Interest Rate Outlook:
• Our forecasts of the yield on the Treasury 10-year security last year resembled the behavior of loose cargo in the hold of a ship caught in a gale. For example, in our July forecast, we expected the yield to average 3.00% in Q4:2010 and 4.15% in Q4:2011. Then in November our 10-year yield ended up averaging 2.86% in Q4:2010. What confused us was the duration, or lack thereof, of any QE2 effect on bond yields. Our January 2011 forecast for the Treasury 10-year yield in Q4:2011 is 3.85%.
• We do not expect the Fed to raise any of its policy interest rates until early 2012. Given our assessment of upside risk to our 2011 real GDP forecast, however, we also would assign increased risk to an earlier Fed move on policy interest rates.

Preview of Takeaways
• The pace of economic activity is expected to accelerate in 2011 on a Q4/Q4 basis largely because of increased growth in credit created by monetary financial institutions.
• Housing and state/local governments are sectors that will remain a drag on economic growth.
• Exports are and likely will remain a star performer of the U.S. economy.
• Inflation, while remaining low in absolute terms, is expected to increase modestly.
• Money market interest rates are anticipated to remain near current levels because the Fed is not expected to raise its policy interest rates in 2011.
• Bond yields are expected to drift higher as real bond interest rates continue to “normalize.”
• The principal upside risk to economic growth and interest rates is that private monetary financial institutions sharply increase their credit creation.
• The principal downside

continued on page 8
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<th>Address (Headquarters)</th>
<th>% Change</th>
<th>Tangible Capital (R.O.A.E.)</th>
<th>% Tangible Capital</th>
<th>Risk-Based Capital Ratio</th>
<th>Income $</th>
<th>Tangible Assets $</th>
<th>% Change</th>
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<td>Bank of America California</td>
<td>100 N. Tryon St. Charlotte, NC 28255</td>
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<td>-12.39%</td>
<td>6.41%</td>
<td>15.65%</td>
<td>994,314,000</td>
<td>2,346,160,426,000</td>
<td>-4.23%</td>
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<td>2.</td>
<td>JPMorgan Chase &amp; Co.</td>
<td>250 Park Ave. New York, NY 10017</td>
<td>25.34%</td>
<td>10.76%</td>
<td>5.80%</td>
<td>15.45%</td>
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<td>3.</td>
<td>Citibank</td>
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<td>5.39%</td>
<td>6.64%</td>
<td>16.14%</td>
<td>9,293,000,000</td>
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<td>Wells Fargo &amp; Company</td>
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<td>7.39%</td>
<td>14.88%</td>
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<td>U.S. Bank</td>
<td>421 Walnut St. Cincinnati, OH 45202</td>
<td>10.48%</td>
<td>12.77%</td>
<td>5.79%</td>
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<td>Union Bank, N.A.</td>
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<td>Bank of the West</td>
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<td>-20.41%</td>
<td>2.07%</td>
<td>11.64%</td>
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<td>115,442,000</td>
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<td>City National Bank</td>
<td>591 S. Flower St. Los Angeles, CA 90071</td>
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<td>East West Bank</td>
<td>133 N. Los Robles Ave. Pasadena, CA 91101</td>
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<td>8.40%</td>
<td>9.45%</td>
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<td>111,647,000</td>
<td>20,393,597,000</td>
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<td>10.</td>
<td>First-Citizens Bank &amp; Trust</td>
<td>275 Fayetteville St. Mail Raleigh, NC 27601</td>
<td>-1.07%</td>
<td>8.72%</td>
<td>8.09%</td>
<td>16.41%</td>
<td>174,518,000</td>
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<td>-1.76%</td>
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<td>11.</td>
<td>California Bank &amp; Trust</td>
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<td>8.92%</td>
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<td>5,371,732,000</td>
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<td>16.</td>
<td>Wilshire State Bank</td>
<td>5220 Wilshire Blvd., Ste. 1400 Los Angeles, CA 90010</td>
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<td>Community Bank</td>
<td>790 E. Colorado Blvd. Pasadena, CA 91101</td>
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News and Features

Toward a New American Century  Michael Milken believes America can extend pre-eminence on competition from China and other countries if we assume greater responsibility for its common destiny. He gives six areas in particular that provide opportunities for positive change.  5

Create a Mastermind Group That Works for You  Joelle Jay outlines six steps of mastermind creation—a small group of dedicated peers who share and support each other through the challenges of life and leadership.  7

The Future of Your Business is in the Palm of Your Hand—Using the Power of Smartphones to Grow Your Business  What started as a must-have device that didn’t tie you down has now morphed into a texting, tweeting, multi-tasking productivity and entertainment gadget that offers a wide range of possibilities for you and your business.  14

It’s Okay to Look How Searching Other Companies’ Patents Can Keep Your Company Safe  Searching competitors’ published patent applications and existing patents have actually helped companies in maximizing their commercial advantages and following the laws.  16

Should you increase your prices tenfold?  Stuart Morley gives good advice in helping mid-sized companies, especially with pricing strategy difficulties. When mid-sized companies bid on multi-million dollar projects, decisions have to be made in its pricing.  17

The 8 Things Your Staff Hates About You—Get More Respect by Changing Bad Management Habits  When your staff members respect you and the way you manage the team, it improves morale. When morale goes up, production goes up.  26

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CHASE TO PRESENT MULTI-MILLION DOLLAR GRANT TO VEDC TO BOOST SMALL BUSINESSES LENDING
Grant Will Help Create Much-Needed Jobs in California

JPMorgan Chase Foundation will be awarding a multi-million dollar grant to VEDC—the Valley Economic Development Center—to generate the loans small and medium-sized businesses need to sustain and expand their businesses and to hire more Californians. The grant will help VEDC launch a statewide small business lending program—the Chase Small Business California Loan Program—that could generate $50 million in new loan capital. Over the next three years, VEDC plans to make direct loans to 200 businesses that could create at least 2,000 jobs.

Chase continues to expand how it is helping small businesses, which are the engine of our nation’s economic growth. In 2010 alone, Chase increased small business lending by nearly 40% to more than $10 billion and earned the No.1 ranking among SBA lenders nationwide. This commitment to VEDC will assist even more small businesses by providing the credit they need to grow and create jobs throughout the state of California.

Chase employs more than 6,000 people in Los Angeles and 18,500 across the state. It serves customers through 200 branches and 900 ATMs in Los Angeles County and 800 branches and 2,800 ATMs across the state. More information is available at www.chase.com.

VEDC is the largest non-profit small business lender in metro Los Angeles and offers direct micro and small business loans as well as SBA 7(a) and SBA 504 loans. VEDC has a $20 million loan portfolio and almost $40 million under management and originates loans totally more than $35 million annually to local businesses. With six locations throughout the Los Angeles area, VEDC supports the small business owner for 35 years with the goal of creating and sustaining jobs and businesses in low to moderate income communities by providing high-quality economic development services.

