April 2010

Inland Empire Business Journal

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Steel Topped Off on New Kaiser Permanente Hospital in Fontana

Structural steel was topped off on a new replacement hospital for Kaiser Permanente in Fontana. Located on the southern end of the existing Kaiser Permanente Fontana Medical Center site, the hospital facility will replace the existing hospital tower at the campus which will later be converted for outpatient use.

The approximately $700 million development, which will be one of the largest healthcare facilities in the Inland Empire, is being constructed by McCarthy Building Companies Inc, the general contractor for the project. It is currently ahead of schedule.

McCarthy’s contract entails construction of the 314-bed, 482k-sq.-ft. hospital, a 50k-sq.-ft. hospital support building and a 23k-sq.-ft. central utility plant. Prior to erecting the hospital, McCarthy conducted site preparation and built a

continued on page 3

Linda Smith nominated for NAWBO Award

The Inland Empire chapter of National Association for Women Business Owners (NAWBO-IE) has nominated Four-D College President, CEO and Founder Linda Smith for its legacy award.

“The Legacy Award recognizes a woman who has achieved a truly amazing goal and, because of that, is leaving behind an incredible legacy,” said Gwen Thibeaux, NAWBO-IE chapter president. “She has held onto a vision which has turned into an entity so powerful it will impact her community for years to come.”

Smith is one of three nominees for the Legacy Award, along with Sharon Baer of Daisy and Virginia Blumenthal of Blumenthal Law Offices. The National Association of Women Business Owners – Inland Empire will also award women

continued on page 3

The Bipolar Economy

David Shulman
Senior Economist, UCLA Anderson Forecast

The economy seems to be suffering from a bipolar disorder. For example, since 1985, there have been 15 quarters where real GDP expanded by 5% or more including the 5.9% gain in fourth quarter. In every one of them, except for the fourth quarter of 2009, payroll employment typically expanded on the order of a 2-3% annual rate. In contrast, employment contracted at an annual rate of 1.3%. Unfortunately, the closest comparable quarter was during the “jobless” recovery of 2003 where in the third quarter of that year real GDP grew by 6.9% and payroll

continued on page 3
Kelly Space & Technology, Inc. vision and mission for Technical Employment Training, Inc.

In the summer of 2008, Fontana High School closed its machinist training program. Hearing of the loss of the program and the eminent loss of the machining and tooling equipment, Kelly Space & Technology, Inc. (KST) immediately volunteered to store this equipment and tooling in its entirety within its facilities at the San Bernardino International Airport.

KST undertook this opportunity with the vision of fulfilling a business, education and workforce development approach to training formulated over several years. KST President/CEO Michael Gallo has previously formulated and implemented the Norton Space and Aeronautics Academy (NSAA), a charter school, which has an enrollment of 400 students. The charter school is governed by a board of directors and is patterned after the Lewis Center for Education in Apple Valley California.

KST has been in discussions with Dr. Bill Clark, the manufacturing department head at San Bernardino Valley College regarding the establishment of a Computer Numerically Controlled (CNC) Machinist Training Center at the San Bernardino International Airport. KST envisioned a program to provide certified employment skills training and job placement assistance to enhance the employability of job seekers, facilitate career growth opportunities for employees and assist employers in acquiring an exceptionally qualified workforce.

This program, the Machine Trades Training Program, will not only offer nationally certified accreditations, but facilitate career growth opportunities for students and assist employers in acquiring an exceptionally qualified workforce.

For example, continuation students will see automatic acceptance into subsequent certification levels of the program upon completion of entry-level courses; the students successful in completing the certificate program will gain employment or acceptance in advanced certification programs at local community colleges or trade schools.

The curriculum for the Machine Trades Training Program will introduce students to machining processes, as well as state-of-the-art Computerized Numerical Control (CNC) machinery. The classes will include basic math, basic blueprint reading, metrology and inspection, basic machine operations, Computer Aided Manufacturing (CAM), entry-level CNC operations.

They envision the establishment of an “Education and Business Cooperative” where students, instructors and machinists are co-located in a real-world environment for students and a viable machining capability for the participating businesses. Through Technical Employment Training, Inc., a not-for-profit organization specifically created for this purpose, Kelly Space & Technology, Inc. would maintain and manage the Machinist Training Center as an operating business where students would gain hands-on experience in an on-going business setting while being proposed for certification and degrees in machine technology.

Various school districts could provide elective credits to fulfill student’s requirements to graduate, as well as provide them with an employable skill. TET will tie in applied mathematics and other associated curriculum that is linked directly with the California High School Exit exams so that students are able to experience applications of math and science applied in a manufacturing environment. The program would be tied to local industry internships, as well as a organized link to San Bernardino Valley College and other participating technical colleges.

They foresee this program becoming much more than just a training program. The Technical Employment Training, Inc. (TET) facility will become a...
The Bipolar...

continued from pg. 1

employment increased at a 0.1% crawl. In economic terms, “Okun’s Law,” which defines a relationship between GDP growth and unemployment, appears to have broken down as gains in productivity swamped the employment effects of a growing GDP.

Ironically, the sluggish growth in payrolls could be an unintended side effect of all of the economic medication coming from fiscal and monetary policy. The stimulus seems to be working its effect on GDP and temporary hiring, but make no mistake, the follow-through to a sustained expansion in employment has been disappointing. After all, long-term hiring decisions are not generally based on temporary tax and spending programs coupled with a nonsustainable zero interest rate policy. In addition, all of the policy uncertainty coming out of Washington has made more difficult for businesses to ascertain their long-term cost structures. Nevertheless, the economy is now on a growth path and employment will soon be increasing, albeit modestly.

After a stunning inventory-led 5.9% increase in real GDP in the fourth quarter of 2009, we expect the economy to grow at a 3.2% rate in the current quarter and continue to grow at a 2%+ rate for the remainder of the year. Moreover real GDP is forecast to grow at a 2.3% and 3.2% pace in 2011 and 2012, respectively. However, in keeping with our bipolar disorder thesis, unemployment will remain high throughout the forecast period. We forecast that the unemployment rate will be 9.6% at the end of 2010, just a tad lower than where it is today and 9.1% at the end of 2011. Why? Simply put, employment growth will struggle to stay barely ahead of labor force growth. Furthermore, with the modest employment growth we are forecasting, payroll employment will still be

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Linda Smith...

continued from pg. 1

business owners in the categories of Rising Star, Business Woman of the Year, Community Bridge Builder and Trailblazer.

The awards ceremony takes place 6 p.m. Wednesday, April 28 at the DoubleTree Hotel in Ontario. Registration is $75 per person or $675 for a table of 10. Register at www.nawbo-ie.org.

Smith has created a legacy with Four-D College, which has campuses in Colton and Victorville. She started the college in 1992 and since then has helped more than 10,000 people acquire an education to begin careers in health care.

Four-D College offers programs for licensed vocational nurse, medical assistant, dental assistant, medical billing and coding, phar-
This April in the Inland Empire Business Journal!

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New Ways to Aha! Ideas—Restart Creativity and Innovation in Your Company Creativity is possible at all levels from the kitchen chemistry lab to the corporate development project. Larry Kilham gives some directions in creating new designs and products. .......... 10

You, Inc.: 22 Ways You Can Show Your Value in Today’s Cutthroat Corporate World For many companies these days, business isn’t exactly booming. Instead of worrying when your head might be on the chopping block, focus on You, Inc. Blaine Loomer offers advice for anyone who wants to know how they can get ahead in a treacherous employment environment. ......................... 14

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April 2010
Ross Dresses Up Riverside Towne Center

Ross Dress for Less, the national value-priced clothing retailer, has opened the doors on a new Inland Empire store, located at the Riverside Towne Center in Riverside. The retailer agreed to a 10-year lease for 30.3k square feet of space with Watt Commercial Properties, a SoCal-based commercial and residential property owner, manager and developer. Ross is filling the retail space vacated by Circuit City after the electronics retailer filed for bankruptcy in 2008.

“With so many retailers closing stores and a surplus of available inventory, we were thrilled to fill the former Circuit City space so quickly,” said Susan Rorison, president of Watt Commercial Properties. “I believe our locations in urban-infill areas have been the key to Watt’s recent leasing success. Today, national retailers, including Ross, are showing interest in opening new stores in these densely populated locations.”

Riverside Towne Center, located at the intersection of Magnolia Avenue and Tyler Street, is currently anchored by Big 5 Sporting Goods. In all, the property encompasses 53.5k square feet of leasable space. The shopping center is located directly across the street from the Galleria at Tyler and adjacent to the 91 Highway. More than 230,000 people live within five miles of the Riverside Towne Center.

Ross Dress for Less is based in San Bruno, CA and has 953 stores across the country. Its lower-price concept, dd’s Discounts, is currently in 54 locations. Ross recently reported a boost of 11 percent in February same-store sales, resulting from a sharp increase in bargain hunting shoppers throughout the United States.

Watt Commercial was represented in the Ross lease deal by Wilson Commercial Real Estate (WCRE).

INLAND EMPIRE SMALL BUSINESS DEVELOPMENT CENTER WINS CALIFORNIA SMALL BUSINESS DEVELOPMENT CENTER OF EXCELLENCE AWARD

Vincent McCoy and the 11 person staff of the Inland Empire SBDC were named winners of the California Small Business Development Center of Excellence Award by the U.S. Small Business Administration (SBA).

The SBA recognizes the center and its staff for achieving excellent performance results in business counseling and training services, establishing and maintaining strong, beneficial community relationships and for serving as an advocate for the small businesses and their supporters in the region. Business client success is measured in job creation, access to capital, increased sales and profits, and by acquiring certifications and contracts to do business with federal, state and local agencies.

This award honors the efforts of staff located in Riverside, Victorville and Palm Springs offices which also serve, under contracts to Big Bear Lake, Chino, Hesperia, Moreno Valley, Murrieta, Rancho Cucamonga, San Bernardino, Temecula, Upland and both Riverside and San Bernardino Counties.

The strength of these partnerships has allowed Inland Empire SBDC to succeed in difficult times in a troubled region.

As a state winner, Inland Empire SBDC will now compete for national honors in Washington, D.C. Region IX includes Nevada, Arizona, Hawaii, Guam and California.

The Inland Empire SBDC and other honorees will be celebrated at the 47th Annual Small Business Week Awards luncheon on June 2nd at the Embassy Suites - continued on page 39
TV Battle of the Sexes, Part 2
Men are from Muntz, Women are from Zenith

By J. Allen Leinberger

3D is coming to your living room.

I know. There have been the occasional shows that broadcast in 3D, and you got your glasses from TV Guide or 7-11 or some other promotional sources. Meanwhile, as far back as the 1950s, film producers from Roger Corman to Alfred Hitchcock have been bringing 3D films to the theaters. Thirty odd years ago the IMAX system came out but it originally offered no more than short travelogue films. Over the last decade IMAX has also been offering 3D versions.

Of late, cartoons and some features, like “Avatar,” have been produced in both 2D and 3D versions. Now we are seeing such films as the recent “Alice in Wonderland” and “Clash of the Titans” advertised as being in 3D, and, as a footnote, also in 2D. Some, like the last “Superman” film, had 3D scenes pop up in selected parts of the story.

Now Hollywood has gone full throttle. The next “Harry Potter” film as well as the next “Batman,” the next “Superman” and maybe the next James Bond film, will come out in 3D.

So what good does that do you and the family when the movie comes out on DVD? None, until now.

Last month, in Rancho Cucamonga, Mitsubishi introduced a new 82” flat screen TV (with glasses) that showed a true, clean 3D effect. The demo show included a rock concert and a football game. The new technology presented a stunning look. (Samsung has also come out with their 3D set based on the same technology.)

According to the Mitsubishi press release, “We’re proud to lead the way by providing consumers with an affordable lineup of 3D-Ready TVs, in very large 60, 65, 73, and 82-inch screen sizes,” says Frank DeMartin, vice president of marketing, Mitsubishi Digital Electronics America. “3D represents the highest level and most advanced form of home entertainment available today, and we expect consumers will embrace this special, event-based experience.”

As for the hard techie details, the new sets utilize “the same core technology that is used in the vast majority of 3D movie theaters. Mitsubishi 3D-Ready TVs bring the 3D DLP Cinema experience home. With multiple 3D movie titles scheduled for release this year and next, Mitsubishi is well poised to deliver fully immersive 3D adventures to consumers in their homes.”

And that is where the trouble will begin. Actually it might start before things get to the home. The battle will rage in the TV departments of Best Buy and Wal-Mart and Target.

Two months ago I reported on the domestic strife going on regarding the HD flat screen TV itself. Men just think it’s natural to want that big screen in the middle of the living room. Women don’t get it. They are screaming in the shopping aisles and the parking lots. “The movies are the same, the ball games are the same. The endings are the same. Why spend more money for a 60-inch screen when three years ago a 29-inch screen was just fine.”

And then there is the argument over 1080 vs. 720. I explained that the last time, but the problem remains. The issue has not been resolved. If anything, it will get worse. The 1080 sets are better equipped to handle the Blu-ray DVDs. And the new 3D videos will be coming out on Blu-ray. Let the domestic battles begin.

By the way, do not think that there will be a lack of product continued on page 19
Deborah Brithinee Honored as a “Woman of Distinction”

Deborah Brithinee, was recently honored as one of 10 women recognized at a luncheon presented by the University of Redlands’ Town and Gown organization on March 20, 2010, in the university’s Orton Center. Deborah is a graduate of the University of Redlands, where she earned her BS in business administration in the Alfred North Whitehead College.

Recipients of the award are selected for their diverse accomplishments, contributions and dedication to the community of the Inland Empire. Deborah was honored for her contributions to business and art at the event.

She is the financial officer at Brithinee Electric in Colton.

When asked what she believes to be her most valuable contribution, she replied, “I feel my most significant achievement is the construction of a beautiful and functional dance studio in Grand Terrace in record time and on budget, for the enjoyment of the community and those who use it. My greatest desire is to have made a positive difference in someone’s life.”

She is currently a Riverside ARTSBlock board member and serves on the University of California, Riverside Women and Philanthropy Restart Committee. She has also served as Lanterman Developmental Center fiscal officer.

Brithinee Electric is one of the largest sellers of NEMA Premium Efficiency industrial electric motors. These motors are the highest electrical efficiency motors available today. The firm specializes in remanufacturing industrial electric motors and wind generators and produces custom motor control centers for clients throughout the western United States.

California, Riverside Women and Philanthropy Restart Committee. She has also served as Lanterman Developmental Center fiscal officer.

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SPONSORSHIP OPPORTUNITIES AVAILABLE
Mistake-Prooﬁng Your Start-Up Business
By Jay Arthur

With so many people out of work during this recession, it should come as no surprise that many are thinking about starting their own businesses. And with so many jobs moving offshore, even people who are still employed might consider starting a business as a back-up plan. Even if you’re the owner of a successful start-up, the recession might have you worried. So how can long-standing business owners and ﬁrst-time entrepreneurs survive these tough times? There’s an easy way to mistake-proof any business—all it takes is a little time using free online tools and search engine research with Google.

Mistake 1: Not Listening to the Voice of the Customer
Most entrepreneurs become enchanted with an idea and pursue it without thinking it through. They end up with a garage ﬁlled with unsalable merchandise and wonder what went wrong. Others open a store and name it something cute, like a hair salon named Curl Up And Dye. Or they start an Internet business but don’t bother to understand what customers really want. Why do they fail? The answer is simple; they didn’t understand the “voice of the customer.” Businesses large and small can collect and analyze the voice of the customer to understand what customers want and how to deliver it. Toyota uses this to design better cars, and you can use it to design a better product or service.

First, ﬁgure out where the crowds of customers are going and then get in front of the crowd. In the old days, this would involve lots of market research, focus groups and money. Today, these answers can be easily found on the Internet for free with Google’s key word tool:


Let’s say you want to start a pet food bakery that makes healthy treats for dogs and cats. Just search Google’s keyword tool for “pet bakery” and “pet food.” You’ll quickly discover that there are over 500,000 searches a month for “pet food” but only 8,000 a month for “pet bakery.”

