOREST, CA 92378

ARANDA TEAM
330 W. RESOURCE DR.
RIALTO, CA 92376

AUTO-TRUCK ELECTRIC
11480 MIDDLETON RD.
PHELAN, CA 92371

BCA INSURANCE AND TAX SERVICES
432 N RIVERSIDE AVE.
RIALTO, CA 92376

CALIFORNIA SALES COMPANY
1735 E. MONTICELLO
COURT ONTARIO, CA 91761

CHARLEY'S GRILLED SUBS STORE # 622
MCAGCC 29 PALMS
MARINE BASE BLDG. 1517
TWENTYNINE PALMS, CA
92278

CHINO VALLEY DERMATOLOGY
5385 WALNUT AVE. STE. 8
CHINO, CA 91710

CHOCOLICIOUS
8608 UTICA AVE., STE. 220
RANCHO CUCAMONGA,
CA 91730

D&D CAPITAL
35681 DIXIE RD.
HINKLEY, CA 92347

DDH TRADING
15854 APACHE PLUME LN.
VICTORVILLE, CA 92394

DESIGN OF ELEGANCE
19675 OSHKOSH CT.
APPLE VALLEY, CA 92307

EMPIRE PROSTHETIC & ORTHOTIC CENTER
16471 VICTOR ST.
VICTORVILLE, CA 92395

EMPIRE SOCCER L
623 W. BASELINE AVE.
SAN BERNARDINO, CA
92410

F.A.I.T.H. INC.
2026 N RIVERSIDE AVE.
STE. C-119
RIALTO, CA 92377

G.BLACK ENTERPRISE
7868 MILLIKEN AVE.
STE. 436
RANCHO CUCAMONGA,
CA 91730

GOLDEN GATE RESTAURANT
15208 BEAR VALLEY RD.
STE. B-100
VICTORVILLE, CA 92395

GOLDSTAR PARTY
9626 BASELINE RD.
RANCHO CUCAMONGA,
CA 91701

HBR PUBLISHING COMPANY
33116 BAY HILL RD.
YUCAIPA, CA 92399

HONEST & AFFORDABLE COMPUTER REPAIR
1352 MALAGA ST.
UPLAND, CA 91784

ITI LUBRICANTS
800 S. WINEVILLE AVE.
ONTARIO, CA 91761

J & M HANDYMAN
1826 W. 19TH ST., STE 66
SAN BERNARDINO, CA
92411

J'S PAINT & BODY REPAIR
8646 BEECH AVE.
FONTANA, CA 92335

JAVIER VALENCIA'S SWEEPING SERVICE
10026 ALDER AVE.
BLOOMINGTON, CA 92316

JIM'S MUSIC STUDIO
10600 MOUNTAIN VIEW
AVE., STE. F
REDLANDS, CA 92373

KEVINGER PROPERTIES
11169 STARVIEW CT.
ALTA LOMA, CA 91737

KINGS CORP.
13626 MONTE VISTA AVE.,
STE. B
CHINO, CA 91710

LAPIS COLLECTION
8608 UTICA AVE., STE. 220
RANCHO CUCAMONGA,
CA 91730

LEGEND HAS IT...
35280 SANTA MARIA ST.
YUCAIPA, CA 92399

MCINTYRE EXTERMINATORS
16748 MESQUITE RD.
APPLE VALLEY, CA 92307

MEALS ON WHEELS, INLAND EMPIRE
1998 N ARROWHEAD AVE.
SAN BERNARDINO, CA
92405

MEXICANO TIRES
17061 D ST.
VICTORVILLE, CA 92395

MOLLIE'S MASTERPIECES
10447 RING AVE.
ALTA LOMA, CA 91737

MRS CHAMBERSAVORYPIES
559 E. JAMES ST.
RIALTO, CA 92376

NCS FARMING
12582 DUPONT DR.
RANCHO CUCAMONGA,
CA 91739-8965

NEW SMILE DENTAL
12036 LA CROSSE AVE.
GRAND TERRACE, CA
92313

NORCO E.V.A DAY CARE
1030 NORTH MOUNTAIN
AVE., STE. PMB 263
ONTARIO, CA 91762

ORIGINAL INK ART GALLERY
6242 DIVISION ST.
WRIGHTWOOD, CA 92397

OWENS CLEANING
26122 BASELINE ST.
STE. 25
HIGHLAND, CA 92346

PHELAN LAUNDROMAT
3936 PHELAN RD.
PHELAN, CA 92371

PHILDON CONSTRUCTION SERVICES
13312 RANCHERO RD.
SUITE 18 PMB 126 OAK
HILLS, CA 92344