Toward a New American Century
By Michael Milken

Has the American Century come and gone? I don’t believe so. Despite high unemployment, declining education standards and greater competition from China and other countries, we can extend America’s pre-eminence long into the future if the public and private sectors—and all of us as individuals—assume greater responsibility for our common destiny.

Six areas in particular provide opportunities for positive change:

Energy. When Richard Nixon was in the White House, the United States imported about 36% of its oil—a dependence he vowed to eliminate. A few years later, citing “the moral equivalent of war,” President Jimmy Carter said “this nation will never use more foreign oil than we did in 1977—never!” Yet in the Carter administration, we imported 40.5% of our oil. President Obama pledged last year “to reverse our dependence” on imported energy sources, echoing similar words from each of the last eight presidents. We now import well over 60% of our oil.

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<td>RBF Consulting</td>
<td>3330 E. Guasti Rd., Ste. 100 Ontario, CA 91761</td>
<td>$165,000,000</td>
<td>Subdivision &amp; Public Works Engineering, Land Surveying &amp; Planning, Environmental Analysis, Environmental Public Relations</td>
<td>Terry O’Brien</td>
<td>Senior Vice President</td>
<td><a href="mailto:terry@rbf.com">terry@rbf.com</a></td>
<td>(949) 472-350974-4004</td>
<td><a href="http://www.rbf.com">www.rbf.com</a></td>
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<td>Boyle Engineering Corp.</td>
<td>1311 W. Sixth St., Ste. 350 Ontario, CA 91762</td>
<td>$65,000,000</td>
<td>Construction Management, Landscape Architecture, Civil Engineering</td>
<td>Amber Waldb</td>
<td>Marketing Coordinator</td>
<td>(909) 933-522393-5228</td>
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<td>(909) 378-2485</td>
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<td>P&amp;D Consultants</td>
<td>399 Town &amp; Country Rd., 4th Floor Orange, CA 92869</td>
<td>$26,000,000</td>
<td>Environmental Civil &amp; Structural Engineering Building and Safety</td>
<td>Cyd Brandwein</td>
<td>Vice President</td>
<td>(714) 834-4479245-0740</td>
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<td>TMAD Taylor &amp; Gaines</td>
<td>800 N. Ferraro Ln., Ste. 100 Ontario, CA 91764</td>
<td>$26,000,000</td>
<td>Consulting Building Engineers</td>
<td>Been Ruthnam</td>
<td>Director of Marketing</td>
<td>(909) 378-3240</td>
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<td>HMC Architects</td>
<td>3270 Island Empire Blvd. Ontario, CA 91764-4854</td>
<td>$25,767,860</td>
<td>Architecture, Planning, Interior Design, Master Planning, Renovation, Space Planning</td>
<td>Tracy Black, AIA, LEED VP of Marketing</td>
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<td>(909) 989-9970483-1400</td>
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<td>WLC Architects, Inc.</td>
<td>15170 Football Blvd. Rancho Cucamonga, CA 91730</td>
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<td>Master Planning Architectural Design Construction Administration</td>
<td>Jim Dicamillo</td>
<td>President</td>
<td>(909) 947-6009</td>
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<td>David Evans and Associates, Inc.</td>
<td>4220 Conchoes St Ontario, CA 91764</td>
<td>$14,000,000</td>
<td>Engineering, Surveying, Landscape Architecture, Architecture Planning and Construction Management</td>
<td>Maria Marnoicki</td>
<td>Vice President</td>
<td><a href="mailto:marnoicki@deainc.com">marnoicki@deainc.com</a></td>
<td>(909) 841-3730</td>
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<td>Webb &amp; Associates</td>
<td>3788 McG Cr St. Riverside, CA 92506</td>
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<td>Public Works Engineers Land Development Engineers Environmental Analyst</td>
<td>Steve Webb</td>
<td>Dir. of Business Dev.</td>
<td>(909) 477-6912/6916</td>
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<td>Hernandez, Kroone &amp; Associates</td>
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<td>Civil &amp; Traffic Engineering Land Surveying GIS Mapping</td>
<td>Raum</td>
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<td>(909) 824-5597</td>
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<td>Associated Engineers, Inc.</td>
<td>3311 E. Shelly St Ontario, CA 91764</td>
<td>$8,000,000</td>
<td>Construction Management, Civil Engineering, Utility Design &amp; Coordination</td>
<td>Kay Talver</td>
<td>Dir. of Business Associate</td>
<td>(909) 983-192941-0891</td>
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<td>Engineering Resources of So. Cal., Inc.</td>
<td>3550 E. Florida Ave., Ste. B Hemet, CA 92544</td>
<td>$7,500,000</td>
<td>Civil Engineering Municipal Services Water/Wastewater</td>
<td>Robert Righetti</td>
<td>Marketing Director</td>
<td>(951) 765-6622/042-5489</td>
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<td>RMA Group, Inc.</td>
<td>143130 Santa Mariposa C. Rancho Cucamonga, CA 91729</td>
<td>$6,257,400</td>
<td>Geotechnical Engineering Geology, Construction Inspection, Materials Testing</td>
<td>Kerri Kraft</td>
<td>Lead Marketing</td>
<td>(909) 989-175190-4267</td>
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<td>AEI-CASC Consulting</td>
<td>1917 S. Via Luna, Suite 300 Colton, CA 92324</td>
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<td>Civil Engineering, Surveying Environmental Engineering Planning</td>
<td>Amy Ardis</td>
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<td>(909) 783-0102/783-0108</td>
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<td>109 E. Third St. San Bernardino, CA 92410-4801</td>
<td>$6,000,000</td>
<td>Civil Engineering, Land Development, Water Engineering</td>
<td>Jim Fry</td>
<td>Vice President</td>
<td>(909) 844-817081-0153</td>
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<td>Nollie Associates, Inc.</td>
<td>72221 Sandia Lane Yuca Valley, CA 92284</td>
<td>$5,200,000</td>
<td>Planning, Civil Engineering, Land Surveying</td>
<td>Deborah Schroder</td>
<td>Branch Manager</td>
<td>(760) 653-7630365-2146</td>
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Notes: 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. Copyright 2011 by IEBJ.
You know the scenario all too well: You’re facing a stressful challenge at work, and you’re struggling to come up with new, fresh, and creative ideas to solve the issue. Nothing you think of on your own seems right. You’re too close to your own challenge to create an innovative solution. Frustrated by your lack of creativity, you decide to sleep on the problem yet another night, hoping the answer will come to you tomorrow.

Now imagine that same scenario, but this time you have two or three other people dedicated to helping you work it out. They listen to your questions, they offer their advice, and they help you find solutions. Then, when your problem is resolved, you turn and listen to theirs. This is the essence of a mastermind.