There are also 33,000 searches a month for “wellness pet food.” From this one might conclude that “pet food” is too broad and would have to compete with the big chains; “pet bakery” is too narrow; but “wellness pet food” might be just the niche to explore because these customers are probably willing to pay a premium.

Mistake 2: Not Speaking Your Customer’s Language
As learned from Mistake 1, customer language can differ from our own. Based on the search terms above, it might be smarter to name your store “Wellness Pet Food” (customer language) instead of “Bow Wow Biscuits” (your language) because that’s what the crowd wants. Don’t paraphrase (using healthy instead of wellness); use the customer’s exact words. Then check domain name availability for “wellness-pet-food.com” or “wellness_pet_food.com.” If it’s available, register it (try a site such as www.GoDaddy.com); if not, try adding other key words likely to attract customers such as your location.

Be aware that Google cannot identify compound words, so registering a site like “WellnessPetFood.com” won’t be as effective as “Wellness_Pet_Food.com.” Separate the words with a dash or underscore to improve the site’s search engine ranking.

This “get in front of the crowd” strategy also works for service businesses. Let’s say you are a hypnotherapist in Denver with “HypnoDenver.com” as your site. Many other hypnotherapists in town also have hypno- something.com as their site name. What are prospects searching for? They don’t want “hynopisiss;” they want to “stop smoking” or “lose weight.” Domain names like “Stop-Smoking-Denver.com” and “Lose-Weight-Denver.com” would be a great start.

With more than 100 million Internet users in the U.S. and billions of Internet-capable cell phones, no business can afford to ignore the power of the Web. Even if you don’t plan on having a Web site, you will want to own the domain name to prevent others from using it. And if the business succeeds locally, having the domain name will make it easy to expand into a regional, national or global Internet business.

Mistake 3: Not Making Your Product or Service Better, Faster and Cheaper
Too many entrepreneurs try to enter an already crowded market. Search the Internet for your product or service to ﬁnd out how many competitors are out there. When searching for the key words, “pet food Denver,” Google ﬁnds 726,000 results. “Wellness pet food Denver” yields 149,000 results. If Google reveals too many competitors, consider another strategy also works for service businesses. Let’s say you are a hypnotherapist in Denver with “HypnoDenver.com” as your site. Many other hypnotherapists in town also have hypno- something.com as their site name. What are prospects searching for? They don’t want “hynopisiss;” they want to “stop smoking” or “lose weight.” Domain names like “Stop-Smoking-Denver.com” and “Lose-Weight-Denver.com” would be a great start.

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“Pet food” for example, is crowded with low cost superchains. From the voice of the customer perspective, customers want you to be better, faster and cheaper than the competition. Are you more innovative? Do you provide better customer service? Are you more effective and efﬁcient? When customers can’t distinguish one business from another, they default to the familiar or low cost one. If you’re not sure what customers want in a particular product or service, start by asking your friends, family, neighbors, and even people on the street. Capture their responses. In general, are they saying:

• “I want better ________ (e.g., pet food).”
• “I want cheaper ________ (e.g., cell phone service).”
• “I want faster ________ (e.g., healthcare, service, delivery, repair, etc.)”

Then ask: “What is the competition offering (better, faster or cheaper)? What can we do differently?” If you can’t answer these questions, neither can your customers.

Mistake 4: Not Testing the Business Concept
Once Google has revealed what customers want (in their language, not yours) and you’ve identiﬁed a unique value proposition from the voice of the customer (better, faster or cheaper), it’s time to test the concept. For this, Google offers another powerful tool: Adwords (adwords.google.com). Google makes its money by putting ads around its search results. Many entrepreneurs use Adwords to test business and marketing concepts before they throw a lot of money at it.

Tim Ferriss, best-selling continued on page 37
## THE GAINERS
Top five, by percentage

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<th>Company</th>
<th>Current Close</th>
<th>Beg. of Month</th>
<th>Pnt Change</th>
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## THE LOSERS
Top five, by percentage

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<th>% Change</th>
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<tr>
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<td>0.62</td>
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<td>Watson Pharmaceuticals Inc</td>
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<td>39.79</td>
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<td>Hansen Natural Corp</td>
<td>42.93</td>
<td>41.58</td>
<td>1.35</td>
<td>3.2%</td>
</tr>
<tr>
<td>American States Water Co</td>
<td>34.17</td>
<td>32.16</td>
<td>6.3</td>
<td>19.1</td>
</tr>
</tbody>
</table>

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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**Five Most Active Stocks**

<table>
<thead>
<tr>
<th>Stock</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watson Pharmaceuticals Inc</td>
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<tr>
<td>HOT Topic Inc</td>
<td>15,710,439</td>
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<tr>
<td>Hansen Natural Corp</td>
<td>14,377,488</td>
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<tr>
<td>CVB Financial Corp</td>
<td>9,597,332</td>
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<td>Basin Water Inc</td>
<td>2,589,924</td>
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D&P/IEMJ Total Volume Month 71,528,085

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**Monthly Summary 3/20/10**

<table>
<thead>
<tr>
<th>Category</th>
<th>Change</th>
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</thead>
<tbody>
<tr>
<td>Advances</td>
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</tr>
<tr>
<td>Declines</td>
<td>3</td>
</tr>
<tr>
<td>Unchanged</td>
<td>0</td>
</tr>
<tr>
<td>New Highs</td>
<td>0</td>
</tr>
<tr>
<td>New Lows</td>
<td>0</td>
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</tbody>
</table>
Bette Nesmith Graham, a single mother and secretary in Dallas, thought there would be a better way to cover up mistakes made in typing. During a recession in the 1950s, Ms. Graham founded the Mistake Out company, later well-known as Liquid Paper.

Creativity is possible at all levels from the kitchen chemistry lab to the killer app (application) corporate development project or to the multinational research initiative. Whatever the era or product, the successful project or company starts with a creative visionary. Somebody who is persistent and has a multifaceted mind. Bette Nesmith sold her company for $47.5 million. Even if taxes and transaction expenses took over half, she cleared about $1 million a year.

Would an American corporation in the early 1800’s (or now) hire as their chief designer a financially failing artist with radical political views and an itchy foot for world travel? There was such a person. He had a vision to develop a communication system that could send messages faster than the best steam trains and ships and unhindered by rain, sleet or snow. He was Samuel Finley Breese Morse, who invented the telegraph.

Both Bette Nesmith Graham and Samuel F. B. Morse were iconic American inventors who illustrate traits in common that will be valuable to anyone interested in creating new designs and products:

- Unleash your curiosity, quest for knowledge, and propensity for noticing things. No lesser minds than Leonardo da Vinci and Albert Einstein were noted for being passionately curious, using their imagination as their prime lens to see ahead and their creativity to solve problems. Einstein wrote: “The important thing is not to stop questioning.” You should also notice all kinds of things, however unrelated to your quest they may seem. When Will Carrier noticed the apparently odd behavior of water droplets in fog, he had stumbled into the basics of the novel technology of the Carrier Corporation, world leader in air conditioning.

- Project your mind into imagination space, focusing on all the interrelated aspects of what you are creating or inventing. To create your Eureka moment, you must forcefully move your mind beyond the existing thinking about the subject. You must move out of your conscious world and focus your mind in a new place occupied only by the new creation. This is your glorious imagination space. Some people, very few, keep this imaginative ability through adulthood. Their imaginings lead to inventions, art, designs and explorations of many frontiers never seen before. To start, try to be a child with the almost naive capability of unfettered imagination. Emotion is part of this creative formula, and that has not been replicated in any advanced computer.

- Bring in experts and specialists whenever and wherever appropriate. A common mistake is to be overly protective about your novel idea. At the earliest possible time you should have your design or composition reviewed by an associate, faculty member, consultant or other trustworthy knowledgeable advisor. Usually you do not have to disclose important details to protect from copying, and very often a reviewer can give you surprisingly good guidance on design or composition improvement.

- Focus on the practical, useful, needed and beautiful. Very often inventions and other creations start out answering to a major need or a broad interest. Then the project morphs into a personal passion with little or no market value. Whether you’re a garage tinkerer or Thomas Edison, ultimately your commercial success depends on developing something which economically fills a real need and which looks attractive to potential buyers. As you develop prototypes, theories or compositions, show them to people in the market for overall attractiveness feedback.

- Be persistent. Don’t give up! In one famous incident, an associate found Thomas Edison at his lab bench surrounded by a sea of experimental storage battery test cells. 9,000 experiments had been carried out with no promising developments. His associate offered condolence, “Isn’t it a shame that with the tremendous amount of work you have done, you haven’t been able to get any results?” “Results!” Edison replied. “Why, man, I have gotten a lot of results. I know several thousand things that won’t work!” For a major invention like the light bulb, this is what’s involved. Even minor inventions seem to take more time than imagined to get to the production prototype stage.

Fast forward to 2005. Steve Jobs, the legendary leader at Apple®, is initiating a great leap forward. He has directed about 200 of his best engineers to create what we now know as the iPhone™. Like Morse, he is not the first with some version of his product. And like Morse, Jobs can focus on a product vision that combines needs, satisfaction, functionality, apparent simplicity and, in addition, design beauty. In short, it is a bold act of creativity.

Where the telegraph initiated the era of wired communications, the iPhone has started the era of the computer clouds (almost infinitely large bundles of data and services available by Internet) in the palm of your hand. The telephone is not obsolete, music radio won’t go away, computers of all sizes will always be here, video games will always have their consoles, and data transmission will always be available through specialty equipment; but now all of these modalities are available together through a personal portable device.

Samuel F. B. Morse of course did not have the technology and resources available to Jobs for his design project. Still, even in the Age of Google, a visionary leader is required, and Steve Jobs is reported to have mercilessly driven his design group, never taking “no” for an answer. There were screaming matches in the hallways, doors slamming and completely burned out engineers.

But there are many challenges for imaginative and analytical minds. These include finding drugs against microorganisms which have evolved resistance against everything and finding true understanding about all the mechanisms of climate change so that our children won’t be living in an infinite desert. As Thomas L. Friedman continued on page 39.
Nearby Resorts & Vacation Spots

<table>
<thead>
<tr>
<th>Resort Name</th>
<th>Address</th>
<th># of # of Suites</th>
<th>Rate Range</th>
<th>Owner</th>
<th>Amenities</th>
<th>Top Exec/ Fax/ Email Address</th>
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<td>44-459 Eisenhower Dr, La Quinta, CA 92253</td>
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<td>$157-415</td>
<td>KSL Recreation Corp. La Quinta, CA</td>
<td>Ralph Virk</td>
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<td>2401 E. Missouri 86 1929</td>
<td>738</td>
<td>86</td>
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<td>CNI Resorts Florida</td>
<td>Andrew Stegon</td>
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<td>The Phoenix</td>
<td>6000 E. Camelback Rd, Scottsdale, AZ 85251</td>
<td>647</td>
<td>119</td>
<td>$185-1,725</td>
<td>Starwood Hotels &amp; Resorts New York</td>
<td>Mark Vinecquero</td>
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<td>Westin Slinson Hills Resort</td>
<td>71333 Dinah Shore Dr, Rancho Mirage, CA 92270</td>
<td>512</td>
<td>40</td>
<td>$99-349</td>
<td>Starwood Hotels &amp; Resorts White Plains, NY</td>
<td>Ken Pilgrim</td>
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<td>Hyatt Grand Champions Resort</td>
<td>44-400 Indian Wells Ln, Indian Wells, CA 92210</td>
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<td>Grand Champions, LLC</td>
<td>Allen Farrell</td>
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<td>San Diego Paradise Point Resort &amp; Spa</td>
<td>1404 W. Vacation Rd, San Diego, CA 92109</td>
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<td>Marriott’s Rancho Las Palmas</td>
<td>41000 Bob Hope Dr, Rancho Mirage, CA 92270</td>
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<td>$99-350</td>
<td>KSO</td>
<td>Victor Woo</td>
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<td>Wyndham Palm Springs Hotel</td>
<td>881 Tahquitz Canyon Way, Palm Springs, CA 92262</td>
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<td>American Property Management, La Jolla, CA</td>
<td>Donna Wagner</td>
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<td>Palm Springs Rivera Resort</td>
<td>1610 North Indian Canyon Dr, Palm Springs, CA 92262</td>
<td>406</td>
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<td>$249-4,800</td>
<td>Noble House Resorts</td>
<td>Brett Schonfeld</td>
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<td>Holiday Inn Palm Springs City Ctr.</td>
<td>1600 E. Palm Canyon Dr, Palm Springs, CA 92264</td>
<td>249</td>
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<td>$195-1,800</td>
<td>KI West LLC Oregon</td>
<td>Tom Yauwinkle</td>
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<td>Spa Resort Casino</td>
<td>100 N. Indian Canyon Dr, Palm Springs, CA 92264</td>
<td>230</td>
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<td>$195-1,800</td>
<td>Agua Caliente Development Authority California</td>
<td>David Hendrick</td>
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<td>Miramonte Resort</td>
<td>45000 Indian Wells, Indian Wells, CA 92210</td>
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<td>Destination Hotel Milwaukee, WI</td>
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<td>The Boulders Resort &amp; Spa</td>
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<td>160</td>
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<td>$157-525</td>
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<td>Michael Hoffman</td>
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<td>155</td>
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<td>L.R.K. West Palm Desert, CA</td>
<td>Brad Weimer</td>
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<td>Tomaculca Creek Inn Resort</td>
<td>44501 Rainbow Canyon Rd, Temecula, CA 92592</td>
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<td>JC Resorts, LLC La Jolla, CA</td>
<td>Shawn Jackson</td>
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<td>Two Bunch Palms Resort &amp; Spa</td>
<td>67-425 Two Bunch Palms Trail, Palm Desert, CA 92214</td>
<td>28</td>
<td>24</td>
<td>$150-575</td>
<td>King Ventures La Quinta, CA</td>
<td>Mark Ends</td>
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Address | Year Built | Last Renovated | Owner Headquarters | Amenities | Top Exec/ Fax/ Email Address |
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<td>1929</td>
<td></td>
<td>CNI Resorts Florida</td>
<td>2 Adjacent Championship Golf Courses, 7 Tennis Courts, 8 Pools, Spa &amp; Fitness Center,</td>
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<tr>
<td>The Phoenix</td>
<td>1988</td>
<td></td>
<td>Starwood Hotels &amp; Resorts New York</td>
<td>27 Holes Golf (2 Special Packages), 12 Tennis Courts Special Package, Spa (5 Packages), Children’s Program</td>
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<tr>
<td>Westin Slinson Hills Resort</td>
<td>1991</td>
<td></td>
<td>Starwood Hotels &amp; Resorts White Plains, NY</td>
<td>Weekend Packages, Transfers from Nearest Airport</td>
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<tr>
<td>Hyatt Grand Champions Resort</td>
<td>1986</td>
<td></td>
<td>Grand Champions, LLC</td>
<td>36 Holes Golf, 12 Tennis Courts, 20 Private Villas</td>
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<td>San Diego Paradise Point Resort &amp; Spa</td>
<td>1962</td>
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<td>Noble House Resorts</td>
<td>18-Hole Putting Course, 6 Tennis Courts, Beach, 6 Pools, Spa, Fitness Center, Volleyball, Mauna, Bicycle Rentals</td>
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<td>KSO</td>
<td>27 Holes Golf (Special Package), 2 Pools, Full-Service</td>
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<td>American Property Management, La Jolla, CA</td>
<td>Spa, Pool, Restaurant, Pool Bar, Kidder Pool w/Water Features, Putting Green</td>
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<td>Palm Springs Rivera Resort</td>
<td>1991</td>
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<td>Noble House Resorts</td>
<td>Business Service, Pool, Restaurant, Room Service, Tennis</td>
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<td>Doral Palms Spring Resort</td>
<td>1998</td>
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<td>Mission Hills Resorts &amp; Hotels</td>
<td>27 Holes Golf (Special Package), 10 Tennis Courts Special Package, 18,000 Sq. Ft. Meeting Space</td>
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<td>KI West LLC Oregon</td>
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<td>Spa Resort Casino</td>
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<td>Agua Caliente Development Authority California</td>
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<td>Miramonte Resort</td>
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<td>Destination Hotel Milwaukee, WI</td>
<td>36 Holes Golf (Special Package), 2 Pools, Restaurant, Shops</td>
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<td>Carefree Resorts</td>
<td>Phoenix, AZ/Dallas, TX</td>
<td>36 Holes Golf (Special Package), 8 Tennis Courts Special Package, Pool, Spa, 5 Restaurants, Desert Tours, Museum</td>
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<tr>
<td>Indian Wells Resort Hotel</td>
<td>1987</td>
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<td>L.R.K. West Palm Desert, CA</td>
<td>27 Holes Golf (Special Package), 2 Tennis Courts (Complimentary), Pool, Spa &amp; Fitness Center,</td>
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<tr>
<td>Tomaculca Creek Inn Resort</td>
<td>1968</td>
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<td>JC Resorts, LLC La Jolla, CA</td>
<td>Exc. Golf, Weddings, Business Service, Gift Shop</td>
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<td>Two Bunch Palms Resort &amp; Spa</td>
<td>2003</td>
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<td>King Ventures La Quinta, CA</td>
<td>190 Spa Treatments (World Class Spa and award-winning restaurant) <a href="mailto:reservations@twobunchpalms.com">reservations@twobunchpalms.com</a></td>
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BUSINESS AND NETWORKING

The Introvert’s Guide to Connecting: 8 Ways to Bust Out of Your Shell, Build Strong Relationships, and Become a Great Connector

We can’t all be talkative charmers. Some of us are better suited for keeping our thoughts to ourselves and our heads down while we get to work. But it’s time to bust out of that shell! Author Maribeth Kuzmeski says that if you’ve got great ideas, you need to be sharing them—or you could be the next to go at your company.