POSH ACCESSORIES
10547 HEATHER ST.
ALTA LOMA, CA 91737

PROGRESSIVE OB/GYN MEDICAL GROUP
3029 TIFFANY LN.
COLTON, CA 92324

PYRAMID 6 MUSIC
33116 BAY HILL RD.
YUCAIPA, CA 92399

R & R INDUSTRIES
1335 KIMBARK AVE.
DEVORE, CA 92407

R J DESIGN
13403 OAKS AVE.
CHINO, CA 91710

RAS SPORTS MARKETING
13199 AURORA AVE.
VICTORVILLE, CA 92392

NEW BUSINESS *County of San Bernardino*

S. MILLER TRANSACTION COORDINATOR
6658 VIANZA PL.
RANCHO CUCAMONGA,
CA 91701

SALVADOR LOPEZ AGENCY
16072 ARROW BLVD.
STE. A
FONTANA, CA 92335

SANDOVAL'S TRUCKING
858 W. CROMWELL ST.
RIALTO, CA 92376

SENIOR SAFETYPRO
6820 MONTE VISTA AVE.
TWENTYNINE PALMS, CA
92277

SUPER BOY FURNITURE OUTLET
15457 VILLAGE DR.
VICTORVILLE, CA 92394

TANGOROO.COM
5852 AMETHYST WAY
FONTANA, CA 92336

THE RELIANCE GROUP
5360 PESCARA WAY
FONTANA, CA 92336

THE STORYBOARD
2647 MACADAMIA CT.
CHINO HILLS, CA 91709

TRUCK MASTER'S
7732 CHASE AVE.
HESPERIA, CA 92345

TYPERRIGHTNOW
5129 EAST CANYON DR.
STE. 3416
WRIGHTWOOD, CA 92397

UNITED HOME RESOLUTIONS
10572 ACACIA ST.
STE. C-5
RANCHO CUCAMONGA,
CA 91730

VICKYS LADIES SHOES
999 N. WATERMAN, STE. C 7
SAN BERNARDINO, CA
92410

VIENAMEX MANAGEMENT
19187 GLENBROOK CIR.
APPLE VALLEY, CA 92308

VJ'S HANDYMAN & HAULING SERVICE
13174 PRINCETON DR.
VICTORVILLE, CA 92392

WINIS (WINNER INVESTING NOW IN SOCIETY)
33116 BAY HILL RD.
YUCAIPA, CA 92399

A & G TRANSPORT
9555 TANZANITE AVE.
HESPERIA, CA 92344

A&W RV MOBILE REPAIR
14697 POLO RD.
VICTORVILLE, CA 92394

ACTION FAST FORWARDING
14245 ARROW RT.
FONTANA, CA 92335

ADVANCED MEDICAL BUSINESS SOLUTIONS
41127 PINE DR.
FOREST FALLS, CA 92339-
0971

ANGEL FACE IMAGING
13768 ROSWELL AVE.
SUITE 109 CHINO, CA 91709

APPAREL CONSULTING GROUP
5569 LAYTON ST.
ALTA LOMA, CA 91737

BOULDER CREEK RANCH EQUESTRIAN CENTER
10209 CHOICEANA ST.
HESPERIA, CA 92345

BOULDER CREEK RANCH FEED AND TACK
10209 CHOICEANA ST.
HESPERIA, CA 92345

C T DESIGNS
9440 AUTOPLEX DR.
MONTCLAIR, CA 91763

CENTRAL OFFICE INSTALLATION
8513 ROCHESTER AVE.
RANCHO CUCAMONGA,
CA 91730

COLTON REJUVENATING CENTER
1265 N. LA CADENA DR.
STE. 1
COLTON, CA 92324

COMMERCIAL CASTING CO.
14933 WHITTRAM AVE.
FONTANA, CA 92335

CORNERSTONE PAINTING
7849 ELK TRAIL
YUCCA VALLEY, CA 92284

COTTEN CONSTRUCTION
721 NEVADA ST.
STE. 402
REDLANDS, CA 92373

COUNTRY CLUB FAMILY DENTISTRY
15944 LOS SERRANOS
COUNTRY CLUB DR.
STE. 260
CHINO HILLS, CA 91709

CUSH CORNER ALPACAS
56725 BREEZY LN.
YUCCA VALLEY, CA 92284

DAWN R. ELLINGSON EXCAVATION
7670 PASEO BREVE
HIGHLAND, CA 92346

DOUBLE BUBBLE DOG DROOMING
14050 CHERRY AVE.
STE. D
FONTANA, CA 92337