A mastermind is a small group, usually three to five people, of dedicated peers who share and support each other through the challenges of life and leadership. It provides a mutually beneficial source of inspiration, information, and collaboration for all of its members. Far more than a typical network, a mastermind is your inner circle—your “A” team.

Realize that a mastermind is very different from a networking group, a professional association, or a common interest group. While these types of groups serve important purposes for leaders, that’s not the focus of a mastermind. Rather, a mastermind is a group so cohesive that the members operate as one, focusing exclusively on the needs of one member at a time, and then another, and then another.

Masterminds can be as varied and extraordinary as the leaders themselves.

For example, one group might consist of three consultants who meet once a week for an hour to grow their business, while another group might include six investors who meet once a month for an hour to make investment decisions. Another could involve seven small-business CEOs who meet once a quarter for two hours to set goals, or five executive officers who meet twice a year for a full day to strategize, or even eight former-businesswomen—turned—“mompreneurs” who meet on an ongoing basis via phone and e-mail to answer questions and share resources.

Many leaders thrive with the support of their masterminds. They discuss business results, leadership challenges, goals and visions, individual and organizational strategy, and more. The support is practical, personal, and tailored to each member’s unique characteristics and concerns.

If creating a mastermind sounds like just what you need to take your business or career to the next level, consider the following six steps of mastermind creation.

1. Mindmap It.
   Brainstorm. What do you hope a mastermind will help you do? Provide objective advice? Be a sounding board? Hold you accountable? Having a good sense of what you want from the group will help you create it. Put your ideas onto the page in any order—a mindmap—just to explore the possibilities.

2. Arrange It.
   Who will help you achieve your purpose? The most important element of a mastermind is the people. Arrange the mastermind so it’s made up of the most powerful team. As you consider the possibilities, remember to look for people who are different from you. Diversity is one of the advantages to a mastermind. Your mastermind will help best if their perspective is different from yours.

   Once you have some names, extend the invitation. A phone call, an e-mail, a meeting, a conversation over lunch—however is most comfortable for you, share your idea about the mastermind and see who’s interested. Not everyone understands what a mastermind is, and not everyone wants to join one. That’s okay. You’re not looking to strong-arm anyone; you’re looking for people who are drawn to the idea. A mastermind that doesn’t form naturally can be difficult to sustain. Take it easy. Float the idea. See what the response is and move forward with the partners who emerge.

4. Try It Out.
   Once you have found people interested in joining your mastermind, get together. Hold an informal meeting to get to know more about each other and what your mastermind could be. To get the meeting started, reiterate what a mastermind is, how you envision it unfolding, what you would hope to get out of it, and why the people you’ve invited seem to be a good fit. Then go around the room one person at a time and see what they think. Here are some questions to ask:
   - What interests you about forming a mastermind?
   - What characteristics would be important to you in this group?
   - What would you be hoping to achieve?

By the end of the meeting, your goal should be to determine who, specifically, is interested in formally committing to your mastermind group at this time. Then you can set a date for your first meeting.

5. Establish It.
   The first time your mastermind meets as a group is an important day. You will be establishing the tone for your time as a team. You will get off to a good start if you take the time in the first meeting to do it well.

Following a formal agenda will help. Some things to include in your agenda are:
   - A welcome message
   - Foundational questions:
     - Who are you, what do you do, and what brought you to this group?
     - How can this group support you in the best way possible?
     - What gifts and talents do you bring to this group?
     - What ground rules are needed to make our time together worthwhile?
     - What else do you want us to know?
   - Review logistics:
     - How often will we meet?
     - When?
     - Where?
     - What will the format be?
     - Closing thoughts

However you structure your meetings, make sure each member has the opportunity to discuss their goals, needs, and next steps. With these three elements, each member is sure to move swiftly in the direction in their vision.

6. Regulate It.
   When a mastermind group is planned thoughtfully by people who are dedicated to each other and their goals, it can be one of continued on page 39
BB&K Attorney
Appointed to International Environmental Law Council

Members Help Shape Law and Policy on Climate Change, Renewable Energy, Water and Other Natural Resources

Eric Garner, one of California’s leading water rights attorneys, was appointed to the International Bar Association council that seeks to shape law and policy worldwide on climate change, renewable energy, water and other pressing natural resources.

Garner’s two-year term on the council for the association’s Section on Energy, Environment, Natural Resources and Infrastructure Law began Jan. 1. He was elected to the post in late October by the council’s officers during an International Bar Association conference in Vancouver.

“It is an incredible opportunity to sit with attorneys from Europe, Africa, Asia and South America and work on the legal issues surrounding the world’s natural resources, from water to climate change,” said Garner, managing partner of Best Best & Krieger LLP, with eight offices and 200 attorneys across California.

Garner is the only person from a California law firm who sits on the 18-member council, which oversees a membership of 2,400 lawyers from around the globe. The council also coordinates the activities of six committees, including the Water Law Committee that Garner chaired from 2009 through the end of 2010.

As one of the council’s officers, Garner will help implement the Toronto Protocol, a blueprint laying out the council’s goals that was drafted at a meeting in the Canadian city last April.

The document calls on the council to, among other things, establish a sub-committee to undertake studies of the Arctic as melting ice fuels a rush for the region’s natural resources. The disappearing ice has sparked battles between various countries that surround the North Pole over ways to explore the oil, gas, minerals and fish that were once sheltered by the region’s inaccessibility.

The protocol also calls for a re-evaluation of the legal settings for energy transmission and distribution infrastructure to facilitate renewable energy sources as the world evolves from a heavily dependent carbon-based power system to a renewable energy future.

As the world makes that transition, the protocol says, legal frameworks will be necessary to lay the regulatory foundation for responsible, long-term decision-making that takes into account environmental impacts of energy choices.

In addition, the council wants to help chart a coordinated approach to nuclear power that balances the interests of the state and ensures safe and reliable power. Nuclear power, although still controversial, is expected to play a more significant role in the global energy matrix, according to the protocol. When it comes to water, the council will continue to look at the growing trend of managing basins and rivers more broadly and sustainably as a whole watershed rather than solely based on individual rights, and to examine whether water laws have kept pace with that trend.

“The council believes, with increased coordination and communication, there can be a greater emphasis on water and natural resource sustainability,” Garner said. “In some cases, creating the proper legal frameworks can help ensure that will be the case.”

Garner co-authored “California Water II,” widely viewed as the definitive text on the history, law and policy that guides the state’s most precious natural resource.