Would you rather crunch numbers than mingle at a cocktail party? Are you more comfortable in a lab or library than you are at lunch with your coworkers? When you present a new product or explain a problem to coworkers or leaders, do you have trouble holding their attention because of your slow-paced, more deliberate speaking style? If so, you might be suffering from the curse of the introvert. Sure, you’re uber-intelligent and have great ideas, but you’re either too reserved to share them or you prefer less attention-grabbing methods for communicating them than is the case with your extroverted coworkers.

Maribeth Kuzmeski says in today’s tough economy, it’s no longer enough to be a genius with great ideas. To get ahead, you have to be able to communicate them effectively and use them to influence others. You have to be able to connect!

“You don’t have to have a big personality to be a great connector,” says Kuzmeski, author of “The Connectors: How the World’s Most Successful Businesspeople Build Relationships and Win Clients for Life.” “But unfortunately, too often the great ideas of introverts go unheard because the extroverts make their voices heard first.

“The bottom line is that some professions lend themselves to introverts. Scientists, accountants, and engineers, I’m looking at you! But you can’t rest on your smarts laurels. You have to learn to show your value whether it’s to your employer or to your clients. If you don’t, rest assured there is someone else in your profession who is ready to take your place.”

A key message in “The Connectors” is that our level of influence is directly connected to how well we are at connecting. Kuzmeski teaches that if you are able to truly connect with feeling, purpose, and honesty, you will experience more success and much-improved relationships, receive better promotions or more clients, and become known as a great leader.

That sounds great, you might be thinking. But I’m not entirely dripping with charisma. I’m not sure I have the social skills I’d need to do all of that! “Not to worry,” assures Kuzmeski. “With the right tools, strategies, and tactics, you can change the way you develop relationships and forge a network of colleagues and contacts who will stick with you through thick and thin—and best of all, voluntarily recommend your great work to others.”

Read on for some straightforward, easy-to-apply tips that will garner immediate results.

Make the right connections—even if you’re not a “people person.” Anyone can become an effective connector, promises Kuzmeski. If you love to meet new people and enjoy being the center of attention, that’s great. If not—that’s okay, too. Connecting is actually less about being gregarious and more about your awareness of the relationships you are forming. To maximize the value of your interactions, Kuzmeski suggests first figuring out to whom you’re relating, and how you’re doing it.

“Don’t panic—there’s no need to become best friends with every single person you meet!” she says. “Instead, think about the people with whom it’s important for you to become well acquainted in order to create loyal clients, further your career, or build a successful business. Consider categories like clients and vendors, coworkers and leaders, or specific individuals within categories. Then jot down some ideas for reaching out to each of these people.”

Set yourself up for connecting success. While introverts don’t share their every thought as many extroverts do, they can still make connections that are just as strong. If you’re an introvert, create situations in which it is easier for you to connect. For example, most introverts like to think things through before they speak and tend to engage well with people one-on-one. So the next time you want to build a relationship with a client or co-worker, meet in a one-on-one lunch meeting at a quiet restaurant rather than in a big group.

“Many introverts really like people and can engage with them,” says Kuzmeski. “In fact, it’s thought that introverts have fewer close relationships than extroverts but build deeper ones. When you put yourself in an environment in which you know you will be able to more easily connect, you will be able to forge these deep relationships. Remember, the more you do it, the easier it gets!”

Improve your social IQ. No matter how much you know, there’s always more to learn—and that’s just as true for social intelligence as it is for book smarts. Once you’ve determined where your connections need to be made, think about how you currently interact with these people, and be honest with yourself. Are you exclusive, controlling, and distant? Or are you inclusive, empathetic, and warm? How often do you reach out? Do you take into account what others think? How do you make them feel?

Kuzmeski suggests that at the end of each day you spend a few minutes completing the following process:

- Review the day and your interactions with staff and clients.
- Rate today’s positive impact on others (Grades A-F).
- Write down the notable successes and failures from the day.

“Always, always, always be mindful of the fact that your words and actions have a powerful effect on others,” Kuzmeski stresses. “The people with whom you interact will unconsciously and instinctively mirror your emotions. That’s why it’s so important to improve your social IQ. Once you’ve pinpointed the areas in which you need to improve, rehearse mentally. Anticipate how people might react to what you say. Rehearse conversations in advance. Develop a vision for yourself and how you’d like to change. Then, commit to doing it.”

Remember, it’s not about you. It’s a dog-eat-dog world, and the urge to look out for Number One can sometimes be overwhelming. But while primarily protecting your own interests might ensure your survival, you probably won’t expe...
LA Investor Pays $3.8 Mil for Most Units at Broken Inland Empire Condo Project

In a recent Inland Empire sale of a distressed condo development, an LA investor paid $3.8 mil – or $105.6k/unit -- for 36 vacant condo units at a 40-unit development in Rialto. The property, Rialto Arrow Terrace, is located at 1655 West Rialto Avenue, south of Foothill Boulevard and west of Riverside Avenue.

Rialto Arrow Terrace began development as a 40-unit condominium project in April 2006. From January to May 2008, four of the condominiums were sold to individual purchasers at prices ranging from $305k to $309k per unit. The remaining 36 units were never sold.

The property reverted to the seller via foreclosure on Oct. 15, 2009. At the time of foreclosure, the outstanding loan balance was in excess of $9 mil, or over $200k/unit. The buyer intends to operate the 36 units as rentals until the for-sale values for condominiums becomes stronger.

Bayer Relieves Space Problem With Short-Term Lease in Redlands

Bayer Crop Science inked a new two-year lease for 102.6k square feet of industrial space in Redlands that is expected to save the company in excess of $325k in occupancy costs over the term of the lease. The building is located at 27223 Pioneer Avenue, north of I-10 and west of the 210 Freeway within Prologis Business Park.

Bayer, which will use the space for wholesale distribution of consumer landscape and agricultural protection products, wanted a short-term lease in order to remain flexible with regard to potential growth in the near-term future. To protect the tenant if there is no need to change the size of the space, the transaction includes an additional fixed rate extension option which will allow Bayer to remain in the space for an additional three-year term at current low market rental rates.

“The tenant was looking to relocate in order to take advantage of current market rents and reduce their occupancy costs,” said Chenoweth. “They were previously subleasing 100k square feet in Chino and wanted to make a move to a similar sized building, but with a lower overall cost. Their new space includes a 30’ ceiling clearance, ESFR sprinkler system, truck loading and yard space on two separate sides.

New Riverside Office Project Continues to Attract Tenants

Leasing activity continues to pick up at the Towers at Riverwalk, the new office development at Turner Riverwalk, a 1 m-square-feet, master-planned business park in the city of Riverside. The latest tenants to ink deals at the project are the law firm of Smith Mitchellweiler LLP and The Operating Engineers Certification Program.

Turner Riverwalk is comprised of 400k square feet of office space, 375k square feet of R&D and industrial space, 100k square feet of medical office space and 125k square feet of retail including 11 restaurants and a 131-room Hampton Inn & Suites by Hilton. It is a project of Turner Development Corporation, a privately held real estate investment firm that specializes in the acquisition and development of commercial and industrial real estate in Southern California.

“The Towers at Riverwalk project offers high quality office space coupled with competitive pricing, making it an attractive location for companies seeking to upgrade their image, expand or to merge multiple locations into a single larger office providing superior amenities,” explained Rusty Turner, president of Turner Development.

The Operating Engineers Certification Program has signed a lease for 1.9k square feet of office space. 375k square feet of R&D and industrial space, 100k square feet of medical office space and 125k square feet of retail including 11 restaurants and a 131-room Hampton Inn & Suites by Hilton. It is a project of Turner Development Corporation, a privately held real estate investment firm that specializes in the acquisition and development of commercial and industrial real estate in Southern California.

April 2010
For many companies these days, business isn’t exactly booming. If you’ve been spending your days worrying about when your head might be on the chopping block, it’s time to stop, says Blaine Loomer. Instead, he suggests, you should focus on You, Inc., the only business you can truly control, and he offers some advice on how you can do just that.

It hangs over many cubicles in today’s business world. It turns once happy—or at least bearable—workplaces into the place where happy thoughts and laughter go to die. It makes once friendly colleagues turn on each other, abandoning all goodwill in attempts to look out for number one. “It” is the lay-off threat. The ax. The unpleasant end that pretty much every employee is trying to avoid at a time when the unemployment rate is above 10 percent.

Blaine Loomer says it’s time to cut the crap. It’s time to stop worrying about what you can’t control and take a look in the mirror to re-assess the company in which you are CEO, CFO, and everything in between—You, Inc.

“The best way to keep your job in today’s economy is to be so valuable to your employers that they simply can’t do without you,” says Loomer, author of the new book “Corporate Bullsh*t: A Survival Guide.” “Unfortunately, there is a lot of BS to get caught up in these days. If you want to keep your job, though, you absolutely must steer clear of it.”

Loomer knows what he is talking about. He wrote his new book to help the good guys and gals understand what is going on in today’s corporate world, so they can better maneuver around the BS they’ll encounter during their careers.

Below he offers advice for anyone out there who wants to know how they can get ahead in such a treacherous employment environment:

**Be a part of the bottom line.** If you want to be valuable to your company, then you need to contribute to its bottom line. In other words, you need to help it make money. Otherwise, it’s not worth it to your company to keep you around. Make a concerted effort to connect to what it is that makes your company money, and focus on the talents and skills that you have that will contribute to those things. “The company measures its ROI on you,” explains Loomer, “so you should measure the ROI on yourself as well. None of us has time to do everything, so we are faced with the trade-off every day. Focus on those items that use your time and resources most effectively so that you connect back to the bottom line.”

**Avoid your office troublemakers.** Often there are no greater timewasters in the workplace than your fellow colleagues. There are the colleagues who love to gossip and spread rumors. The colleagues who are constantly trying to catch your mistakes. The office flirt who will only get you in trouble. And the bad news bear who doesn’t want to do anything but bring you down with bad news. “The best way to deal with these kinds of colleagues is to avoid them like the plague,” says Loomer. “Keep an eye on them, but keep your distance. They will only waste your time, frustrate you, and cause you problems.”

**Remember that time is money.** The most valuable commodity you have is your own time. Spend it wisely. For example, don’t invest eight hours in putting together a presentation when you can deliver the same results with only an hour’s prep time. Management wants the content of your message, not a bunch of fluff and pretty artwork.

“Countless times, I have seen a presenter cut short and her ideas not even considered because the managers ran out of time before she got to the meat of her idea,” says Loomer. “Define your core competency and stick with it. If you try to do everyone else’s jobs, you won’t be able to do your own. You, Inc., will suffer.”

**Don’t be afraid to abandon ship.** Be flexible when it comes to your career path, even if it means changing careers midstream. “Some of the most successful people I know are following a much different career path now than they set out to in the beginning,” notes Loomer. “Be prepared for change and stay ahead of the curve. Flexibility in your career may take you a long way, especially in tough economic times.”

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**Recognize “deal or no deal” situations.** Don’t be afraid to walk away from deals that just can’t seem to come together. “Most people don’t negotiate well because they really want what the other person has and they don’t want to risk losing it,” explains Loomer. “But whether it’s a big contract, a job, a promotion, or a new car, you have to be willing to walk away. When you are willing to do so, you will be pleasantly surprised at how much better your negotiations turn out. Suddenly, what you offer carries value, and the tables often turn.”

**Constantly add value.** Companies are in the business of making money. To a certain extent, we all have to pull the company line and help keep the revenue machine running. Make sure that you continually add value to the company. “Find ways to improve yourself and your processes,” says Loomer. “All employees are expendable, and if it makes financial sense to the company, you will be replaced or eliminated altogether.”

Sing your own praises, but not too loudly. As a general rule, your work won’t speak for itself. You must speak for yourself. You can really help yourself by making sure that managers and supervisors in your organization understand the effort you put into your job and the results you produce. “A bit of modest bragging will not only help you come promotion time, but it will also help discredit any attacks levied against you,” says Loomer. “Provide the right amount of information about yourself, but don’t beat your accomplishments to death. Too many trips to the boss’s office will annoy him, and may work continued on page 18

**EMPLOYMENT SURVIVAL GUIDE**

You, Inc.: 22 Ways You Can Show Your Value in Today’s Cutthroat Corporate World

For many companies these days, business isn’t exactly booming. If you’ve been spending your days worrying about when your head might be on the chopping block, it’s time to stop, says Blaine Loomer. Instead, he suggests, you should focus on You, Inc., the only business you can truly control, and he offers some advice on how you can do just that.

It hangs over many cubicles in today’s business world. It turns once happy—or at least bearable—workplaces into the place where happy thoughts and laughter go to die. It makes once friendly colleagues turn on each other, abandoning all goodwill in attempts to look out for number one. “It” is the lay-off threat. The ax. The unpleasant end that pretty much every employee is trying to avoid at a time when the unemployment rate is above 10 percent.

Blaine Loomer says it’s time to cut the crap. It’s time to stop worrying about what you can’t control and take a look in the mirror to re-assess the company in which you are CEO, CFO, and everything in between—You, Inc.

“The best way to keep your job in today’s economy is to be so valuable to your employers that they simply can’t do without you,” says Loomer, author of the new book “Corporate Bullsh*t: A Survival Guide.” “Unfortunately, there is a lot of BS to get caught up in these days. If you want to keep your job, though, you absolutely must steer clear of it.”

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### Meeting Facilities

**Ranked By Total Square Feet of Meeting Facilities**

<table>
<thead>
<tr>
<th>Facility</th>
<th>Meeting Rooms:</th>
<th>Largest Meeting:</th>
<th>Owner Headquarters</th>
<th>Amenities</th>
<th>General Manager</th>
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<tbody>
<tr>
<td>Address</td>
<td>Total Sq. Ft.</td>
<td>Year Built</td>
<td># of Suites</td>
<td>Room Rate Range</td>
<td>Convention Contact</td>
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<tr>
<td>City/State/Zip</td>
<td>Capacity</td>
<td></td>
<td></td>
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<td>Phone/Fax</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td># of Banquet Rms.</td>
<td></td>
<td>E-Mail Address</td>
</tr>
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</table>

**Fairplex**
- 1101 W. McKinley Ave.
- Pomona, CA 91768
- 247,000
- 2005
- Los Angeles Fair Assoc.
- N/A
- $2,000-7,400
- Dwight Richards

**Palm Springs Convention Center**
- 277 N. Avenida Caballeros
- Palm Springs, CA 92262
- 245,000
- 8,000
- City of Palm Springs
- Palm Springs, CA
- 410
- Facility Fees
- Vary By Site Of Space Requested
- James Dunn

**Marriott’s Desert Springs Resort & SPA**
- 74855 Country Club Drive
- Palm Desert, CA 92260
- 210,000
- 7,000
- Marriott Corporation
- Washington, D.C.
- 884
- $179-379
- G.P.R.T.S.L.