EZ JUNGLE
15130 NOKOMIS RD.
APPLE VALLEY, CA 92307

FABOZZI DENTAL
4020A CHINO HILLS
PARKWAY
CHINO HILLS, CA 91709

GUARDIAN REALTY PROFESSIONALS
118 AIRPORT DR.
STE 201
SAN BERNARDINO, CA
92408

HEALTHY BODY FOOT MASSAGE OF YUCCA VALLEY
55198 29 PALMS HWY
YUCCA VALLEY, CA 92284

HOT SAUCE STYLE
5159 BROOKS ST.
STE. G
MONTCLAIR, CA 91763

HVAC THERAPY
6174 CHIA AVE.
29 PALMS, CA 92277

IMPORT AUTO SUPPLY
565 W 9TH ST.
SAN BERNARDINO, CA
92410

INLAND RETIREMENT ADVISORS
10535 FOOTHILL BLVD.
STE. 460
RANCHO CUCAMONGA,
CA 91730

IRP EXPRESS
2619 S. WATERMAN AVE.
STE. A
SAN BERNARDINO, CA
92408

JCR ENTERPRISES
16329 WHITEFIELD CT.
CHINO HILLS, CA 91709

JESS RANCH NAILS & SPA
19201 BEAR VALLEY RD.
STE. I-B
APPLE VALLEY, CA 92308

JG ELECTRICAL
3022 MUIR MOUNTAIN
WAY SAN BERNARDINO,
CA 92407

JIRAH
926 N. LAUREL AVE.
ONTARIO, CA 91762

NEW BUSINESS *County of Riverside*

CENTURY GLASS
22088 SHERMAN AVE.
MORENO VALLEY, CA
92553

KHAMCHANTHAVISOUK, KYLE DAOVONE
22088 SHERMAN AVE.
MORENO VALLEY, CA
92553

SO MUCH STYLE BARBER & BEAUTY SHOP
247 E. THIRD ST.
STE. B
PERRIS, CA 92570

JOHNSON, SHIRLEY
247 EAST THIRD ST.
STE. B
PERRIS, CA 92570

PALM SPRINGS ELECTRIC
286 E. AVE., STE. L
CALIMESA, CA 92320

ITTENBACH, ED HERMEN
286 E. AVE., STE. L
CALIMESA, CA 92320

POWELL, GARY LEE
1130 WEST PALM AVE.
REDLANDS, CA 92373

JOHN ARNOLD TRADING COMPANY
6125 RIDGEVIEW AVE.
MIRA LOMA, CA 91752

WILLIS, DEBBIE ILENE
6125 RIDGEVIEW AVE.
MIRA LOMA, CA 91752

WHITEGATE POSTAL & THINGS
7120 INDIANA AVE.
STE. G
RIVERSIDE, CA 92504

PRAPONG, VORAWAN NANETTE
1111 TIGER TAIL DR.
RIVERSIDE, CA 92506

INSTYLEALWAYS
551 RAPIDSPRING DR.
STE. B
CORONA, CA 92880

TECH, BRANDON DARSEY
551 RAPIDSPRING DR.
STE. B
CORONA, CA 92880

JANNELL DIAZ HORSLEY INC.
17888 CAYONWOOD DR.
RIVERSIDE, CA 92504

MENIFEE SMILES DENTISTRY AND ORTHODONTICS
30406 HAUM RD.
STE. 740
MENIFEE, CA 92584

CAROLYN GHAZAL AND MINH PHAM DENTAL CORPORATION
2860 MICHELLE DR.
2ND FLOOR
IRVINE, CA 92606

LAI GROUP
9168 STELLAR CT.
CORONA, CA 92883

LOCK AMERICA INC.
9168 STELLAR CT.
CORONA, CA 92883

MR. LOCK
9168 STELLAR CT.
CORONA, CA 92883

SELF STORAGE TELEGRAM
9168 STELLAR CT.
CORONA, CA 92883

SIBNLINKS
3550 AMBROSE CIR.
CORONA, CA 92882

JONES, LISA LASHAWN
3550 AMBROSE CIR.
CORONA, CA 92882

ROLLS HIGH REACH, INC.
11351 COUNTY DR.
STE. A
VENTURA, CA 93004

BMW OF MURRIETA
41340 AUTO MALL
PARKWAY
MURRIETA, CA 92562

BORIS SAID AUTOMOTIVE, INC.
2186 TWAIN AVE.
CARLSBAD, CA 92008

BORIS SAID BMW OF MURRIETA
41340 AUTO MALL
PARKWAY
MURRIETA, CA 92562

AFFORDABLE INSPECTION REPAIR