He has litigated cases and negoti... continued on page 39

Citizens Business Bank Inland Empire Appointments

Christopher D. Myers, president and chief executive officer of Citizens Business Bank, has announced the following appointments for their Ontario office:

- Bruce McDonald to the position of vice president and assistant controller of the bank’s finance and accounting division in Ontario. McDonald’s professional career incorporates over 32 years of finance and accounting experience with a background in financial reporting, audit and regulatory reports, and financial statements. Prior to his appointment with Citizens Business Bank, McDonald was chief financial officer with Plaza Bank (a de novo bank), where he was responsible for all financial affairs and the accounting systems and general ledger processes. He was formerly the chief financial officer of CommerceWest Bank in Irvine.

- Kevin Cutter to the position of vice president and credit officer of the bank’s credit management division in Ontario. Cutter’s professional career incorporates over 18 years of banking experience with a background in credit, lending and sales. Prior to his appointment with Citizens Business Bank, Cutter was assistant vice president – capital markets/commercial real estate finance with Allied Irish Banks, p.l.c., where he was responsible for business development, underwriting and portfolio management. He was formerly vice president – credit portfolio risk/credit administration with City National Bank in Los Angeles.

- Olivia DeRossi to the position of senior vice president and support services division manager in Ontario. DeRossi’s professional career incorporates over 25 years of banking experience with a background in branch operations, sales and resource management. Prior to her appointment with Citizens Business Bank, DeRossi was senior vice president, operations administrator and head of bank operations with Cathay Bank, where she was responsible for branch and bank office operations and administering operational policies and procedures. She was formerly a senior vice president, head of cash vault and electronic transaction services with Bank of the West in Monterey Park.

continued from pg. 1

- Federal budgetary issues are not a near-term threat to economic growth, but are a long-term threat.

The theoretical importance of monetary financial institution credit:

- The Federal Reserve is not constrained in the amount of credit it can create, private monetary financial institution systems are limited in the amount of credit they can create by the amount of “seed” money or cash reserves provided by the Federal Reserve.

- The unique quality of monetary financial institution credit is that no other entity need cut continued on page 21
Interim Dean Named for CSUSB College of Business and Public Administration

Montgomery Van Wart, a professor and chair of the public administration department at Cal State San Bernardino, has been named interim dean of the university’s College of Business and Public Administration.

Van Wart, who joined CSUSB in August 2005, began his new duties on Jan. 1. He replaces Karen Dill Bowerman, who will retire as the college’s dean at the end of this year.

CSUSB Provost and Vice President of Academic Affairs Andy Bodman said he selected Van Wart to lead the college “based on the needs of the College of Business and Public Administration in the interim period and on the basis of the advice I received from faculty and staff of the college.

“I know that Monty will provide strong and principled leadership,” Bodman said. “I look forward to working with him and with all of faculty and staff of the College of Business and Public Administration as we ensure a smooth transition to a new, permanent leadership for the college.”

In accepting his appointment, Van Wart said, “I look forward to working with the faculty and staff of the college who have done an exceptionally fine job of moving the college to new heights of achievement, despite fiscal and personnel constraints.”

Van Wart, who specializes in public personnel management, leadership and organizational the-
Coldwell Banker Commercial ranked #1 commercial firm in the High Desert

For more than 20 years, Jason and Chris Lamoreaux have acquired failing companies and turned them into solid pictures of success. So it should come as no surprise that in less than two years, the Victor Valley couple’s latest venture has grown from a start-up commercial real estate business to the top commercial firm in the High Desert. Jason Lamoreaux has been involved with buying, selling and developing real estate in the High Desert over the past 22 years, and launched Coldwell Banker Commercial Real Estate Solutions in January of 2009.

According to the Victor Valley Association of Realtors Multiple Listing Service, Coldwell Banker Commercial Real Estate Solutions employs the top three selling commercial real estate agents in the Victor Valley. Mehdi Mostaedi topped the list just shy of $12.5 million in sales volume followed by Colleen Butcher who produced $8.3 million and Jason Lamoreaux in a close third with $8.2 million for 2010. The firm’s $29 million in gross sales comprised more than 45% of the total market share in 2010, which was more than six times the second commercial firm in the region.

“In an environment of declining sales for most franchises, we are experiencing tremendous growth,” said company President Jason Lamoreaux. “We have assembled an outstanding team, top in their respective fields, with vast knowledge and experience. We have the largest commercial real estate marketing team in the High Desert, which we utilize in conjunction with Coldwell Banker Commercial’s international corporate marketing department. Our unique approach to client solutions produces results exceeding our client’s expectations.”

With a team of nine licensed agents/brokers supported by an additional support staff of eight, Coldwell Banker Commercial Real Estate Solutions offers more electronic and print marketing, market research, and client solutions than any other firm in the High Desert. CBC’s inventory of nearly 15,000 commercial properties nationally and over 200 locally, provides business owners, investors and developers a wide array of choices when it comes to making real estate decisions in areas such as retail, office, and industrial space, vacant land, multi-family properties or business opportunities.

CBC Real Estate Solutions has also seen success in its property management division. It has doubled the amount of square footage managed with a growth rate of 114% for the past year. The firm’s comprehensive client services help reduce owner expenses while increasing tenant retention with their tenant and client-focused practices, thorough accounting department, lease negotiations, and routine facility inspections.

Their recipe for success has served Chris and Jason Lamoreaux well over the past 20 years, providing them a long track record of developing top-producing companies from scratch including 12 Thrifty Car Rental locations throughout Las Vegas, San Diego and Orange County; Budget Rent A Car locations throughout Central California; to launch—continued on page 31
The County of San Bernardino Workforce Investment Board and Workforce Development Department is ready to assist your business at no cost with the following services:

- Recruitment assistance
- Funds to train new employees
- Labor market information
- Pre-screened qualified applicants
- Access to a large applicant pool
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- Layoff prevention assistance
- Outplacement of laid-off workers
- Hiring tax credits

**FREE BUSINESS WORKSHOPS**
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To Register Call 951-781-2345 or visit www.iesmallbusiness.com

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5 Months of World Class Business Coaching at NO COST to you. Funded by the County WIB to help YOU improve your business and create more jobs in our county!

This is a VERY intense program suited for the business owner driven by success!

**Program includes:**
- Business Health Assessment
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- DISC Communication Assessments to improve teamwork
- Opportunity to grow profits save jobs

Program Funds are EXTREMELY Limited!
Call 951.543.9901 to see if you qualify!

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**Inland Senators**
Dutton and Emmerson Assigned to Critical Committee Seats

Senate President pro Tempore Darrel Steinberg announced Senate Committee assignments for the 2011-2012 Legislative Session last month. Inland area Senators Bill Emmerson (37th Senate District) and Bob Dutton (31st Senate District) were assigned to influential committees. Senator Emmerson was named vice chair of the Human Services Committee and the Business, Professions and Economic Development Committee. Senator Emmerson will serve on a total of nine committees including Appropriations and Education. Senator Dutton will serve on the Labor and Industrial Relations Committee, and the joint committees on Legislative Audit and Rules.