**Ontario Convention Center**
- 200 Convention Center Way
- Ontario, CA 91764
- 114,000
- 4,610
- City of Ontario
- Ontario, CA
- N/A
- Business Service, Concierge
- Bob Brown

**Palm Springs Desert Resorts**
- Visitors Convention Authority
- 70-100 Highway 111
- Rancho Mirage, CA 92270
- (760) 770-9000
- Susan Esterling

**Temecula**
- Temecula Valley Convention and Visitors Center
- 26790 Ynez Ct., Ste. A
- Temecula, CA 92591
- (951) 676-5090
- Alice Sullivan

**Victor Valley**
- Victorville Visitors Center
- 14174 Green Tree Blvd.
- Victorville, CA 92395
- (760) 245-6500
- Alice Sullivan

**Hemet**
- Visitors Information Center
- 1955 Hunts Lane
- San Bernardino, CA 92408
- (909) 888-5998
- Melissa Carey

**San Bernardino**
- San Bernardino Convention and Visitors Bureau
- 1955 Hunts Lane
- San Bernardino, CA 92408
- (909) 888-5998
- Melissa Carey

**Lake Arrowhead**
- Lake Arrowhead Communities Visitors Center
- 28200 Hwy. 189
- Lake Arrowhead, CA 92352
- (909) 337-3715
- Susan Esterling

**Ontario**
- Ontario Convention and Visitors Bureau
- 2000 East Convention Center Way
- Ontario, CA 91762
- (909) 937-3000
- Ron Palmtag

**Big Bear**
- Big Bear Convention Bureau
- 630 Bartlett Rd., P.O. Box 2860
- Big Bear Lake, CA 92315
- (909) 866-4607
- Sara Ross

**Riverside**
- Visitors Convention Bureau
- 3750 University Ave., #175
- Riverside, CA 92501
- (951) 222-4700
- Debbie Megna

**Idyllwild**
- Idyllwild Visitors Center
- Ridgeview Dr. and Hwy. 243
- PO. Box 304, Idyllwild, CA 92549
- (988) 659-3259
- Michele Spears

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*Note: Business Service = On-Site Catering, Meeting Rooms = Business Service, Convention Contact = General Manager, Phone/Fax = Visitor Information & Convention Center, E-Mail Address = Owners, Amenities = Hotel, Conv.= Complimentary Continental Breakfast, CR= Corporate Rates, FP=Free Parking, GS=Gift Shop, H=Handicapped Rooms, I=In-Room Movies, L=Lounge, N=Non-Smoking Rooms, OC=Outside Catering, P=Pool, R=Restaurant, RS=Room Service, S=Spa, SA=Sauna, SD=Senior Discounts, SR=Steam Room, ST=Satellite Television, T=Tennis, W=Weekend Packages, X=Transfers from Nearest Airport*
Bill Cortus Purchases 168k Square Feet Corona Distribution Facility

Zumiez Inc. has purchased West Corona Corporate Center, a 168.5k-sq.-ft. industrial facility in Corona, for $11.79 million ($70/sf). The property is located at 1346 Railroad Street, north of the 91 Fwy and west of I-15, a few blocks southeast of Corona Municipal Airport.

The property will be used as a distribution facility to serve Zumiez’s existing and planned retail stores throughout the U.S. The new state-of-the-art building is LEED-certified, an element of utmost importance to Zumiez’s corporate culture. With headquarters in Seattle, Zumiez will obtain significant operating benefits from having the distribution center in Southern California.

Greg Gill and Barbara Goldsmith of Lee & Associates’ Long Beach office and Erik Hernandez and Paul Earnhart at Lee & Associates’ Ontario office represented Everett, WA-based Zumiez in the transaction. Cushman & Wakefield represented the seller, Railroad Street Land Holdings LLC.

According to Gill, the new location’s proximity to Zumiez’s existing 70 Southern California retail stores—in addition to the ports of Long Beach and Los Angeles—allows for maximum operating efficiency. The decision to relocate happened in 60 days from initial planning to the company’s internal market analysis. Ninety days from the time the decision was made to relocate to Southern California, the sale was consummated.

“Driven by cost-saving impacts of a smaller-leased facility, the decision to purchase became compelling when the quality and location of the facility made it an ideal long-term solution for the company’s current needs and proposed growth over the next decade,” said Gill.

Steel Topped... continued from pg. 1

new member and doctor parking lot. After completion of this project, the company will demolish sections of the existing hospital and remodel remaining components of the existing building.

Designed by HMC Architects, the new seven-level hospital boasts a sustainable and patient-centered design. Likewise, environmentally friendly building methods are being used throughout construction such as recycling building materials, minimizing recyclable construction waste and maintaining proper indoor air quality. Being built to meet seismic standards adopted in California after the 1994 Northridge earthquake, the hospital will feature a plaster and curtain wall exterior with a structural braced-frame core. The project is scheduled to complete in December 2012 with the new facility slated to open in 2013.

Once completed, the new hospital will house a variety of specialty services including a cardiac surgery department, a 51-bed emergency department, pediatric and neonatal ICU, inpatient dialysis unit, pediatrics, ICU, labor and delivery, cardiac cath lab and surgery. The hospital support building will be attached to the hospital and includes medical offices, radiology, a pharmacy and a specialty clinic.
17th Annual World Trade Conference & U.S. Department of Commerce Export Achievement Award

Changing the Way We Do Business
Successfully Identifying, Competing for and Capitalizing on International Business, Funding and Job Creation Opportunities

While the international marketplace can be a source of jobs and funding, it is a very competitive arena. Regions, states, cities and private companies are faced with a variety of challenges associated with identifying and capitalizing on international opportunities.

The 8 Primary International Expansion Considerations 8PIECE™:

- Knowing When to Expand Internationally
- Business Stabilization vs. Expansion
- Education/Re-Education of Workforce
- Branding and Positioning for Global Interest
- Identifying and Qualifying Opportunities
- Funding Opportunities
- Attracting Buyers, Partners and Investment Dollars
- Implementing and Executing on Opportunities

Speakers, panel discussions and networking provide you access to information and strategies on how to realistically and successfully compete for and capitalize on international opportunities. The “nuts and bolts” of international business.

Key Sponsors to date:

For more information contact David Loelkes
dloelkes@ibaglobal.org or 951-440-9944
IBAglobal HQ: 6130 W. Flamingo Rd. #677 Las Vegas, NV 89103

ibaglobal.org
(new website in development—stay tuned)
You Inc...

continued from pg. 14

Get smart. Too many people don’t understand the basics about the operation of their companies. Learn the organizational chart and reporting structures. Study and understand your company’s financials. “Financial data is the basis for many decisions, decisions that may very well affect your wallet,” says Loomer. “You never know where your life may lead. Learn as much as you can along the way, even though what you’re learning may not seem relevant at the time.”

Be a confident innovator. When you pitch your ideas to management, be prepared to defend your views. Also be prepared to receive criticism. “Management will challenge you simply to test your level of enthusiasm for the idea and its viability,” notes Loomer. “There are a lot of variables to consider, and management wants to know you’ve thought about them. If you support your ideas with solid research and show some passion, management will be more likely to embrace your concept.”

Nix the nay sayers. People tend to emphasize negative things in the workplace over positive things. One negative person or event can tear down months of motivation in minutes. Evaluate the people working in your department or on your project. Do the personalities work well together? “Some people cannot or will not get on board. Don’t spend an inordinate amount of time trying to convince them to join in,” says Loomer. “Give them an opportunity to correct their negative attitudes, but if they persist, remove them from the group or project. There are not enough hours in the day to convert someone who has convinced herself that she doesn’t want to follow your plan.”

Don’t ask for more than you deserve. American corporations seem to have become the land of entitlement where people expect to be highly compensated before they have provided one penny of value to the company. “Throughout your career, evaluate what value you bring to your company,” advises Loomer. “Ask for fair compensation, but don’t price yourself out of the market. Employment is a two-way street, so make sure you are giving something for what you get.”

Keep an eye on your e-trail. Not only do we need to make sure we cover ourselves from a legal perspective, but we also need to cover our asses day-to-day. The best way to do this nowadays is to save all e-mail and electronic data that is available to you. “If you have ever received an e-mail from someone asking you to confirm something, that person is likely covering his ass,” says Loomer. “This is not a bad thing and in many cases can clear up any confusion later. Even the most obscure e-mail may be relevant at a later date. Disk space is cheap compared to the trouble it may save you.”

Don’t be afraid to say no. That is, if you’re doing such a great job your company can’t afford to get rid of you anyway. If you don’t set limits, you will find yourself working on a perpetual treadmill.

Trust your intuition. Good intuition in the business world can be your guardian angel. If it feels like someone is up to no good, she probably is. “In most cases you will find that your initial instinct about someone is usually correct,” says Loomer. “Keep that instinct in mind as you work with her and always remember how you felt that first day. Stick to your convictions!”

Get a life. It’s good to be committed to the company, and corporate accomplishments are rewarding, but when all is said and done, a lifetime goes by too fast. “Try not to
**TV Battle...**

continued from pg. 6

for the 3D sets. Back in the 1960s networks didn’t want to commit to color programming until there were enough sets out there in TV land to justify the production cost. Consumers didn’t want to buy color sets until there was enough programming.

Today, that won’t be a problem. ESPN and Discovery are both about to launch 3D channels. All of the new cartoons and features being released in 3D will come out on 3D Blu-ray.

Meanwhile, up at George Lucas’s Skywalker Ranch in Marin County, the technology is being reverse engineered to recreate such films at the “Star Wars” and “Indiana Jones” series into 3D Blu-rays. No doubt Lucas’s friend Steven Spielberg will convert things like “ET” and “Close Encounters” and maybe even “Jaws.” (Looks like the handbook reads: “When you see the world through both eyes, you are actually looking at two pictures merged into one. Your brain, which meshes these two images into one three-dimensional picture.”)

Most movies in the past were

## Indian Gaming Facilities

<table>
<thead>
<tr>
<th>Casino Address</th>
<th>City, State, Zip</th>
<th># of Employees</th>
<th># of Slots</th>
<th>Table</th>
<th>Year Established</th>
<th>Games</th>
<th>Amenities</th>
<th>Top local Exec.</th>
<th>Title Phone/Fax</th>
<th>E-Mail</th>
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</thead>
<tbody>
<tr>
<td>Augustine Casino</td>
<td>44-000 Ave. S Colleca, CA 92235</td>
<td>440</td>
<td>800</td>
<td>10</td>
<td>2002</td>
<td>Blackjack, Single 21, Spanish 21, 3-Card Poker, 4-Card Poker</td>
<td>Y</td>
<td>Robert Jones</td>
<td>(760) 391-9900/946</td>
<td><a href="mailto:bujemc@augustinecasino.com">bujemc@augustinecasino.com</a></td>
</tr>
<tr>
<td>Caballera Casino</td>
<td>52-012 Highway 371 Anza, CA 92539</td>
<td>120</td>
<td>305</td>
<td>4</td>
<td>1995</td>
<td>Blackjack, 3-Card Poker</td>
<td>Y</td>
<td>Terry Hughes</td>
<td>(760) 761-1200/763-0830</td>
<td>cabinetalasino.com</td>
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<tr>
<td>Century Casino</td>
<td>14-3550 Benito Juarez Indio, CA 92203</td>
<td>1,100</td>
<td>1,957</td>
<td>40</td>
<td>1990</td>
<td>Slots, Blackjack, Poker, Asian Games, California Craps, Video Roulette</td>
<td>Y</td>
<td>Paul Ryan</td>
<td>(760) 827-2946/216-5146</td>
<td>fantasyspringsresort.com</td>
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<tr>
<td>Morongo Casino Resort &amp; Spa</td>
<td>46-9800 Seminole Dr. Cabazon, CA 92230</td>
<td>1,871</td>
<td>2,216</td>
<td>101</td>
<td>2004</td>
<td>Blackjack, Mini-Baccarat, Pa Gow Poker, Craps, 3-Card Poker, 4-Card Poker</td>
<td>Y</td>
<td>Sean Sullivan</td>
<td>(951) 533-3400/3181</td>
<td>morongocasinoresort.com</td>
</tr>
<tr>
<td>Pola Casino Spa &amp; Resort</td>
<td>11-100 Highway 70 Palo, CA 92259</td>
<td>2,000</td>
<td>2,300</td>
<td>88</td>
<td>2001</td>
<td>Blackjack, Baccarat, Craps, Mini-Baccarat, Pa Gow Poker, Poker, Roulette</td>
<td>Y</td>
<td>Matt Swanson</td>
<td>(760) 310-5050/510-5101</td>
<td>polacasino.com</td>
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<tr>
<td>Pechanga Resort and Casino</td>
<td>45-000 Pechanga Pkwy. Temecula, CA 92592</td>
<td>4,500</td>
<td>2,000</td>
<td>122</td>
<td>1995</td>
<td>Slots, Video Poker, Blackjack, Mini Baccarat, Let it Ride, Pa Gow, Three Card Poker, Poker Room</td>
<td>Y</td>
<td>Steve Penhall</td>
<td>(877) 711-2856/711-2717</td>
<td>pechanga.com</td>
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<tr>
<td>Soboba Casino</td>
<td>23-5500 Soboba Rd. San Jacinto, CA 92583</td>
<td>790</td>
<td>2,000</td>
<td>18</td>
<td>na</td>
<td>Blackjack, 3-Card Poker, Let It Ride, Bingo</td>
<td>Y</td>
<td>Richard Klute</td>
<td>(951) 665-1000/665-1350</td>
<td>soboba.com</td>
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<tr>
<td>Spa Resort Casino</td>
<td>46-160 East Amador Rd. Palm Springs, CA 92263</td>
<td>1,120</td>
<td>1,000</td>
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<td>2003</td>
<td>Double-Deck Blackjack, &quot;Hot Water&quot; Craps, Mini Baccarat, 3-Card Poker, Pa Gow Poker, Spanish 21</td>
<td>Y</td>
<td>David Federick</td>
<td>(760) 883-1000/883-1200</td>
<td>spasresortcasino.com</td>
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<tr>
<td>Spotlight 29 Casino</td>
<td>46-4990 Harrison Place Coachella, CA 92234</td>
<td>675</td>
<td>2,000</td>
<td>34</td>
<td>1995</td>
<td>Blackjack, Pa Gow Poker, 3-Card Poker</td>
<td>Y</td>
<td>Robert Paull</td>
<td>(760) 775-5356/775-2210</td>
<td>spotlight29casino.com</td>
</tr>
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Listed Alphabetically

Note: Not Applicable WMD - 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, omission 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 JRI. Copyright 2010 by JRI.
## Meeting Facilities

### Renovation 44-400 Indian Wells Ln.

- **Address:** Indian Wells, CA 92210
- **Meeting Rooms:** 100,000
- **Seats:** 1,992
- **Year Built:** 1982
- **Last Renovated:** 2002
- **# of Rooms:** 560
- **# of Banquet Rms.:** 22
- **Room Rate Range:** $149-300
- **General Manager:** Tim Sullivan
- **Phone/Fax:** (769) 444-473-9320
- **Email:** megan.mcmillion@renesomahotels.com

### Hyatt Grand Champions Resort

- **Address:** Indian Wells, CA 92210
- **Meeting Rooms:** 88,000
- **Seats:** 1,500
- **Year Built:** 1994
- **Last Renovated:** 2004
- **# of Rooms:** 78
- **# of Banquet Rms.:** 24
- **Room Rate Range:** $399-859
- **General Manager:** Allan Farrell
- **Phone/Fax:** (769) 404-874-1935
- **Email:** avro.fillingham@hyatt.com

### Westin Mission Hills Resort

- **Address:** Indian Wells, CA 92210
- **Meeting Rooms:** 30
- **Seats:** 1,700
- **Year Built:** 1991
- **Last Renovated:** 2006
- **# of Rooms:** 512
- **# of Banquet Rms.:** 40
- **Room Rate Range:** N/A
- **Amenities:** C.F.F.P.G.S.H., L.L.N.P.R.T.W.X, B.R., S.D.
- **General Manager:** Ken Pilgrim
- **Phone/Fax:** (760) 211-0740/761-2138
- **Email:** ronwelin@westin.com