30799 MEDINAH WAY
TEMECULA, CA 92591

ELIOTT, ZACHARY TODD
30799 MEDINAH WAY
TEMECULA, CA 92591

VIP MASSAGE
1550 W SIXTH ST.
STE. 109
CORONA, CA 91720

COMPLETE COMPUTER SERVICES
45203 RANCHO MIRAGE
LN.
RANCHO MIRAGE, CA
92270

PERLO, JONATHAN ERIC
42503 RANCHO MIRAGE
LN.
RANCHO MIRAGE, CA
92270

D.S.I DEPUTY SPECIAL INSPECTIONS
25325 FOREST WOOD CIR.
MENIFEE, CA 92584

DUFF, TIMOTHY HOWARD
25325 FOREST WOOD CIR.
MENIFEE, CA 92584

WHITE GLOVE FINISH
2070 PATTERSON ST.
RIVERSIDE, CA 92507

VAZQUEZ, MARIA INEZ
2070 PATTERSON ST.
RIVERSIDE, CA 92507

RAUL SANCHEZ HANDYMAN
22645 COTTONWOOD AV.
MORENO VALLEY, CA
92553

ANCHEZ, RAUL ALFREDO
22645 COTTONWOOD AV.
MORENO VALLEY, CA
92553

ALLIED BARTENDERS
36068 HIDDEN SPRINGS RD.
WILDOMAR, CA 92595

LAYTON, DAVID JOSEPH
24444 VIA PRIMERO
MURRIETA, CA 92562

GUARDIAN ANGEL FAMILY DAY CARE
34419 MORRIS ST.
BEAUMONT, CA 92223

SOLARES, ELIZABETH
34419 MORRIS ST.
BEAUMONT, CA 92223

JAIME'S TACOS
30117 BEESWING CIR.
MENIFEE, CA 92584

QUINONEZ, JAIME
30117 BEEWSWING CIR.
MENIFEE, CA 92584

QUINONEZ, MARITZA
30117 BEESWING CIR.
MENIFEE, CA 92584

A & W ASSET RESTORATION
43135 AVENIDA DE SAN
PASQUAL
TEMECULA, CA 92592

ANTHONY, STEVEN LOUIS
43135 AVENIDA DE SAN
PASQUAL
TEMECULA, CA 92592

NEW BUSINESS

County of Riverside

ANTHONY, YVETTE AMBER
43135 AVENIDA DE SAN PASQUAL
TEMECULA, CA 92592

WISHARD SR., DANIEL ALLEN
18351 SUMMER CT.
RIVERSIDE, CA 92508

WISHARD, GINA MARIE
18351 SUMMER CT.
RIVERSIDE, CA 92508

ADVANCED HOMECARE
27349 JEFFERSON AVE.
STE. 100
TEMECULA, CA 92590

ADVANCED DME SERVICES, INC.
27349 JEFFERSON AVE.
STE. 100
TEMECULA, CA 92590

WOODS DIGITAL MEMORIES
28397 SOCORRO ST.
STE. 31
MURRIETA, CA 92563

WOODS, AUDRA JO
28397 SOCORRO ST.
STE. 31
MURRIETA, CA 92563

WOODS, JOSEPH WILLIAM
28397 SOCORRO ST
STE. 31
MURRIETA, CA 92563

RCM LOANWORKOUT
22210 LOCH LOMOND
CANYON LAKE, CA 92587

BASLER, RONALD ALAN
22210 LOCH LOMOND
CANYON LAKE, CA 92587

THE FOURLAW GROUP
22210 LOCH LOMOND
CANYON LAKE, CA 92587

BNS PLANTS & BASKETS
16595 SNOWBERRY RD.
BEAUMONT, CA 92223

WARD, JO
1659 SNOWBERRY RD.
BEAUMONT, CA 92223

90 DEGRESS NORTH CLOTHING
3257 MARKET ST.
STE. 3
RIVERSIDE, CA 92501

THE NORTH GROUP LLC
1550 CENTRAL AVE.
STE. 1
RIVERSIDE, CA 92507

HOOPER, EDMUND JR
35051 CEDAR RIDGE CT.
WINCHESTER, CA 92596

YOUNG GUNS AUTO SALON
27599 COMMERCE CENTER DR.
TEMECULA, CA 92591

PELAK, AMY LYNN
29057 OVERBOARD DR.
ROMOLAND, CA 92585

PELAK, DUSTIN LAVAN
29057 OVERBOARD DR.
ROMOLAND, CA 92585

PETS R PEOPLE 2
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SAN JACINTO, CA 92583