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**465 California Hotels in Default or Foreclosed**

Atlas Hospitality Group has just released its 2010 Year-End Distressed California Hotel Survey. The survey found that the number of hotel foreclosed on continues to increase while hotels in default fell. The drop in defaults was due mainly to the Extended Stay of America restructure, which involved 109 California hotels.

**4th Quarter 2010 survey highlights include:**

- 465 California hotels are in default or have been foreclosed on.
- The number of foreclosed hotels increased 15.9% from the 3rd quarter, from 119 to 138, and up 122% since the beginning of the year.
- The number of hotel rooms that have been foreclosed on was at 10,144, up 9.8% from the 3rd quarter and up 127% since the beginning of the year.
- The largest hotel in the state to be foreclosed on in 2010 was the 512-room Holiday Inn in San Jose.
- Independent hotels accounted for 71% of the hotels foreclosed on.
- San Bernardino County led the state in the number of foreclosed hotels with 17, followed by San Diego County with 16 and Riverside County with 14.
- Los Angeles County led in the number of defaulted hotels with 35, followed by Riverside County with 32 and San Diego County with 31.

**Summary**

As Atlas predicted at the beginning of 2010, the number of hotels in default and foreclosed increased dramatically throughout the year. In the fourth quarter Atlas saw a decrease of 12.1% of the hotels in default; however, if you exclude the Extended Stay of America hotels, they actually saw an increase of 8.6% over the 3rd quarter.

**Forecast**

Atlas is predicting that the number of hotels in default and foreclosure will continue to increase through the first half of 2011, and then we will start to see a leveling off. This is due to the fact that the economy is improving and RevPAR’s continue to increase. In addition, for those hotels that have survived this downturn, they are now more likely to escape the default process as they regain profitability. The one issue that is still looming for many hotel owners is the fact that a number of loans are maturing in 2011 – 2013 and so there could still be issues with finding new funding for refinancing.
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<th>Firm Address</th>
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<th># of Licensed Contractors (in I.E.)</th>
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<th>Specialties</th>
<th>Clientele/Projects</th>
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<td>3509 Grapevine St. Mira Loma, CA 91952</td>
<td>80</td>
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<td>Mira Loma</td>
<td>Concrete Tilt-Up, Industrial &amp; Office, Tenant Improvements, Schools</td>
<td>Farmer Bros. Coffee, United Parcel Service, Santa Ana Unified School District</td>
<td>Al Shankle</td>
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<td>(951) 727-8882</td>
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<td>3611 Third St. Riverside, CA 92501</td>
<td>31</td>
<td>385,000</td>
<td>Riverside</td>
<td>Office Tenant Improvements, Ground up Division, Hospital Division</td>
<td>Tri-City Corp. Center, Rev. Comm. Hospital, University of Phoenix</td>
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<td>Ontario</td>
<td>Commercial, Public, Industrial, Education, Healthcare</td>
<td>Marlight, Victoria Gardens, Cultural Center, American Red Cross</td>
<td>Dana Roberts</td>
<td>President</td>
<td>(909) 945-1919</td>
<td><a href="http://www.cwdriver.com">www.cwdriver.com</a></td>
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<td>Inland Empire Builders, Inc.</td>
<td>10527-A Trademark St., Ste. 22 Rancho Cucamonga, CA 91730</td>
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<td>N/A</td>
<td>Commercial Construction</td>
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<td>Tracy Elevante</td>
<td>President/CEO</td>
<td>(909) 943-9093</td>
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<tr>
<td>J.D. Diffenbaugh, Inc.</td>
<td>6865 Airport Dr. Riverside, CA 92504</td>
<td>7</td>
<td>2,659,000</td>
<td>Riverside</td>
<td>Commercial Construction, Construction Management, Design, Build</td>
<td>Mountain View Industrial, Aloft Hotel, FedEx Freight, Mission Hills Community Church, Canyon Hills Market Place</td>
<td>M. Jack Hawkins Jr.</td>
<td>President</td>
<td>(951) 351-6805</td>
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<td>Chino</td>
<td>Commercial/Retail Buildings, Construction Ground Up, Tenant Improvements</td>
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<td>(909) 995-9393</td>
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<tr>
<td>K.A.R. Construction Inc.</td>
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<td>600</td>
<td>780,000</td>
<td>Ontario</td>
<td>Concrete, General Contracting</td>
<td>University La Verne, National R.V.</td>
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<td>Mc Carthy Building Companies 2</td>
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<td>316,000</td>
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<td>N/A</td>
<td>Commercial Construction</td>
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<td>Carter Chappell</td>
<td>President</td>
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<td>Olthoff Construction</td>
<td>1701 E. Harry Shouppe Blvd. San Bernardino, CA 92408</td>
<td>12</td>
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<td>Ontario</td>
<td>Commercial/Industrial Projects, Seismic, Retrofit, Tenant Improvements</td>
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<td>Joe Lutz</td>
<td>Vice President</td>
<td>(949) 296-3874</td>
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<td>President/CEO</td>
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<td>W.B. Allen Construction, Inc.</td>
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<td>Metal Buildings, Apartments Tenant Improvements, Tilt-up</td>
<td>Matalich Corp., City of Redlands So. Cal. Edison, General Electric</td>
<td>WB Allen</td>
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<td>(951) 688-3211</td>
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<td>Caltrans, Corps of Engineers, S.B. Rivers, Orange, LA Counties, Cities (50), Pirette(200)</td>
<td>William Mcguire</td>
<td>President</td>
<td>(949) 684-5366</td>
<td><a href="http://www.yeagershanks.com">www.yeagershanks.com</a></td>
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Notes: 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 779, Rancho Cucamonga, CA 91729-0779. Copyright 2011 by IEBJ.
San Bernardino High Desert Government Center Completed

In the latest development news from the Inland Empire, the Hon. Jerry Lewis County of San Bernardino High Desert Government Center and the Hesperia Police Department Headquarters facilities were just completed. Both facilities were designed, constructed, and certified to LEED standards. They also provide space for additional growth for at least the next 20 years.

At an estimated cost of $21.6 million, the High Desert Government Center totals 66.8k square feet and will house multiple county departments including the First District Board of Supervisor’s Office, Agriculture, Assessor, Recorder, Land Use, Fire, Human Resources, Environmental Services, Public Works, Registrar of Voters and Veterans Affairs.

The Hesperia Police Department Headquarters, contracted out from the County of San Bernardino’s Sheriff’s Department, totals 45.7k square feet and is valued at approximately $18.7 million. The building includes patrol areas, briefing areas, evidence storage, investigations services, office management and records, and other police facility components. The facility also features a community room component that will be utilized as an Emergency Operations Center.