### Riverside Convention Center

- **Address:** Indio, CA 92201
- **Meeting Rooms:** 15
- **Seats:** 2,000
- **Year Built:** 1996
- **Last Renovated:** 1996
- **# of Rooms:** 3
- **Room Rate Range:** N/A
- **General Manager:** Sharon Soh-Ahlewalla
- **Phone/Fax:** (951) 346-4703/346-7676
- **Email:** poncinta@rci-ca.com

### Rancho Las Palmas Resort & Spa

- **Address:** Indio, CA 92201
- **Meeting Rooms:** 29
- **Seats:** 1,900
- **Year Built:** 1979
- **Last Renovated:** 2007
- **# of Rooms:** 22
- **Room Rate Range:** $159-299
- **Amenities:** L.G.P.S.R.S., T.F., F.P.N.
- **General Manager:** Dan Keyser
- **Phone/Fax:** (760) 825-2484/452-8211
- **Email:** skbolin@ranchoelit.com

### Indian Wells Tennis Garden

- **Address:** Indian Wells, CA 92210
- **Meeting Rooms:** 47
- **Seats:** 3,150
- **Year Built:** 1999
- **Last Renovated:** N/A
- **# of Rooms:** 3
- **Room Rate Range:** Call for Quote
- **Amenities:** T.P.P.L.E.F.N.
- **General Manager:** Charlie Pasarad
- **Phone/Fax:** (760) 245-7822-7522
- **Email:** cchaplin@wrg.net

### Wyndham Palm Springs

- **Address:** Palm Springs, CA 92262
- **Meeting Rooms:** 14
- **Seats:** 1,250
- **Year Built:** 1987
- **Last Renovated:** 2000
- **# of Rooms:** 158
- **Room Rate Range:** $121-200
- **Amenities:** B.C.R.C,F.P.G.S., R.S.
- **General Manager:** Jim Davis
- **Phone/Fax:** (760) 720-1251/722-5511
- **Email:** jdadams@wyndham.com

### DoubleTree Hotel Ontario

- **Address:** Ontario, CA 91764
- **Meeting Rooms:** 13
- **Seats:** 1,200
- **Year Built:** 1981
- **Last Renovated:** 2006
- **# of Rooms:** 27
- **Room Rate Range:** $69-525
- **Amenities:** B.C.R.F.P.G.S.
- **General Manager:** Basim Shabir
- **Phone/Fax:** (909) 937-3487/937-3533
- **Email:** ontario@doubletree.com

### Marriott Ontario Airport

- **Address:** Ontario, CA 91761
- **Meeting Rooms:** 21
- **Seats:** 5,900
- **Year Built:** 1986
- **Last Renovated:** 2000
- **# of Rooms:** 25
- **Room Rate Range:** $199-350
- **Amenities:** B.C.R.C,F.P.G.S., R.S.
- **General Manager:** Randy Player
- **Phone/Fax:** (909) 570-5800/570-5801
- **Email:** rplayer@marriott.com

### Hilton Ontario Airport

- **Address:** Ontario, CA 91761
- **Meeting Rooms:** 28
- **Seats:** 5,300
- **Year Built:** 1985
- **Last Renovated:** 2008
- **# of Rooms:** 309
- **Room Rate Range:** $89-169
- **Amenities:** B.C.R.C,F.P.G.S., W.H.B.S.C.R.L.S., L.N.S.D.
- **General Manager:** Neil Poisson
- **Phone/Fax:** (909) 404-698-9309
- **Email:** bette.gill@hilton.com

### Doral Palm Springs Resort

- **Address:** Cathedral City, CA 92234
- **Meeting Rooms:** 15
- **Seats:** 7,000
- **Year Built:** 1982
- **Last Renovated:** 2001
- **# of Rooms:** 13
- **Room Rate Range:** $99-249
- **Amenities:** B.C.R.C,F.P.G.S.
- **General Manager:** Elle Zedd
- **Phone/Fax:** (760) 320-7000/322-6820
- **Email:** doral@sunrise.com

### Mission Inn Hotel & Spa

- **Address:** Riverside, CA 92503
- **Meeting Rooms:** 7
- **Seats:** 2,332
- **Year Built:** 1920
- **Last Renovated:** 2006
- **# of Rooms:** 120
- **Room Rate Range:** $219-795
- **General Manager:** Concepcion
- **Phone/Fax:** (951) 784-0762/781-7197
- **Email:** www.missioninn.com
World Trade=Opportunities for Local Businesses

Commerce Secretary Gary Locke Discusses Details of the National Export Initiative—A new effort central to President Obama’s goal of doubling U.S. exports and supporting new jobs

Commerce Secretary Gary Locke recently unveiled details of President Obama’s National Export Initiative (NEI). During the State of the Union speech, the president announced a goal of doubling exports over the next five years to support two million jobs in America.

Locke detailed how the Export Initiative will help the country reach that goal—providing more funding, more focus and more cabinet-level coordination to grow U.S. exports. The NEI represents the first time the United States will have a government-wide export-promotion strategy with focused attention from the president and his Cabinet.

“Increasing the export of American products and services to global markets can help revive the fortunes of U.S. companies, spur future economic growth and support jobs here at home,” Locke said. “This initiative will correct an economic blind spot that has allowed other countries to chip away at the United States’ international competitiveness.”

The National Export Initiative is focused on three key areas:

1. A more robust effort by this administration to expand its trade advocacy in all its forms, especially for small- and medium-sized enterprises. This effort includes educating U.S. companies about opportunities overseas, directly connecting them with new customers and advocating more forcefully for their interests.
2. Improving access to credit with a focus on small- and medium-sized businesses that want to export.
3. Continuing the rigorous enforcement of international trade laws to help remove barriers that prevent U.S. companies from getting free and fair access to foreign markets.

In addition to improving efforts in those areas, the Export Initiative creates an Export Promotion Cabinet reporting to the president that will consist of top leaders from agencies that can contribute to this effort, including from the Commerce, State and Treasury Departments, the U.S. Trade Representative, the Small Business Administration, the Export Import Bank and the U.S. Department of Agriculture.

“The link between increased exports and high-quality jobs is significant enough to demand a smart, concerted effort to maximize this economic opportunity. We aren’t going to leave any jobs on the table,” said United States Trade Representative Ron Kirk. “The U.S. Trade Representative’s mission is to tear down foreign barriers to American exports and to open up new markets for U.S. goods and services. And with our partners across the government, we’ll work to ensure that job-creating export opportunities are available around the world to American businesses of every size and type.”

Within 180 days, each of the departments in the Export Cabinet will be responsible for submitting a detailed plan to the president about how it will enhance American exports. Those plans will be integrated into the strategy laid out in the NEI.

“The National Export Initiative’s coordinated effort to increase American exports will not only generate important income opportunities for farmers and ranchers, but also create off-farm jobs, furthering the Obama Administration’s work to strengthen and revitalize America’s rural communities,” Agriculture Secretary Tom Vilsack said. “This renewed emphasis on trade will help America’s agricultural producers, who are the most productive in the world, further expand the United States’ agriculture trade surplus and contribute to the continued growth of our economy.”

Access to Export Financing

To improve access to credit, the president has called upon the Export-Import Bank—which provides critical financing when private banks are unwilling or unable—to increase its financing available for small- and medium-size businesses from $4 billion to $6 billion over the next year. The 2011 budget also allocates additional money to help the Export-Import Bank administer its expanded efforts.

Progress is already being made. During the last three months alone, the bank has authorized $1 billion in small business financings and added 112 new small business clients—many of whom were first-time exporters—that are selling everything from nanotechnology-based cosmetics to date palm trees to sophisticated polymers to 45 countries around the world.

Export-Import’s increased activity will dovetail with the administration’s other credit expansion efforts, including President Obama’s recent proposal to redirect $30 billion in repaid TARP loans to boost lending to small businesses.

“In face-to-face conversations with foreign companies and government officials during the past year, I have consistently heard the same message—they want to buy high quality U.S. goods and services, and they want more American companies to sell to them,” said Fred P. Hochberg, chairman and president of the Export-Import Bank of the United States.

More Resources for Export Promotion Efforts

The president increased the Commerce Department’s International Trade Administration (ITA) FY2011 budget by 20 percent to help meet the goals of the NEI. Those new resources will allow ITA to:

• Bring on as many as 328 trade experts to serve as advocates for U.S. companies;
• Assist more than 23,000 clients to begin or grow their export sales in 2011;
• Put a special focus on increasing the number of small- and medium-sized businesses exporting to more than one market by 50 percent over the next five years;
• Increase their presence in emerging high-growth markets like China, India and Brazil;
• And develop a comprehensive strategy to identify market opportunities in fast-growing sectors like environmental goods and services, renewable energy, healthcare and biotechnology.

Under the NEI, the 2011 budget also allocates $54 million to enhance the U.S. Department of Agriculture’s export promotion activities. That is going to result in more technical assistance to help...
Francisco J. Sánchez Sworn in as Under Secretary of Commerce for International Trade

Francisco J. Sánchez was sworn in as Under Secretary of Commerce for International Trade after receiving a recess appointment from President Obama. U.S. Commerce Deputy Secretary Dennis Hightower administered the oath of office to Sánchez who will direct the Department of Commerce’s International Trade Administration (ITA).

As Under Secretary, Sánchez leads an organization that supports efforts to strengthen the competitiveness of U.S. industry, promotes trade and investment, and ensures compliance with trade laws and agreements. ITA’s mission to help create jobs through trade has been enhanced by President Obama’s National Export Initiative.

Sánchez’s major priorities for ITA include targeting opportunities for American business expansion in emerging international markets; increasing the export capacities of all U.S. businesses, especially small- and medium-sized enterprises; capitalizing on U.S. advances in emerging technologies; and vigorously enforcing trade laws that will allow U.S. businesses to compete fairly in global markets.

Sánchez most recently served as a senior advisor to Secretary Locke on international trade issues. He served as the chairman of the National Hispanic Leadership Council and also provided policy support on issues pertaining to Latin America. Sánchez now brings his wide range of experience in both the federal and state government, as well as the private sector, to his leadership position at ITA.

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San Manuel extends charitable arm

The San Manuel Band of Mission Indians has donated $3.7 million to the University of Redlands to establish an endowed chair in Native American Studies and lifelong learning pilot program.

The tribe has also donated $600,000 to Community Hospital of San Bernardino for the purchase of surgical equipment and $500,000 to the Dorothy Ramon Learning Center in Banning, a nonprofit dedicated to preserving Southern California Indian Culture.

The awards were announced at the tribe’s Second Annual Forging Hope Luncheon which drew dozens of nonprofits throughout the region.

Highlighting this year’s event was the presentation of the tribe’s inaugural ‘Yawa Award’ to several local charities and the unveiling of an enhanced charitable giving program.

‘Yawa’ is a word and concept in the tribe’s native Serrano language that calls for one to act on their beliefs.

“Sharing has always been integral to the culture of the Yuhaviatam Clan of San Manuel Indians (San Manuel) and it is in this tradition that we gather here today,” San Manuel Chairman James Ramos said. “The tribe is pleased to unveil the first Yawa’ awards and an enhanced charitable giving program to carrying forward our culture of sharing into the future.”

San Manuel presented the Havasupai Tribe of Arizona the Yawa’ Award in the economic development program area for its partnership with San Manuel in 2008 to rebuild its tourism business following a torrential flood.

The Second Harvest Food Bank of Riverside and San Bernardino Counties was recognized for its distribution of more than 1.9 million pounds of food every month to regional food pantries. The tribe bought five new semi trucks for the nonprofit in 2009 so it could upgrade its distribution fleet and meet new air quality standards.

San Manuel has contributed some $40 million to charities since 2001. Through partnerships with charitable organizations and community groups, San Manuel honors the ancestral Serrano value of sharing resources with others.
First, let’s get past the pronunciation. It’s not Honda, like the car. It’s not handy as in convenient. Its Ha-ah-dy.

Having settled that, let me tell you that Haandi is an exclusive Indian restaurant with their specialties cooked in a tandoor (clay oven).

The location is where Primavera used to be, on Haven in Rancho Cucamonga. It has the same owners, who also own the Antonio’s Italian restaurant just down the road at Foothill and Vineyard. Owner Sartaj Singh decided, about a year ago, that two Italian restaurants was one too many. Since he and his family happened to be eastern Indian, he decided to turn one of his facilities into an Indian restaurant.

It is obvious that he is sensitive to the tastes of Inland Empire dinners. If you are expecting a menu of lamb and curry, you won’t be wrong. But the variety of items on the menu, and the adjustments to American tastes, makes Haandi a welcome treat. Much of the dark wood decor from the earlier format remains, leaving a warmer, more sophisticated feeling than many Indian restaurants have to offer.

For many of us, like myself, who are not regular Indian food eaters, let me recommend the buffet lunch as an introduction. It offers you a variety of items, some familiar, like the salads, and some serendipitous, like the tandoori chicken, the lamb and the rice.

Take as little or as much as you like and give yourself a chance to learn what there is to enjoy. You will want to ask for garlic nan, the leavened garlic bread that works as a pusher, or for a holder. Even by itself, it is a treat.

By the way, an expanded version of the buffet is available as Sunday brunch, including Champagne.

The regular menu is as authentic as possible. All 20 of the vegetable dishes are curried and come with mint chutney. There are 10 curried lamb selections. Chicken comes in over a dozen selections, including the

continued on page 35
center for employment training that supports other complementary projects such as CREST (C R E S T), WIB (Workforce Investment Board) programs, Unemployment Office and like organizations. By providing office and counseling space at minimum cost, they will support other outreach programs that will create a synergistic education and employment hub - a “one-stop” for manufacturing skills training and employment services. This will reduce the need for additional transportation requirements and effectively reduce costs by co-locating administrative requirements for all organizations involved.

Immediately upon starting the Machine Trades Training Program, TET will also move quickly to take advantage of the opportunity to provide specialty manufacturing training regarding Solar PV (Photo Voltaic). This is a specific manufacturing training component that can lead to local manufacturing of solar energy system components and installation of such systems.

As a center for technology and manufacturing training and employment, TET, Inc. will positively impact the Inland Valley community by targeting a student population consisting of potential high school dropouts, the students who have dropped out, Regional Occupation Program (ROP) students, continuation school students, and workers in re-entry programs, the unemployed and current high school students. This program focuses on implementing solutions at the source of the problem that other programs have difficulty encompassing. That difficulty has historically been to offer training and employment opportunities to a wide variety of people in various situations. The TET Machine Trades Training Program also encompasses a diverse student population in an assortment of circumstances with consideration of age, education and skill.

**Target Populations**

The TET training program will begin by specifically targeting “at risk” youth, such as continuation school students, those who have withdrawn from the school system and dislocated youth.

Opportunities for participation will be extended to area ROP and high school students desiring an exposure to a career in manufacturing and/or machine trades. The facility would be used as a comprehensive Magnet School Site for all the high schools who do not offer manufacturing technology. Schools will bus students to the training site for two-hour blocks of time to provide them with entry-level skills in Computer Aided Design/Computer Aided Manufacturing (CAD/CAM). The program will tie into the county’s youth program providing students entry-level skills into industry.

The Machine Trades Training Program will also offer accelerated courses to community unemployed and dislocated workers to enhance the individual work skills for employment. The project will be a vehicle for community crime prevention through education and vocational training opportunities leading to viable wage jobs. Technical Employment Training, Inc. will work in conjunction with Community Re-entry Education/Employment Services & Training (CREST) Program to contract with the Department of Corrections to support aspects of a re-entry program.
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You Inc... take your job home with you,” says Loomer. “This not only makes things more stressful for you but it also puts undue pressure on those around you. I am a firm believer that you get what you give. If you are happy, those around you will be happy as well.”

Know which rung on the ladder is right for you. Do you want to be responsible for the success or failure of your company? If so, move up the ladder. Do you want to go home at five every day and forget about work until the next morning? Then moving up the ladder is not for you. “Most people want to move up the ladder because that’s what they’ve been told they should do,” explains Loomer. “But the really important thing is that you do your job to the best of your ability and you are happy doing it.”