GARACOCHEA, ROXANE LYNN
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SAN JACINTO, CA 92583

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CORONA, CA 92879

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HANGAR E1-4
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MURRIETA, CA 92562

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HATHAWAY, CHARLES LEONARD
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COMPLETE SOLUTION
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MURRIETA, CA 92562

MORR FORR ORR INC.
24082 CROWNED
PARTRIDGE LANE
MURRIETA, CA 92562

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RIVERSIDE, CA 92503

BROWN, ERIC
17286 CARROTWOOD DR.
RIVERSIDE, CA 92503

BAILEYSBARGINS.ISPEED WAY.COM
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MORENO VALLEY, CA 92553

BAILEY, JEAN MARIE
13826 CALADA DR.
MORENO VALLEY, CA 92553

HYDRO GROW HYDROSEEDING
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WINCHESTER, CA 92596

CRIVELLO, ANTHONY MICHAEL
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WINCHESTER, CA 92596

MR. GUERRERO TRUCKING
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PERRIS, CA 92571

GUERRERO, AARON
1794 RIDER ST.
PERRIS, CA 92571

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STE. 204
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CLEAVES, ANDY STEVIE
11785 VIA NORTE
LOMA LINDA, CA 92354

THE SHORT SALE COMPANY
5505 CANYON CREST DR.
STE. 204
RIVERSIDE, CA 92507

CLEAVES, ANDY STEVIE
11785 VIA NORTE
LOMA LINDA, CA 92354

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LAKE ELSINORE, CA 92532

PEREZ, BELL
53212 RUGOSA ST.
LAKE ELSINORE, CA 92532

5 STAR REALTY
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RIVERSIDE, CA 92507

JONES, ELVIA
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RANCHO CUCAMONGA,
CA 91739

5 STAR REALTY
5055 CANYON CREST DR.
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LOTT, BEVERLY IRENE
22591 RADNOR LN.
MORENO VALLEY, CA 92557

PEGASUS CONSULTING
2680 GARRETSON AVE.
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KUKALA INC.
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MORENO VALLEY, CA 92557

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CORONA, CA 92879

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STE. 103
CORONA, CA 92879

FIBER OPTIC PROS, INC
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STE. 1
MURRIETA, CA 92562

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RIVERSIDE, CA 92501

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STILES, CORI MARIE
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LIFE WORK BREAKTHROUGH
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TEMECULA, CA 92591

ELZINGA, JOHN EDWARD
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SMITH, CHRISTAL GRACE
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CORONA, CA 92881

WOOD BUILDERS CONSTRUCTION
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CORONA, CA 92881

MANGOLD, BRUCE CHARLES
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DAYSTAR CONSTRUCTION & DRYWALL CO.
16488 CLIVEWAY
PERRIS, CA 92570

THOMAS, RICHARD MILES
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CONNOLE, WENDY JEAN
34175 SAN SEBASTIAN AVE.
MURRIETA, CA 92563

CHRISTOPHER CONNOLE AND ASSOCIATES
34175 SAN SEBASTIAN
MURRIETA, CA 92563

CONNOLE, CHRISTOPHER THOMAS
34175 SAN SEBASTIAN
MURRIETA, CA 92563

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IVAN REALTY
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CORONA, CA 92880

EXECUTIVE TIME OUT

So You Think You Can Ski? Try Cat Skiing—

By Ingrid Anthony

The Winter Olympics are now over—it is time to get motivated and get serious about our skiing skills and show the world how it's done.

Connect with Powder Addiction and get the thrill of your life—go cat skiing.

Where is it located?

Powder Addiction is located less than a one hour drive from Denver and it is the closest powder skiing operation to the Front Range. If joining from the Grand County, you will meet at the World Headquarters in the Village at Winter Park. The Jones Pass location gets the benefits of storms that flow in from all directions and typically get hit by all the Colorado storms. This means you get the best chance for sweet skiing conditions.