Both buildings were constructed as tilt-up concrete, Essential Service Facilities, the most cost-effective structures on the market. The project architect was Irvine-based LPA, and the project builder was St. Louis, MO-based McCarthy Building Companies Inc. Griffin Structures Inc. handled construction management services for the projects.

The opening of these two new facilities is significant because it completes Hesperia’s Civic Center, which includes a 50k square foot city hall; 20k square foot library; and five-acre Civic Center park, a centerpiece to the project which includes an amphitheater, meeting areas, activity spaces, play areas and other amenities. Since 2004 Griffin Structures has been a part of the overall design of the Civic Center, which in all totals 27 acres and 182.5k square feet of buildings with an overall cost of approximately $71.7 million.

As an added benefit to taxpayers, grants from the state and federal governments have allowed the High Desert Government Center to showcase a 286-kilowatt solar energy system which is anticipated to reduce electricity consumption for the building by 70 percent, resulting in an estimated annual savings of approximately $60,000. The estimated total cost to construct the solar project was $2,823,000 and was funded with a $1,480,000 energy efficiency grant from the American Recovery and Reinvestment Act (stimulus bill), $720,000 from the California Solar Initiative, and $623,000 in contingency funds from the High Desert Government Center.

Additionally, the Police Headquarters features an integrated grid-tied Solar Electric System on both the carport structure arrays and roof mounted arrays. The system is a 193.2 kW DC project that is expected to produce at least 304,150 kWh annually, offsetting nearly 71 percent of the expected 431,448 kWh annual energy usage of the building.

Local Business Owner Purchases 47-Acre Tehachapi Site

One of the largest available parcels of commercial property in Tehachapi – a 46.8-acre site with... continued on page 19

Van Wart holds a Ph.D. in public administration from Arizona State University, a master’s degree in teaching from Lewis and Clark College in Portland, Ore., and a bachelor of arts degree from Marshall College in Lancaster, Pa.

Van Wart will lead a CSUSB college that has been praised and recognized for its accom... continued on page 25
The Future of Your Business is in the Palm of Your Hand—Using the Power of Smartphones to Grow Your Business

By Ford Saeks

If someone had told Alexander Graham Bell that one day his invention would evolve into a device that could turn your lights on and off, he would have taken your temperature with a mercury thermometer, which incidentally, in 1876, hadn’t changed much in over 100 years.

Remember when cell phones first emerged? Chances are, you were just as cynical as Mr. Bell. You probably made that first call with a furrowed brow, skeptical to the possibility it promised. You were certain that your call wouldn’t connect, or at the very least your voice would be overridden by static. Like the rest of us, your bulky cordless phone had conditioned you to only walk within a certain “range” to avoid disconnect. Then you made that first call… from an oversized bag-type cell phone and shazam… how cool was it to have the umbilical cord of your landline cut and the freedom to connect anywhere in cell phone range?

What started as a must-have device that didn’t tie you down has now morphed into a texting, tweeting, multi-tasking productivity and entertainment gadget that offers a wide range of possibilities for you and your business.

The lightning-speed advancement of the Smartphone has left many companies scrambling to keep up with the technology and new opportunities. According to ComScore, there are 45 million Smartphones now active in the U.S. alone.

Like social media, they are the new wave of communication and the only place they are going is into the hands of more and more consumers.

So, how can you capitalize on the growing popularity of this new technology?

Here are four things you can start doing today related to Smartphone technology to increase brand awareness, build relationships and grow your business:

1. **Text Message Advertising**
2. **Create a Smartphone App**
3. **Make your Website Smartphone compatible**
4. **Engage mobile customers through social networks**

**Text Message Advertising**

More people now use their mobile phones for texting, rather than making a phone call. Plus, most users have it attached to their hip; figuratively speaking. Imagine the impact of advertising to your target market via SMS (Short Message Service) text message; you have the opportunity to get their attention… anytime, anywhere. Smart marketers get creative with these campaigns and often include a chance for the recipient to win something by responding to the text. Other ideas include mobile coupons, event invitations, mobile alerts, and special promotions.

SMS text marketing works for virtually any industry, is relatively inexpensive, and allows businesses to create highly targeted campaigns. The first step in launching a text-messaging campaign is to find a company that provides subscriber lists and can distribute your ads. Search your favorite search engine for “mobile marketing,” “SMS Text Marketing” or “SMS Advertising,” and you’ll get plenty of options.

**Create a Smartphone App**

Like most things, Smartphone apps have been created to solve a problem, increase productivity, offer an intrinsic benefit, or for pure entertainment. Apple’s IPhone store alone has more than 150,000 apps available for download and users have downloaded more than 3 billion apps. The HTC and Motorolla Droid, a.k.a, Android phones, also have millions of users and offer thousands of apps.

You don’t need to be a member of the geek squad to capitalize on this trend; all you need is an idea for an app; there are plenty of companies who can help you develop an app for your idea for you to sell or offer for free. A word of caution; do your due diligence and check the developers’ references to ensure your intellectual property and ideas are protected.

If your app can solve a problem (i.e. the Jott app records voice messages and converts them to text messages) then you’re on the right track. If you own a Smartphone, think about your favorite apps and how you heard about them. Most likely you heard about them from a friend. Viral word-of-mouth marketing is why popular apps can grow in use so fast with virtually little marketing expense.

**Make your Website Smartphone compatible**

The Internet is going mobile. Have you visited your Website using a Smartphone? What type of user experience did you get? If you want to gain a competitive advantage over your competition, your brand needs to be as mobile as your customer. Your customers and prospects don’t have the patience to view Websites on their phone that aren’t user-friendly.

Start by viewing your current Website on a Smartphone or Ipad. If you haven’t designed a...
CLOSE-UP

THE MIDAS TOUCH - CLIFF CUMMINGS

Confident and direct, as president of Toyota of San Bernardino, Cliff Cummings possesses the uncanny gift for success.

His story begins after graduating from Lynchburg College in Lynchburg, Virginia in 1976. Having just earned a degree in political science, Cummings debated as to what his next move should be. Torn between going to law school, and pursuing his dream of becoming a professional golfer, he chose the links over the courtroom.

Realizing he need a financial base that would allow him the flexibility to pursue his dream of being a professional golfer, he walked into a Virginia Toyota dealership and landed a job as a salesman. Determined to succeed, Cummings worked his way into management, and by the mid 1980’s, he was a partial owner in a Northern Virginia Toyota dealership.

He worked hard building a new image for the dealership and decided to relocate it 15 miles northwest to Fairfax, Virginia. The strategy was rewarded six months later, when the site was named the number one volume Toyota dealer in the Mid-Atlantic area. While this accomplishment for many would be satisfactory, that was not the case for Cummings. What Cummings wanted was his own dealership. The challenge for Cummings became how to buy one.