Shut up and listen. If you don’t know what you don’t know, then seek out some experienced advice. A mentor can warn you about things you may never have considered and keep you from being blindsided by unforeseen events or costs. As hard as it may be, the first step is to admit to yourself that you don’t know everything.

Learn the difference between e-communication and real communication. Communicating with people is an opportunity not only to transfer information, but also to build relationships with them at the same time. With all the forms of electronic communication available today, our conversations are becoming more and more impersonal. “Not only are texts and e-mails inefficient and sometimes carried to ridiculous extremes, they are also costing us our personal relationships,” says Loomer. “I want employees who will interact with people and solve problems. If you can’t interact with people directly, you have no value.”

Add sales to your skill set. When it comes to You, Inc., there is only one person on the sales team: you! Despite what your resume says, adding sales to your skill set is a must. Whenever you are trying to pitch a new idea to your company, you’ll have to have a sales pitch that is convincing and sound. And if you are vying for a promotion or raise, you’ll need to be prepared to pitch yourself. “Be ready to defend your views and have answers for the tough questions,” asserts Loomer. “And remember, everybody has a right to their own opinions, so don’t get defensive if someone disagrees with you—just support your ideas with solid research and your own enthusiasm, and they’ll be singing a different tune in no time.”

If it isn’t broken, don’t fix it. In business, change can often be confused with progress. Often you’ll find that companies are making changes and improvements for the sake of change—and not because anything was truly wrong in the first place. Likewise, employees feel the pressure to constantly make improvement to things to keep up the appearance of productivity and to prove their worth. But Loomer says that this is a mistake. “The only reason to change something is to make it better than it was previously,” he says. “The goal is improvement. Put a time limit on your own goals so that you don’t chase a bad idea longer than you should. And if the system, idea, or product you currently have in place works well—then let it be, and concentrate your efforts on the things that truly need it.”

Say no to working vacations. When you take your vacation, take your vacation! Remove yourself from the job completely. Don’t offer to check e-mail and voicemail while you are away. “I have made this mistake and I can tell you if you do it, you might as well have stayed at work,” says Loomer. “A lot of... continued on page 39
The Desert Hot Springs Women’s Club held its annual fashion show and luncheon last month. The event was hosted at Miracle Springs Resort & Spa. All proceeds went to scholarships for Desert Hot Springs High School graduates and to support local children. Last year, the club raised enough money for 18 scholarships.

For more information about The Rancho Mirage Women’s Club or to donate call (760) 773-2133 or visit www.deserthotspringsonline.com/dhs_womens_club_ho nors_life.htm.

Indian Wells will receive at least $8 million from its Redevelopment Agency to help fund certain city projects, including a long-awaited improvement to the city’s oldest neighborhood.

For more information about the city of Indian Wells visit call (760) 346-2489 or visit www.indianwells.com.

Fresh & Easy had its grand opening for its first store in La Quinta. The grocery store, which has locations in Cathedral City, Indio, Palm Desert and Palm Springs, is expected to open a second store in La Quinta.

For more information about Fresh & Easy visit www.freshandeasy.com. For more information about the city of La Quinta visit www.la-quinta.org.

Isabel Olea, an eighth-grader at Workman Middle School in Cathedral City, won third place in the sixth annual C-SPAN StudentCam 2010. Her eight-minute documentary about unemployment earned her a national TV appearance.

For more information about C-SPAN StudentCam 2010 visit www.studentcam.org.

A successful charity golf tournament raised money for Food Now Food Bank in Desert Hot Springs. The event featured a hole-in-one contest, drawings and golf-related prizes.

The event was hosted by Hidden Springs Country Club.

For more information about Food Now Food Bank call (760) 329-4100 or visit www.foodnowinc.googlepages.com.

Indian Wells will receive at least $8 million from its Redevelopment Agency to help fund certain city projects, including a long-awaited improvement to the city’s oldest neighborhood.

For more information about the city of Indian Wells visit call (760) 346-2489 or visit www.indianwells.com.
Gene Wood Joins Inland Community Bank Board

Inland Community Bank (ICB), headquartered in Ontario, has brought aboard the local banking luminary Eugene “Gene” Wood as the newest member of the board of directors.

“Gene knows his stuff,” says bank President and Chief Executive Officer James Cooper. “While banks are contracting and closing, ICB is expanding, and Gene will contribute to that expansion as few others can.”

Born in San Bernardino and now a Beaumont resident, Wood has more than 45 years in banking. He brings a breadth and wealth of experience to ICB that few others nationwide could match.

Wood worked with former Security Pacific Bank (acquired by Bank of America in 1992) for 23 years, becoming manager of the commercial loan, construction loan and SBA division for San Bernardino, Inyo and Mono counties.

It was in 2000, while on the board of directors of Valley Bank in Moreno Valley, that Wood was asked to take over that 40-year-old financially troubled institution as president.

Within just two years Wood had transformed the bank into a well-capitalized business with no problem loans. The success caught the attention of the 11th largest bank in the world, Spain’s BBVA of Madrid, who soon bought the bank. Wood stayed on for a year as chief operating officer, leading the bank’s expansion from seven branches to 45 additional branch offices throughout California.

As Wood says, “I could have stayed on, but it was just time to do something different. A few years later, in 2005, I left to establish Inland Valley Bank, a division of South County Bank in Orange County, acting as the president.” It was while there that he led the creation of a Redlands division, Inland Valley Bank, to serve small- to medium-sized businesses and among many other functions, finance loans for equipment, commercial real estate and construction.

“My life has been a wonderful experience,” said Wood. “In my career I’ve had the opportunity to do things I’d never have dreamed I could be able to do when I was a young man, and I’ve met people I never thought I could have met.”

It was through a friend with ICB that he was urged to come out of his “retirement” to join the company in some capacity. Bank President and Chief Executive Officer James Cooper asked Wood to accept a coveted board of directors’ position as well as serve as chairman of ICB’s Loan Committee.

Cooper says, “While most banks today are spending their time solving problems, at ICB we don’t have those same issues. We put our time into helping clients grow their businesses. I always tell them, ‘If we can’t add to your bottom line, you don’t need us.’”

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The Introvert’s...

• Periodic individual contact: Reach out to existing contacts on a systematic, periodic basis to stay in touch and maintain the relationship.

• Communication campaigns: Target a subgroup within your network (e.g., clients, prospects, etc.) whenever you have something you particularly want them to know.

“Many people have the best of intentions when making a new business acquaintance, but they just haven’t acquired the proper strategies for truly keeping in touch,” says Kuzneski. “Yes, the prospect of staying connected to all 1,000-some folks in your LinkedIn network seems daunting. But if you break it down to reaching out to 20 or so people a week, the task is much more manageable. Be diligent! The hardest part about keeping in contact is doing so consistently. Remember, the rewards are worth it. Your contacts will remember your name and will appreciate your efforts!”

Don’t just hear—listen. Hearing is a physical ability. Listening is a skill that must be learned and practiced. In today’s hectic, instant-everything world, most people just aren’t willing to take the time. Admit it: As you’re listening to a team member deliver a report, you’re already thinking about how those results might be applied. Now, while there’s nothing wrong with mentally multitasking and being eager to get to the next step, there’s also a great deal to be gained from hitting the pause button and focusing on others.

So, what does it mean to “really” listen? Kuzneski offers several suggestions:

• In addition to hearing what someone else has said, actively try to understand his or her words in your own way, and ensure that you understand what he or she means. Ask questions to confirm that any assumptions you’ve made are true.

• Make sure the speaker has your full attention. Watch for nonverbal cues, stay focused, and don’t interrupt.

• Show that you’re listening. Let your face display a range of emotions that reflect that you’re paying attention, and acknowledge what the speaker is saying every so often with an “Uh-huh” or a “Sure.”

• Most importantly, remember that you’re there for the speaker, not the other way around. Your job isn’t to jump to conclusions or one-up the other person with a story of your own?

“Because so few people truly practice the art of listening, it’s the most effective way to make lasting connections with others,” confirms Kuzneski. “Being a good listener sets you apart! It makes you very likeable because others will feel comfortable and valuable when they’re with you. Cultivating this skill will bring you satisfied customers, content employees, and trusting supervisors. Guaranteed.”

Make emotional connections. When getting to know a client or co-worker, try to understand where that person is coming from as completely as you can. Kuzneski calls this technique asking “heart questions.” For example, if you are a financial advisor, instead of simply presenting a numbers-based plan, you might first ask questions about your prospect’s family: How many children does she have? What is her personality like? How does she handle money?

“By connecting emotionally with people, you open up a line of trust that causes them to want to work with you,” explains Kuzneski. “And the more you know about your clients, coworkers, leaders, etc., the better you’ll be able to provide
only able to provide one image on the screen. Thus 3D effects have to be simulated by other means. Your XpanD 3D glasses, however, are able to provide a different view for each eye, more closely simulating true 3D vision.

Each scene of your 3D content has two images, one drawn from a right eye view and the other from a left-eye view. Your display shows these alternating views so fast that your eyes cannot see the change.

Your XpanD 3D glasses are equipped with shutters in each lens. So, when the right-eye image is displayed on the screen, the left lens of your XpanD 3D glasses is closed, allowing only the right eye to see the image. When the left-eye image is displayed, the process is reversed and only the left eye can see the image. These images alternate so quickly that the eye sees only one smooth picture, making it look like you are actually inside a 3D environment."

There is also a sociological thread here.

What used to be the “parlor” in many homes became the living room as the fireplace got replaced by the console radio and then the TV as the center of the room. Now we are talking about the Entertainment Center (including the multi-channel Dolby sound system) and there is even new furniture designed for it. Check out the lounge chairs and curved sofas with cup holders and built in refrigerators.

Your Entertainment Center is built around the big screen TV that doubles as the monitor for the video games attached to the Playstation or Wii or whatever. This leads to another event on that day in Rancho Cucamonga.

The new 3D “Avatar” video game was also introduced. This is something for the kids to fight with the folks over. And they tell us that TV has killed family conversation.
### Meeting Facilities

**continued from page 20**

**Ranked By Total Square Feet of Meeting Facilities**

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<tr>
<th>Facility Address</th>
<th>City/State/Zip</th>
<th>Meeting Rooms: Total Sq. Ft.</th>
<th>Largest Meeting: Sq. Ft. Capacity</th>
<th>Year Build</th>
<th>Last Renovated</th>
<th>Owner Headquarters</th>
<th># of Rooms</th>
<th>Rooms May Be Seasonal</th>
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<tr>
<td>Kellogg-West Conf. Center &amp; Lodge</td>
<td>8100 W. Temple Ave. Pomona, CA 91768</td>
<td>20</td>
<td>2,820 2006</td>
<td>1972</td>
<td>Cal Poly Pomona Foundation</td>
<td>Pomona, CA</td>
<td>85</td>
<td>WND</td>
<td>Complete Meeting Packages, Full-Service Conference Center, B.F.L.J.N.P.R.R.S.S.X</td>
<td>Cameron Edmonds</td>
<td><a href="mailto:kwest@csupomona.edu">kwest@csupomona.edu</a></td>
</tr>
<tr>
<td>Lake Arrowhead Resort</td>
<td>27944 Hwy. 189 Lake Arrowhead, CA 92352</td>
<td>10</td>
<td>4,004 1982</td>
<td></td>
<td>Pacific Capital</td>
<td>Roseville, CA</td>
<td>162</td>
<td></td>
<td>$149-299</td>
<td>C.R.F.P.G.E.H., L.L.N,P.R.R.S.T., OC.S.D.C</td>
<td>Steven Boswell</td>
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<tr>
<td>DoubleTree Hotel-Claremont</td>
<td>355 W. Foothill Blvd. Claremont, CA 91711</td>
<td>6</td>
<td>3710 1961</td>
<td></td>
<td>H.W. All Starts, LLP</td>
<td>N/A</td>
<td>190</td>
<td></td>
<td>$129-229</td>
<td>B.S., CR.R.P., J.F., G.S., H.L.N.O.</td>
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<tr>
<td>Hilton San Bernardino</td>
<td>1175 E. Hospitality Lane San Bernardino, CA 92408</td>
<td>14</td>
<td>5,000 1982</td>
<td></td>
<td>S.B. Hotel Corp.</td>
<td>Los Angeles, CA</td>
<td>251</td>
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<td>$119-495</td>
<td>P.G.S.R.W.H.R.S.I.L.S.R., XL.N.S.D.P.F.M.F.P.M</td>
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<tr>
<td>Holiday Inn Palm Springs-City Center</td>
<td>1600 East Palm Canyon Drive Palm Springs, CA 92264</td>
<td>5</td>
<td>3,128 1969</td>
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<td>Barber Hospitality</td>
<td>San Diego, CA</td>
<td>249</td>
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<td>$175-110</td>
<td>Olympic Size Pool, 2 Therapy Jacuzzis, 19 Hole Putting Green, Billiard Room</td>
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<td>Shilo Hilltop Suites</td>
<td>3101 Temple Ave. Pomona, CA 91768</td>
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<td>Shilo Inns, Inc.</td>
<td>Portland, OR</td>
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<td>$99-195</td>
<td>Complimentary Breakfast Buffet, Complimentary Pickup &amp; Delivery to Airport</td>
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<td>Shilo Inn Hotel</td>
<td>1103 North California St. Redlands, CA 92373</td>
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<td>Ayana Management</td>
<td>Redlands, CA</td>
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<td></td>
<td>Video, Full Catering</td>
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<td>Indian Wells Resort Hotel</td>
<td>115 W. Palm Canyon Dr. Indian Wells, CA 92210</td>
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<td>L.R.K. West, Inc.</td>
<td>Indian Wells, CA</td>
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<td>$79-329</td>
<td>G.S.R.P.L.T.F.X.S.I.I., R.S.T.B.W.H.</td>
<td>Brad Weiner</td>
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<td>Best Western Heritage Inn</td>
<td>8179 Spruce Ave. Rancho Cucamonga, CA 91730</td>
<td>3</td>
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<td>Great Western Hotels Corp.</td>
<td>Orange City, IA</td>
<td>115</td>
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<td>$89-159</td>
<td>Heated Pool &amp; Spa, Continental Breakfast, Private Exec. Lvls</td>
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<td>Best Western Inn Suites</td>
<td>3400 Shelby St. Ontario, CA 91764</td>
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<td>1,500 2000</td>
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<td>James Wirth</td>
<td>Phoenix, AZ</td>
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<td></td>
<td>$89-129</td>
<td>Comp. Brkd. Buffet, Comp. Social Hour, BBQ Wed., 50 Suites w/Sauna, Tennis, FK.P.F.S.X</td>
<td>Dennis Monte</td>
</tr>
</tbody>
</table>

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**Business Journal • PAGE 30**

April 2010

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N/A = Not Applicable; WND = Would Not Disclose; * = (Seasonal)
Boston’s Restaurant & Sports Bar raises record-setting funds for Juvenile Diabetes

Boston’s Restaurant & Sports Bar (Boston’s) raised $100,000 for the Juvenile Diabetes Research Foundation International (JDRF), the largest charitable funder and advocate of diabetes science worldwide, during its annual Valentine’s fund-raiser to support the organization’s efforts in finding critical research toward finding a cure for type 1 diabetes and its complications.

During the recent Valentine’s fund-raiser, Boston’s restaurants across the United States sold 23,366 heart-shaped pizzas, 27,711 desserts and 42,777 paper hearts. An additional $6,146 was raised through local events held at various Boston’s locations. Boston’s donated all proceeds from the paper hearts and $1 from each food item sold to JDRF research.

“We are very grateful to our patrons, franchisees, and community leaders for their support in this endeavor,” said Mike Best, Boston’s chief operating officer. “With their help, we doubled the amount of paper hearts sold and more than tripled the funds raised for JDRF from last year. We look forward to continuing our partnership with JDRF and to setting a new fund-raising record in 2011.”

This was the second year the Boston’s restaurant system in the U.S. partnered with JDRF to raise awareness and funding for the treatment and cure of type 1 diabetes. The Valentine’s fund-raiser tradition began 11 years ago by its parent company, Boston Pizza in Canada. In 2009, the U.S. Boston’s Valentine’s promotion raised $31,041 for JDRF.