What is cat skiing?

Cat skiing is powder skiing in untracked, high elevation mountainous terrain. It is a true skiing adventure which means you should be in good physical condition because it demands a lot from your body.

Book a Cat? A What????

A snowcat is an enclosed-cab, truck sized, fully tracked vehicle designed to move on snow. Snowcats are often referred to as 'trail groomers' because of their use for grooming ski trails or snowmobile trails. Most snowcats have two sets of tracks fitted with a suspension. Their design is optimized for a snow surface and are used for polar expeditions, logging in marsh areas, and seismic studies in the wild. It is used in sub-zero weather or cold conditions.

This snowcat will get you into this untracked powdered snow so you can enjoy skiing

in virgin snow at an average altitude of 11,000 feet. This high altitude combined with good northern exposure keeps the snow cold and light.

time for safety reasons. One of the guides always skis first and sets boundaries and a meeting spot. Guests will follow one at a time and stick close to the

day the photographer will ride along and get some great shots of you and your friends rippin the POW.

The best part is saved till last. When you arrive at the World Headquarters in Winter Park, you will be treated to a complimentary beer. Your prize for a job well done. You may need it.

Terrain

The choice of terrain each day is based on avalanche hazard, snow conditions, and skier ability. Guests should be of advanced and expert ability and able to ski in variable snow conditions on a variety of terrain. You should not hold up other skiers if you are inexperienced for this kind of adventure. If you are out-of-shape, forget it. You don't want to waste time by gasping instead of grinning. You should be in good physical condition for wilderness skiing. It's important for a pleasant and safe trip. If you know how everyone skis, you won't have to worry about the pace. If you are concerned about holding up other skiers, or about being held up, consider renting the entire cat for your own private group. It is mentioned that for safety reasons, guests who are uncooperative or lack the ability to ski the terrain for that day may be subject to discipline from SKI BOSS. Discipline may involve sitting out a run or two or an entire day with no refund! This is serious, folks, so you better know what you are doing or skiing.

Expert Guides—You're in Good Hands

Meet Polly Simpich. She is just returning from her latest snowy adventure of ski patrolling in the Chilean *continued on page 39*

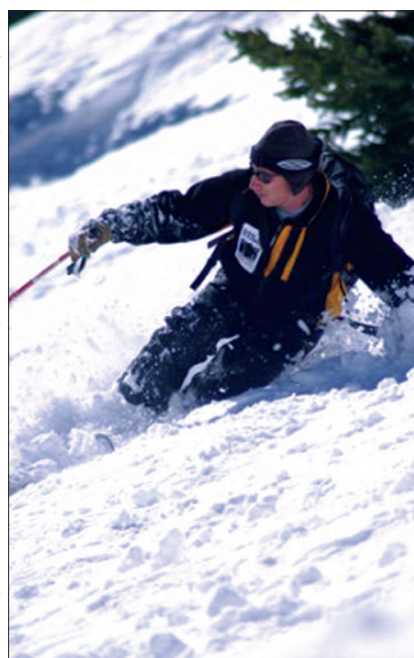


Jamie Wolter aka Ski Boss

First in line for a powder fix, Jamie is always trying to find the next fresh line. Born and raised in the Detroit area, he left the city for the mountains and never looked back. Jamie got his start guiding as a winter mountaineering instructor for the Colorado Outward Bound School in 1988. An AAA certified avalanche instructor, Jamie has taught avalanche education for over 20 years. He has spent the past two decades working for both Berthoud Pass Ski Area and Winter Park Resort in a variety of powder addict driven positions including back country ski guide, ski patroller and snow safety coordinator. Jamie lives in Downtown Fraser and shares his powder addiction with his wife Jean.

What to Expect?

During your first ride up in the cat the guides hold a safety briefing and talk about skiing procedures for the day. When you step out of the cat for the first time, you will be at one of several drop off points. The first run will be decided based on current conditions that day. It could be a high alpine bowl or some sweet tree shots. Most of the skiing happens one at a



line the guide sets. Once you are lower on the mountain, you may ski as a group and reunite with the cat for a quick break and a sweet ride back up the hill.

Lunch will be enjoyed in the cat unless it is a warm bluebird day. Since the Forest Service regulations do not allow the snowcat to be within 100 feet of the ridge line, sometimes a short hike is needed. The last run is at 3:30 p.m.

During the first half of the

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