“You don’t just go out one day and purchase a dealership,” said Cummings. “I had to find a location that had potential, one that I could develop and was available at a price I could afford. I found what I was looking for about 2,700 miles from home at Toyota of San Bernardino.”

Cummings was given an opportunity to move to California and manage the dealership, with an option to buy it over a period of time. Accepting the offer he moved west in 1990, followed by his wife Bobbi one year later, armed with experience and a simple plan: Give people what they want at a price they can live with. This approach paid off, as sales improved by 50 percent in the first month under his leadership.

Having repeat customers is crucial to the longevity of any business. One of the key factors for Cummings’ success has been maintaining a happy staff. Understanding early on that a satisfied employee would project a positive image, leading to repeat customers, Cummings relies on a philosophy he learned from his golfing days — “You are your own referee.”

“Each of our departments in the company operates like its own business with separate budgets, employee issues and decision-making ability,” explains Cummings. “The key to having a great set of people working for you, is in your ability to allow them the authority to make decisions and then backing them on those decisions.”

This philosophy has led Cummings to successfully operate locations in San Bernardino as well as in India, receiving the Toyota’s President’s Award seven times. Continuing to earn some of the highest honors for a Toyota dealership, participating on the National Dealer Council for the last six years, and is the incoming President for the Southern California Toyota Dealers Association, he also is slated to join the Toyota National Dealer Advertising Council, working with Toyota on national advertising efforts.

So with all these accomplishments, what does Cummings see for the future of the automobile industry, which was hit hard by the recession, especially in the Inland Empire? “We are climbing out of the recession; the economy is improving and I am extremely optimistic about the future of the Inland Empire,” said Cummings. “At this time, more than ever, we need to be consumer driven and customer friendly. With the shift in the economy, our customers are moving from being a need-based buyer to a desire-based buyer.”

While others may view the automobile industry as a highly competitive business, Cummings has the foresight to look beyond this point, and view the San Bernardino Auto Center as a collaborative effort, dependent on each other to drive consumer traffic to their locations. As a result, he played a key role in forming the San Bernardino Auto Center Dealer Association.

“The more awareness and business we bring to the auto center, the more attractive it will be for quality auto dealers to seek this as a location for their franchise, and that is a benefit to everyone involved,” explains Cummings. “If we are to be successful, we must treat the auto center as a united one-stop location for your auto needs.”

This concept has led the San Bernardino Auto Center Dealer Association to partner with Citizen Business Bank and the San Bernardino Economic Development Agency, to create an identity and awareness for the auto center and surrounding area by installing a state-of-the-art LED display screen.

“I was once told that if you get the first 10 words wrong in a conversation, the next 10,000 words won’t matter,” says Cummings. “The industry has evolved into a highly competitive business, making it necessary to make changes rapidly when delivering messages, promotions and customer incentives in an effort to increase consumer traffic.”

Seeing a revitalized auto center as good business for everyone, including franchises, the City of San Bernardino and residents, Cummings has contributed to the revitalization of the auto center by purchasing the former Kennedy Cadillac and Freeway Lincoln Mercury sites along the Interstate 215. With signs of the economy rebounding from the recession everywhere, Cummings sees the auto center providing the Inland Empire with a source for a variety of well paying jobs, such as mechanics, landscapers, security, sales executives and other administrative professionals.

“We have expanded our work force by 15 percent since the bottom of the recession. Our plan is to add franchises to the auto center in order to stimulate job growth and retail continued on page 39
It’s Okay to Look
How Searching Other Companies’ Patents Can Keep Your Company Safe

Companies pursue patents for a wide variety of reasons—competitive advantage, company valuation, tax credits and others—but in chasing patent claims, did you know that it actually benefits companies to look at patent applications filed by competitors, too? That’s what one patent expert, attorney Roger Maxwell, believes. In his experience, searching competitors’ published patent applications and existing patents has actually helped his clients maximize their commercial advantages and follow the law.

“We can take a lesson from Hollywood,” he said. “Every aspiring screenwriter’s lament is that no producer will ever accept an unsolicited manuscript. There’s a reason for that. In copyright law, just as it almost always is in patent law, lack of intent is not a defense. In other words, if an agent or a producer even opens an unsolicited script, and five years later produces a film with elements from that script entirely by accident, they could be sued for copyright infringement. To prevent that, they simply don’t accept unsolicited material unless it comes from a licensed agent they trust.”

Maxwell said that the same principle can be applied for companies seeking patents, only in reverse. Whereas access in the copyright arena can lead to inadvertent copying and infringement, access in the patent area can lead to a better understanding of the state-of-the-art, better product design and better patents.

“It is very possible—and even likely in some cases—that one company’s patent may well duplicate elements from someone else’s application or existing patent,” he said. “Because intent is not normally an issue, that company could actually be held liable for patent infringement, even if it didn’t know what the other company’s patents said. In the case of patents, it’s important to refrain from having your patent infringe on anyone else’s, even if it’s by accident.”

So they don’t waste time and money proving they are violating the law and/or setting themselves up to pay damages, it is critical for companies that are preparing patent applications to search published patent applications as well as existing patents, according to Maxwell.

“In examining other applications, a company can ensure that no elements of their applications cross over with something already on the books, even if it’s in an application filed by someone else,” he added. “If you know what your competitors are working on with regard to their patents, as the public records afford you the capability to do, then you can work to not use any of their claimable technology in the pursuit of your own patent. That adds more weight to your claim and helps maintain the integrity of the system. The whole reason for patents is to recognize the proprietary ownership of a company’s intellectual property and to ensure unique ideas and executions of concepts can be protected. If a company finds a patent that it feels may arguably cover its products, it can further investigate the issue. If the investigation leads them to believe that their design does not infringe or the patent is not valid, an opinion from counsel may shield the company from enhanced damages that could triple the actual damages. If the investigation reveals that the patent is valid, the infringed company can either redesign their product or negotiate either a license or a purchase of the patent. In my view, the best way to get a great patent is to check all available sources to make sure your application is verifiably unique and free from infringement of anyone else’s ideas already in the patent system.”
Greg put down the phone. It was a strange call. Mega Package had called to ask him to bid on a training program for the first line supervisors. Greg’s training company had done this work before but not a multi-year project training as many as 2,500 front line supervisors in 40 plants across the USA. There were seven other international training companies bidding. With a $10 million dollar a year training company, he was the only little guy being asked to bid. This was a mandate worth millions of dollars, and he had never done an assignment larger than a few hundred thousand dollars at a time.

This is a situation many mid-sized companies find themselves in when they take on their first mega contract. Growing the reach and expertise of your company is the goal of many organizations, but under-pricing the first mega project is one of the biggest mistakes to avoid. A large multi-year project is often more complex and, hence, more expensive to manage because of the many variables. The more people involved, the more planning and re-planning is needed. This means the mid-sized company often has to add more overheads to manage the process.