“The funds raised by Boston’s Pizza from this year’s fund-raiser will go toward research that will affect millions of Americans with type 1 diabetes and their families,” said Courtney Davies, JDRF national director, corporate relations. “We thank Boston’s for their continued support and all those who gave so generously to this cause.”
HomeAid Inland Empire Remodels
Olive Crest Home

When Olive Crest, a leader in the prevention and treatment of child abuse, mentioned to HomeAid Inland Empire that their residential homes needed remodeling, the non-profit group was ready to help. They returned to the site, where 10 years earlier, K. Hovnanian Homes had participated in a competition with three other local home builders to build four homes in two weeks at Olive Crest’s Inland Community Children’s Ranch.

“It took a bit more than a fresh coat of paint, but it was worth it,” said Jim Perry, division president of K. Hovnanian Homes and HomeAid Inland Empire board member.

“Our commitment to building and renovating shelters for temporarily homeless men, women and children is an ongoing process. It is rewarding for us to know the residential facilities that we have built in the community are serving their purpose so completely that some renovation work is needed after a number of years. With one house down, there are three to go, still in need of renovation. HomeAid is eager to help but needs builder captains and volunteers to step up to the plate and make it happen.”

The HomeAid team of 25 volunteers which renovated the first house, included K. Hovnanian employees and their subcontractors, and was led by Paul Hepler, senior production manager for K. Hovnanian Homes. Hepler, who was on the job 10 years ago delivering furniture to the site, led the renovation project this time around.

The Olive Crest home is 3,000 square feet, with seven bedrooms, a large family room and dining area, a kitchen and large rear yard. The houses at the Ranch are designed to accommodate group-home living and serve as learning environments for the teens as they gain the skills to live independently and to lead a positive lifestyle. According to Gina Johnson, regional director of development for Olive Crest, the average stay at the Ranch is nine months to a year. Many of the teens are abused, neglected or considered at-risk and were referred by agencies such as Child Protection Services or the Department of Public Social Services.

Olive Crest provides safe homes and loving families for abused and neglected children, education and counseling and is dedicated to preventing child abuse and to preserving the family one life at a time. For more continued on page 36

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**Give The Gift Of A Smile.**

Today, millions of children in developing countries are suffering with cleft lip and palate. Condemned to a lifetime of malnutrition, shame and isolation.

The good news is that virtually all of these children can be helped. This is the mission of The Smile Train. We empower local surgeons to provide this life changing free cleft surgery which takes as little as 45 minutes and costs at little as $250. It gives desperate children not just a new smile—but a new life.

100% of your donation goes toward programs – 0% goes toward overhead.

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Make check out to “The Smile Train.”

<table>
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<tr>
<th>The Smile Train</th>
</tr>
</thead>
<tbody>
<tr>
<td>P.O. Box 1979</td>
</tr>
<tr>
<td>Rancho Cucamonga, CA, 91729-1979</td>
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*All tax-exempt programs, such as overhead and fund-raising, are paid for with start-up grants from our founding sponsors. The Smile Train is a 501 (c)(3) nonprofit recognized by the IRS, and all donations to The Smile Train are tax-deductible in accordance with IRS regulations. © 2000 The Smile Train.*
The Bipolar...

continued from pg. 3

two million jobs below its peak in 2007 by the end of 2012! Even after creating about 200,000 jobs a month in 2011, the economy will find it very difficult to climb out of the 8.4 million lost-job hole it dug for itself.

The Basis for Recovery

The recovery we envision is based on strength in business equipment and software, exports, and a revival in home construction from its postwar nadir to a more normal level of housing starts. With the exception of housing, all of these forces are now in train.

Growth will be held back by declines in nonresidential construction and the hitherto resistant state and local government sector. Nonresidential construction is suffering from weak demand and the after effects of the credit crisis. As is typical for most cycles, nonresidential construction lags the overall economy. Thus, we expect to witness a recovery here starting in the second half of 2011.

In contrast, the ongoing restructuring of state and local government represents a fundamental structural adjustment. Something more than the recession is at work. The era of public employment and compensation well exceeding private sector averages is coming to an end. Further exacerbating the situation is the trillion dollar underfunding of state and local pension plans. A gap that will be closed by a combination of reduced employment, lower pay, lower benefits, higher employee contributions and higher taxes.

Although the recent data on retail sales have been somewhat better than expected, we continue to believe that balance sheet impaired consumers will rein in their spending. To be sure, consumer spending will be growing, but the 2% or so growth that we are forecasting will be far less ebullient than the 2005-07 housing bubble era.

Interest Rates and Inflation: The Big Question Marks

Despite the high unemployment rates we forecast, with the economy on the mend, we anticipate that the Federal Reserve will start moving away from its zero interest rate policy this fall. Simply put, the financial emergency of 2007-09 is over and we believe that the Fed will soon recognize this reality. To be sure, interest rates will remain historically low throughout 2011, but the way will be open to more normal interest rates. Concomitantly, the yield on 10-year U.S. Treasury notes will gradually rise above 4% later in the year and rise modestly thereafter. Indeed the deficits arising from the financial crisis and its hangover will exert upward pressure on interest rates for a long time to come.

Despite the sluggish growth we are forecasting, we believe that the real risk the economy faces is that of inflation. By way of analogy, the Fed’s monetary policy has strewed kindling wood throughout the economy that could ignite into inflation at any time.

Presently, the kindling is wet and is in no danger of ignition, but in a few years that might not be the case. We believe that the Fed understands this risk and that is why we believe policy will be tightened this year. Our forecast assumes that inflation will remain under control. Nevertheless, core CPI is forecast to be modestly in excess of the Fed’s historic target of 2% in 2012. Yes, 2012 is a long way off, but markets have a way of telescoping future events into current market prices with astounding rapidity.

Conclusion

Modest GDP growth will soon translate into job growth, but the unemployment rate will stay above 9% through 2011. After a huge inventory rebound, economic recovery will be led by equipment and software, exports and housing. Offsetting these strong sectors will be weakness in state and local government, nonresidential structures and tepid consumption growth. Although the threat is real, inflation will remain modest throughout the forecast period as the Fed ends its zero interest rate policy and gradually returns interest rates to more normal levels.

For Green to be that next engine of growth two things need to occur and neither is assured. First, demand conditions need to be right for an explosion of green production. Second, innovation has to drive the relative price down and it has to occur in California. As is typical of new industries the appearance of these two preconditions is somewhat speculative. Private investors are betting that way, the past suggests it is entirely possible, but innovation in a new industry – or in the case of Green, several new industries – tends to have a mind of its own.

The California Forecast

The end of the recession continues to turn out much as we predicted. California’s unemployment rate continues to increase, local government employment continues its decline and has now been joined by state government contraction, and 2009 personal income, when it is reported, ought to be lower for the entire year. The current forecast differs from the previous one in as much as our U.S. forecast is slightly more optimistic than before and there was deeper job loss in 2008 and 2009 in California.

The net effect is a forecast which is not qualitatively different from our last two forecasts as there have been no dramatic events during the past three months to change the general tenor of the forecast. Overall, the outlook for the balance of the year is for little to no growth. The economy will begin to pick up slightly in the beginning of 2011 and by the middle of 2011, begin to grow at more normal levels. The keys to California’s recovery remain, exports of manufactured and agricultural goods, a recovery in U.S. consumption which increases the demand for Asian imports and for products from California’s factories, increased public works construction, and increased investment in business equipment and software. On an annual basis, our expectation is that total employment will contract by -0.7% in 2010. Once employment growth returns in 2011 employment will begin to grow faster than the labor force at a 2.3% rate and the unemployment rate will begin to fall. Real personal income growth is forecast to be 1.3% in 2010 and 3.7% and 4.5% in 2011 and 2012, respectively.

Finally, the unemployment rate is currently at its high point of 12.5%. Our expectation is for it to fall slowly through the balance of 2010 and average 11.8% for the year. Though the California economy will be growing in 2011, it will not be generating enough jobs to drive the unemployment rate below double digits until 2012. The stalled California economy is simply not producing the jobs required for the new entrants to the labor force over the next couple of years which means that these elevated levels of unemployment persist once the job layoffs cease.
World...

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farmers sell specialty crops, more
foreign country promotions
extolling U.S. commodities, and
more direct assistance helping our
farmers develop new foreign markets and increase market share in
existing markets.

Helping American farmers sell more simply equals more
jobs.

American agricultural exports totaled almost $97 billion last
year, which represented nine percent of the goods the U.S. ships
abroad. This activity supports about a million jobs. These jobs are
both on the farm and off, in urban and rural communities, across
many communities and professions.

Improving Access to Foreign Markets

The National Export Initiative directs the government to continue
its efforts to remove barriers that prevent U.S. companies from
going open and fair access to foreign markets—including combat-
ing unfair tariffs and non-tariff barriers and addressing practices that
blatantly harm U.S. companies.

This administration will pursue trade agreements that are bal-
anced, ambitious and improve market access for U.S. workers,
firms, farmers and ranchers.

Trade starts with the understanding that it only works in a sys-
tem of rules where all parties live up to their obligations. The
United States is committed to a rules-based trading system where
the American people—and the

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2010 EDITORIAL SCHEDULE

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<td>Business Brokerage Firms</td>
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Haandi...

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chicken vindaloo, which is boneless chicken cooked in hot spices and potatoes.

The seafood comes in curried style, including a combination platter, and also comes with the mint curry.

Several variations of the chicken, shrimp and lamb come as tandoori delicacies. The tandoor, the clay oven, is a very hot, very quick form of cooking. In pizza parlors, a regular pizza oven takes about 15 to 20 minutes to cook. In a brick pizza oven, the temperature approaches 1,000 degrees and can bake a pizza in less then 5 minutes. It is the same with the tandoor clay oven. These dishes are prepared in the clay oven and served sizzling hot on a bed of onions and fresh lemon with mint chutney. All of the tandoori entrees are served with rice, pappadon (crispy bread) and tamarind. Spicing is done to your taste, mild to hot.

Even the desserts are Indian or Indian-influenced. Gulab Jamun is an Indian milk cheese ball. Mango Kulfi is Indian ice cream flavored with mango. The Ras Malai is a dumpling in rich milk sauce. There is also a rice pudding. If you are unsure about your dessert choice, there is a sampler for you to try out.

Indian cuisine is not yet popular here in the Inland Empire. We are lining up for the newest version of restaurant styles that we are familiar with around the west end, but we remain standoffish about the things we are not familiar with.

It is not going to hurt to try something as exotic as Indian, when they are going so far, both in preparation and in décor, to make you feel comfortable.

Try Haandi—Rancho Cucamonga’s tandoori restaurant.

Haandi Indian Restaurant is located at 7890 Haven Avenue, Ste. 15 & 16, Rancho Cucamonga. They are open seven days a week for lunch 11:00 a.m. - 3:00 p.m. and at 5:00 p.m. - 10:00 p.m. for dinner. For additional information, call (909) 581-1951.
### Top Travel Agencies

#### Ranked By Sales in the Inland Empire (2008)

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<th>City/State/Zip</th>
<th>2008 Sales</th>
<th>I.E. Only</th>
<th>I.E. Staff</th>
<th>Business Mix</th>
<th>Systems Used</th>
<th>Specialties</th>
<th>Top Local Exec.</th>
<th>Title</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
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<tbody>
<tr>
<td>Carlson Wagonlit Travel</td>
<td>Ontario, CA 91764</td>
<td>27 million</td>
<td>20</td>
<td>100%</td>
<td>Sabre</td>
<td>Corporate, Groups, Meeting Incentives, Sports</td>
<td>Maja Roberts</td>
<td>Manager</td>
<td>(909) 483-3364</td>
<td><a href="mailto:mroberts@carlson.com">mroberts@carlson.com</a></td>
<td></td>
</tr>
<tr>
<td>All-Ways Travel/American Express Travel</td>
<td>Upland, CA 91786</td>
<td>8 million</td>
<td>8</td>
<td>25%</td>
<td>Sabre</td>
<td>Cruise Vacations, Customized Tour Packages</td>
<td>Jack Warshaw</td>
<td>Owner</td>
<td>(909) 981-8724</td>
<td><a href="mailto:jack@alwaystravel.com">jack@alwaystravel.com</a></td>
<td></td>
</tr>
<tr>
<td>Maxima Travel - American Express</td>
<td>Riverside, CA 92501</td>
<td>8 million</td>
<td>6</td>
<td>60%</td>
<td>Galileo</td>
<td>Corporate, Incentives, Groups</td>
<td>Peggy Norton</td>
<td>President</td>
<td>(915) 744-9204</td>
<td><a href="mailto:peggy.norton@att.net">peggy.norton@att.net</a></td>
<td></td>
</tr>
<tr>
<td>Sunward Adventures-Carlson Wagonlit Travel</td>
<td>Moreno Valley, CA 92551</td>
<td>7 million</td>
<td>7</td>
<td>60%</td>
<td>Apollo</td>
<td>Incentive Travel, Cruises, Mexico, Caribbean, Hawaii, Group Corporate Travel, Government</td>
<td>Brian Kerr/Gary Davis</td>
<td>Owners</td>
<td>(915) 697-8467</td>
<td><a href="mailto:travel@sunward.com">travel@sunward.com</a></td>
<td></td>
</tr>
<tr>
<td>Travel Leaders/University Travel</td>
<td>Redlands, CA 92373</td>
<td>5 million</td>
<td>8</td>
<td>50%</td>
<td>Sabre</td>
<td>Hawaii, Mexico, Tahiti, Europe, Asia, Group Cruises, Family Reunions, Alumni, Business Incentives</td>
<td>Cheryl Harrison</td>
<td>President</td>
<td>(909) 798-4738</td>
<td><a href="mailto:utravel@travelleaders.com">utravel@travelleaders.com</a></td>
<td></td>
</tr>
<tr>
<td>Laura's Travel Service, Inc.</td>
<td>Alta Loma, CA 91701</td>
<td>4,000,000</td>
<td>6</td>
<td>10%</td>
<td>Apollo</td>
<td>Excellent Customer Service, Special Interest Groups, Incentive Travel</td>
<td>Lynda Schauf</td>
<td>President</td>
<td>(909) 793-7501</td>
<td><a href="mailto:laura@lauratravel.com">laura@lauratravel.com</a></td>
<td></td>
</tr>
<tr>
<td>Carlson Wagonlit Travel/Travel Xpress</td>
<td>Moreno Valley, CA 92553</td>
<td>4 million</td>
<td>6</td>
<td>30%</td>
<td>Sabre, Microsoft L.E., Outlook, Office</td>
<td>Martha Colling</td>
<td>President</td>
<td>(909) 625-4774</td>
<td><a href="mailto:sales@cwtravelxpress.com">sales@cwtravelxpress.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interworld Travel &amp; Tours</td>
<td>Claremont, CA 91711</td>
<td>3.8 million</td>
<td>4</td>
<td>50%</td>
<td>Sabre</td>
<td>Corp Incentive, Australia, New Zealand, Hawaii, Jamaica, Europe, South America, China, Cruises</td>
<td>Michael Parrish</td>
<td>Vice President</td>
<td>(909) 987-9000</td>
<td><a href="mailto:ltdo@interworldtravel.com">ltdo@interworldtravel.com</a></td>
<td></td>
</tr>
<tr>
<td>Sure You Travel, Inc.</td>
<td>Moreno Valley, CA 92553</td>
<td>2 million</td>
<td>3</td>
<td>50%</td>
<td>Sabre</td>
<td>Corporate Travel, Incl. Cruises, Europe, Hawaii, Mexico</td>
<td>Shari Quinton</td>
<td>Manager</td>
<td>(915) 485-3387</td>
<td><a href="mailto:shariq@surelyotravel.com">shariq@surelyotravel.com</a></td>
<td></td>
</tr>
<tr>
<td>The Travel Connection</td>
<td>Upland, CA 91784</td>
<td>2 Million</td>
<td>4</td>
<td>10%</td>
<td>Galileo</td>
<td>Hawaii, Mexico, Caribbean, Cruises</td>
<td>Carol Kuehn</td>
<td>President</td>
<td>(909) 985-9661</td>
<td><a href="mailto:travelconnection@aol.com">travelconnection@aol.com</a></td>
<td></td>
</tr>
<tr>
<td>Golden Globe Travel Bureau</td>
<td>Rancho Cucamonga, CA 91729</td>
<td>1.8 million</td>
<td>4</td>
<td>5%</td>
<td>Apollo</td>
<td>Hawaii, Europe, Mexico, Discounted International Air Fare, Discounted Student Air Fare, All Cruises, South Pacific Air Fare</td>
<td>Blal Hame</td>
<td>President</td>
<td>(909) 889-9294</td>
<td><a href="mailto:ggb@att.net">ggb@att.net</a></td>
<td></td>
</tr>
</tbody>
</table>

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 IBJ.
Be referable. (And if you’re not, find out why.) When your clients are reasonably satisfied with your services, they ought to agree to endorse you to others or give a positive review to your boss. So why don’t they do it?

If you’re not currently receiving the amount of referrals or positive feedback you’d like, don’t assume that you’re not referable. Chances are, there is simply a disconnect between you and your clients or customers. In order to develop the kind of customer loyalty that lasts forever and acts as your most valuable marketing tool, your company must be the type that is visible and credible in the eyes of customers—and it must always exceed their expectations.

“Develop a ‘Client Delight Survey’ that covers every detail of the client’s experience,” suggests Kuzmeski. “This works for everyone from entrepreneurs to employees at large organizations. Use the survey to ask about a client’s perception of quality of communication, time spent on the project, response to problems or setbacks, willingness to go the extra mile, and what stood out. It sounds simple, but if you take this feedback to heart, you’ll gain awareness of directions you can take for increasing referrals and positive feedback from clients. Moreover, your clients will feel that you’ve truly taken time to form a relationship with them, and they’ll want to tell everyone else about how unique you are!”

“Connecting takes time, it takes effort, and it means putting others before yourself,” Kuzmeski states. “For introverts, it can be a more difficult task than for their more talkative counterparts. But once you begin truly connecting with others, you won’t regret it. Your relationships will be more prolific and rewarding, and you will be more successful. Don’t let yourself... continued on page 39

Mistake 5: Not Bootstrapping the Business

Most people start looking for a “business loan” (3,350,000 Google searches) before they think about a “business plan” (1,500,000 searches). Entrepreneurs don’t always need a lot of money to get started. If Mrs. Robin Andrew’s third grade class at Pelham Elementary School in Pelham, NH can start The Bow Wow Biscuit Company (www.bowwowbiscuits.org), you can too.

If the business is a product, don’t make 10,000 of them. Put up a Web site; bake a few in your kitchen and sell them online or give away free samples to test the response. Or make a prototype and get people to try it and provide feedback. Post-it™ notes are a classic example of this and look at how successful they are. When customers start clamoring to buy your products, then get money to do a production run.

If the business idea is a service, print some business cards (carefully crafted with the crowd’s keywords and phrases) and pass them out at local business meetings.

This is how entrepreneurs’ bootstrap businesses grow. It’s also how they avoid sinking huge sums of money into bad ideas. This “crawl-walk-run” strategy works as... continued on page 39

The Introvert’s... continued from pg. 28

them with exactly what they need from you.”

The author of “The 4-Hour Workweek,” used Adwords to test various titles for his new book. He bought pay-per-click ads using various titles (Adwords will alternate them for you) and each ad took the Internet user to a different Web page about the book. Ferriss let the “wisdom of crowds” choose the best title for him.

All of this research might take a few weeks and a few hundred dollars, but it’s a lot cheaper than wasting your hard-earned money on a doomed startup.

Mistake... continued from pg. 8

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This is how entrepreneurs’ bootstrap businesses grow. It’s also how they avoid sinking huge sums of money into bad ideas. This “crawl-walk-run” strategy works as...

No MSG added. No chemical meat tenderizer.

All chicken, beef, pork, lamb and duck are natural (no antibiotic or growth hormone added).

Tofu is organic. All vegetables are thoroughly washed.

Traditional Authentic Chinese Cuisines :

Salt & Pepper Sea Bass, Garlic Beef Cube, Kung Pao Chicken, Shanghai Spare Ribs ......

Extensive Menu . Exquisite Ambiance Delightful Selection of Beer, Wine & Liquor
“The New American Economy: The Failure of Reagonomics and a New Way Forward,”
By Bruce Bartlett; Palgrave MacMillan, New York, New York; 2009; 266 pages; $28.00.

There are probably more economic theories than there are economists. Author Bruce Bartlett is a blend of economist and historian. A domestic policy advisor to President Ronald Reagan and a Treasury Department official under President George H.W. Bush.

In the opinion of some Republicans, Bartlett betrayed party lines by eventually renouncing the economic theory most associated with Reagan: supply side economics. On the other hand, he didn’t do much to endear himself to Democrats when he put forward the concept that supply side economics appeared more like an idea that might have been put forward by New Deal Democrats under Franklin Roosevelt than Republican conservatives under Ronald Reagan.

In this book, Bartlett puts forward his position that the Great Depression of the 1930s and the Great Recesssion of 1908 through the present have more in common than either political party like to admit. He notes that President Herbert Hoover in 1930 was focused on monetary policy (mostly controlled by the Federal Reserve) to the virtual exclusion of fiscal policy (as implemented by Congress and the Executive Branches of government) and the velocity of the marketplace (the speed and frequency of commercial transactions that include everything from loans to food purchases).

According to the author, once again both Republicans and Democrats have missed something. He comments that although most economists remembered to include monetary and fiscal policy this time around, very few remembered the critical impact of velocity.

One of the few who did was Ben Bernanke, a scholar of the Great Depression and the present chairman of the Federal Reserve. Bartlett doesn’t believe that Bernanke deserves the criticism leveled at him. That’s because he made every move he could legally to affect monetary policy as well as influence velocity. So far, the major banks have done little to increase velocity through loans to business and individuals. Also, the Congress is split into two (some say three or more) political positions concerning fiscal policy.

About half the book deals with how we got into this mess. The remainder is Bartlett’s view of how (or even if) we can get out of it. In its view there is little likelihood that we can escape substantial tax increases at the federal and state levels. He points out: “So obvious is the necessity of higher revenues to maintain a semblance of fiscal integrity that even some hard-core supply-siders have given up on the idea that deficits will lead to spending cuts by starving the beast [big government].”

“Like it or not, they recognize that higher taxes are coming.”

He goes on to add: “The real danger is that politicians will think they can get the revenue that is needed just by soaking the rich or imposing punitive taxes on politically vulnerable industries such as oil. But there isn’t nearly enough potential revenues from these sources to fill the fiscal hole that now exists even at confiscatory rates.”

Bartlett adds a wrinkle in his view of the future: the U.S. adoption of a value added tax (VAT). With tongue only partly in cheek, the author notes that until now, a VAT has been the kiss of death to those in Congress who have backed the concept. Even in countries where it has been in use or proposed for the past 30 years, it’s hard to find large groups of people backing it. He quotes a widely repeated saying by economist Larry Summer in 1988:

“The reason the United States doesn’t have a VAT is because conservatives view it as a money machine and liberals see it as a tax on the poor. We will have a VAT when liberals figure out that it is a money machine and conservatives see it as a tax on the poor.”

“The New American Economy” is a well-written book that points out how we painted ourselves into an economic corner, and why we are going to need years of bitter medicine to get us out. The book will probably not be among the most widely read works on what has taken place in the American economy.

Nevertheless, it is a plainly continued on page 39

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. “How the Mighty Fall: And Why Some Companies Never Give In,” by Jim Collins (HarperCollins...$23.99) (8)*

Why companies that fail usually die of self-inflicted wounds.

2. “Strengths Finder 2.0: A New and Updated Edition of the Online Test from Gallup’s Now, Discover Your Strengths” (Tom Rath...Gallup Press...$22.95)**

Discover your strengths and integrate them with your career.

3. “Too Big to Fail: The Inside Story of How Wall Street and Washington Fought to Save the Financial System - and Themselves” (Penguin Group...$32.95) (2)

Does the size of a failing company dictate government rescue?


The author of “Freakonomics” strikes again.


How greed and incompetence brought the financial system down.


Why the cause of success can be linked to where you were born.

7. “In FED We Trust: Ben Bernanke’s War on the Great Panic,” by David Wessel (Crown Publishing...$17.54) (5)


8. “A Whole New Mind: Why Right-Brainers Will Rule the Future,” by Daniel H. Pink (Penguin Group...$15.00) (9)

Pink’s four-year old book is attracting renewed interest.


To survive in hard times become more proactive, not reactive.


When an investment seems too good to be true, it usually is. A road map to a rich life with or without lots of money.

*(1) -- Indicates a book’s previous position on the list.
** -- Indicates a book’s first appearance on the list.
**You Inc... continued from pg. 26**

companies offer rewards and perks like club trips or weekend getaways. Although these are great and can be a lot of fun, they are not vacations. They are still about the company, and you will still be working. You’ll just be out of the office.”

“If you go through your workdays just trying not to get fired, then you are probably headed for trouble,” says Loomer. “Instead, push those negative thoughts out of your mind. Focus on the work you do and how you add value to your company. Infuse positivity and a can-do attitude to those on your team. Work smarter than your competition and you can get ahead every time.”

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

**Mistake... continued from pg. 37**

well for new businesses as it does for new babies.

If the first business idea doesn’t click, try another one. Walt Disney went bankrupt several times before succeeding … but then again, he didn’t have Google. Good luck with your next start-up!

For additional information visit Jay Arthur online at: www.jinacros.com/freestuff.htm or call (888) 468-1537.

**Fiji... continued from pg. 43**

Medicine and the Fiji School of Nursing and a theological college that offers courses in religious studies. Elementary education is also well covered in Fiji.

The best time to go to Fiji is during the Fiji winter season or dry season from May to October. During this period you can, for the most part, avoid occasional cyclones and hurricanes; there is lower rainfall and humidity at this time. This is considered the high season so accommodations and air fares will be at their highest rates. November through April is considered the wet season.

If active outdoor activities are your cup of tea, Fiji has it—everything. Just skimming from the top—diving and snorkeling, deep-sea fishing, golf and tennis, sailing, kayaking and river rafting. For the less active, bird watching, whale and dolphin watching, and eco-tour travel are available. The Web page below will hook you up with the best deals from a place to stay to fire walking demonstrations.

Where to stay, dine and get there:

Go to: www.bulafigi.com — this Web page covers everything. You can also call the Fiji Visitor’s Bureau in Los Angeles at 800-932-3454. They will send you brochures, give you information and assist any way possible.

However, a reliable, knowledgeable travel consultant is really your best bet to coordinate this adventure.

When you complete your adventure in Fiji, you will know that there is more than one “Happiest Place On Earth”—that is Fiji, with its unmatched beauty and charming people.

Camille Bounds is the travel editor for Sunrise Publications and the Inland Empire Business Journal.

**Bill Cortus... continued from pg. 16**

Bill is an advisor of the West San Bernardino County Thrivent Chapter, which serves the Inland Empire area. In addition to receiving a 2009 Volunteer of the Year plaque, Bill was given $1,000 to donate to the charitable organization of choice.

**Law Firm... continued from pg. 1**

Benjamin Kearns will be based in the Ontario office and work for the business litigation practice. He graduated from Brigham Young University’s J. Reuben Clark Law School in Utah in 2009.

**World... continued from pg. 34**

Congress—can feel confident that when we sign an agreement that gives foreign countries the privilege of free and fair access to our domestic market, we are going to be treated the same in their country.

The Department of Commerce, through the Trade Promotion Coordinating Committee (TPCC), leads the administration’s trade promotion efforts and will help operationalize the National Export Initiative. This interagency group is chaired by the Secretary of Commerce to establish trade promotion priorities to expand trade and create jobs for Americans. The TPCC provides a platform for the Secretary of Commerce to advance a government-wide agenda on trade promotion and to directly engage the heads of other TPCC agencies.

The Export Promotion Cabinet will coordinate with the TPCC. Commerce’s International Trade Administration helps American companies export their products and services around the world, utilizing some 1,500 events, the present, and what could likely be our future.

—Henry Holtzman

**Failure of... continued from pg. 38**

has concluded, “The era we are entering will be one of enormous social, political and economic change…things will have to change around here, and fast.”

For additional information, Larry Kilham can be contacted by e-mail at lkilham@gmail.com or by phone at 505-310-7600.

**The Introvert’s... continued from pg. 37**

settle for a position on the fringes when you could dwell at the epicenter of productivity and success…even now!”

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

**Inland Empire... continued from pg. 5**

Anahiem South.

The Inland Empire SBDC is a division of the Inland Empire Economic Partnership and is supported by the U.S. Small Business Administration (SBA).
EXECUTIVE TIME OUT

Fiji—A joyous land where sitting on the International Date Line lets one exist today and yesterday

By Camille Bounds
Travel Editor

Flights land at Nadi International Airport on Viti Levu Island in Fiji where you are greeted by smiling Fijian faces sincerely wishing you good health. Efficient cabs whisk you to your destinations and the starting points of your awaiting adventure.

Covering an area of over 500,000 square miles in the enchanted South Seas lay the 330 islands, (give or take a few) that make up the Fijian archipelago of which only about one third is inhabited. Located just north of the Tropic of Capricorn, the country is slightly larger than California and Nevada put together. Less than two percent of the territory is land; the rest is sea. The International Date Line that divides the world into today and yesterday passes through the islands.

The closest major city is New Zealand’s Auckland, located about 1,300 miles to the south—a five hour flight will get you to Honolulu and a 10 hour flight to Los Angeles.

Named the “Gateway to the South Pacific,” Fiji can be considered a creative mix of cultures. Fiji Islanders today are considered the friendliest people on the planet. Centuries past, their fierce reputation as fighters and brutal cannibals had navigators and explorers keep a wide breadth of the islands. Today Fijians, Indians, Polynesians, Chinese and Europeans live together as separate entities. There has been some political unrest but never involving the tourist. Fiji is considered a safe destination. English is spoken just about everywhere.

Fiji is made up of two large islands, Viti Levu and Vanua Levu, and rimmed by groups of islands on both sides. The whole archipelago surrounds the Koro Sea.

The largest island is Viti Levu. Meaning “Big Fiji,” it is the third largest of all the islands in the Pacific and is the hub of the Fijian archipelago. Viti Levu, considered the most developed island in the area, is the home to 70 percent of the Fijian population. The western coast is the haven for most tourists because of mild weather, sandy beaches, upscale resorts and vast areas of sugar plantations. (The eastern side is very damp and green.)

Located on the southeastern shore, Suva, (the capital of Fiji since 1882) and the largest city port, is the home of the country’s highest mountain, Mount Tomanivi, and Rewa River the longest river. The small island of Bau, the former native capital, sits off the east coast of Viti Levu and the home of the high chiefs of Fiji.

Vanua Levu (“Big Land”) half the size of Viti Levu, is the second largest island and supports about 18 percent of the total population. Less developed than its big sister, it is craggy and surrounded by a vast structure of coral reefs—its source is volcanic with few beaches.

Experienced divers call Fiji the “Soft Coral Capital of the World.” The waters of Fiji are home to some of the most beautiful coral reefs in the world. There are three types of reefs here: “fringing” reefs along the coastline, “barrier” reefs separated from the coast by a lagoon, and “atoll” reefs, which are circular or horseshoe-shaped. The Great Astrolabe Reef, Rainbow Reef, Great Sea Reef and the Argo Reef in the Lau islands are considered the most recognized coral reefs in Fiji. This is a diver’s paradise. The reefs are government protected but tourist friendly. Understandably, advance plans should be made to dive here.

During World War II the Fijians recruited more than 8,000 men to fight alongside the allies in the Solomon Islands. The Fijians were so superior in jungle warfare that they were never noted as “missing in action”; instead, they were listed as “not yet arrived” because they would some way, ultimately, amazingly show up at their unit sometimes days after a mission.

Sugar and the garment industry, along with gold mining on northern Viti Levu, contributes to the soft economy with fishing, copra, timber, furniture, and coffee (the famous Fiji bottled water originated here). Tourism is the main business that is responsible for much of the revenue for the country.

Fiji has a high literacy rate. The University of the South Pacific on Suva runs about 2,500 students in its curriculum. There is The Fiji School of continued on page 39
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