The peaks and valleys of staffing that comes with larger contracts also creates havoc with the billing and cash flow for the mid-sized company.

Larger companies want more choice, and unless the mid-sized company can offer a wider range of modules at different price points to cover the different levels of work and value provided, the whole process can quickly become unprofitable as well as unmanageable.

As Greg brainstormed the approach with his team, he realized he needed some help. He knew this move would be dangerous for his company unless he developed a better understanding of what was involved in undertaking larger projects. He called his buddy Tom, a master strategist in helping mid-sized companies, especially with pricing strategy difficulties. After discussing the opportunity, Tom gave him the following advice:

1. Put together a list of the services your company is offering now, and in a parallel column, list the price you charge for each of these services. Greg spent some time listing his services. He had half-day, full-day, and multi-day packages that could be delivered in small or large groups. He also had modules on leadership self-awareness, the leadership phases, how to conduct effective meetings, diagnosing and managing performance gaps and communication effectiveness, as well as a number of add-on services.

2. Create a second column to list the bare-bones price for each service. Greg then went through his list of services to calculate the bare-bones service and price he could offer for a client in each case. This exercise was not easy; it took a few iterations until he came up with bare-bones prices for each service.

3. Create a third column that lists prices that are at least 10 times the bare-bones price. Tom had warned Greg that large mandates are more expensive to provide than smaller mandates. You need to build in ways to cater to greater variability in audiences, needs and demands that add to your costs to deliver these services. The way to accommodate this variability is by matching the different value needs to different pricing. For Greg, his first module was now listed as $70 for bare bones and on Tom’s advice of using 10 times as his multiplier, he listed the deluxe version at $700.

4. In a fourth column list the extra value you can provide, so that as people pay more, they get more value. Greg now looked at the $70 and the $700 versions of module one and challenged his team to think what they could add to the $70 module to make it worth $700. Tom used the example of, on airplanes, there were some folks who had paid $300 and some who had paid $3,000 for the same flight, but they were not all getting the same level of service.

5. Take these new service offerings and wrap them into different ways to make it easy for clients to select. Greg and his team realized they could offer the services per person, per group or with different delivery channels (Webinars, onsite training etc.).

6. Do not quote a total price. Greg provided a schedule of modules (from basic price to 10 times that price for deluxe versions) for Mega Package to select. This approach would be very profitable for Greg’s company and he hoped Mega Package would like the idea as they could secure customized training for staff in a way that was very flexible. Mega Package would also not need to get their legal department involved, as they were not signing a multi-million dollar contract. They were purchasing modules that would be customized for their needs at price points per module that were well below the levels that required senior management or board approval. Greg was hoping this approach would mean Mega Package could give the go ahead for the first few modules without delay and pay for each module in advance.

6. Finally, get the first line supervisors to apply the training to performance measures in the company. Greg included an offer to present a few Supervisor Recognition Certificates to supervisors who applied the training in ways that resulted in better performance at Mega Package. He hoped the supervisors valued the opportunity for recognition and that management would see how this was the link to get alignment to their performance measures. Greg also hoped this would link to his bottom line!

It is not unusual for the senior management of a large public company to be replaced within a few years, and therefore it is important that mid-sized companies make sure that if a large multi-year contract is suddenly cancelled, that they are not out of pocket or do not have to face years of legal battles with a large company to get paid. Finding ways to get paid as you go, and providing incentives to get your services accepted and supported at all levels in the company reduces the risk it will be cancelled.

A few weeks later Greg got the call; he had won the contract! Greg quickly shared the good news with his team and sent a quick text message to Tom: “Just got the magic phone call saying that I have won the contract! Thanks for your coaching. I expect the eventual value will be between $1M and $3M.”

Many mid-sized companies continued on page 39
### Architectural/Engineering Firms

**Ranked By Inland Empire Billings**

<table>
<thead>
<tr>
<th>Firm Name</th>
<th>City, State, Zip</th>
<th>Billing $</th>
<th>LE/Occ.</th>
<th>Types of Services</th>
<th>Industries Served</th>
<th>Marketing Contact</th>
<th>Top Local Exec.</th>
</tr>
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<tbody>
<tr>
<td>Wilson &amp; Company, Inc. Engineers</td>
<td>Rancho Cucamonga, CA</td>
<td>$5,090,446</td>
<td>1</td>
<td>Engineering, Planning, Surveying, Mapping Services</td>
<td>Railroad, Public Works, Transit Agencies, Private</td>
<td>Stephanie Guida</td>
<td>Larry Long</td>
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<td>Lim &amp; Nascimiento Engineering Corp.</td>
<td>San Bernardino, CA</td>
<td>$5,000,000</td>
<td>1</td>
<td>Construction Management</td>
<td>Civil/Highway Engineering, Structural/Bridge Engineering</td>
<td>Al Hudgens</td>
<td>William Nascimiento</td>
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<td>Hull &amp; Foreman, Inc.</td>
<td>Rancho Cucamonga, CA</td>
<td>$4,720,000</td>
<td>2</td>
<td>Civil Engineering, Surveying, Land Planning</td>
<td>Residential, Education, Commercial, Retail Municipal, Industrial</td>
<td>Kelly Tonnor</td>
<td>Rob Kilpatrick</td>
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<td>MSA Consulting, Inc.</td>
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<td>$4,500,000</td>
<td>1</td>
<td>Civil Engineering, Planning, Land Surveying</td>
<td>Public Agencies</td>
<td>Roger Galli</td>
<td>Robert Smith</td>
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<td>KCT Consultants, Inc.</td>
<td>Riverside, CA</td>
<td>$1,500,000</td>
<td>N/A</td>
<td>Civil Engineering, Planning, Land Surveying</td>
<td>Industrial, Commercial</td>
<td>Michele Matzikw</td>
<td>Don Edison</td>
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<td>Williams Architects, Inc.</td>
<td>Upland, CA</td>
<td>$980,000</td>
<td>6</td>
<td>Architecture, Planning</td>
<td>Office, Commercial</td>
<td>Max E. Williams</td>
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<td>Wheeler &amp; Wheeler AIA Architects</td>
<td>Claremont, CA</td>
<td>$850,000</td>
<td>1</td>
<td>Residential, Institutional</td>
<td>Private &amp; Municipal Developers</td>
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<td>Irvine, CA</td>
<td>$70,000</td>
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<td>Commercial</td>
<td>Robert Kerler</td>
<td>J.Patrick Allen</td>
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<tr>
<td>CALTROP Corporation</td>
<td>Upland, CA</td>
<td>N/A</td>
<td>2</td>
<td>Program Management, Planning, Construction Management</td>
<td>Public Agencies, Transportation Agencies, Private Developers</td>
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<td>Alex Haishoudri</td>
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<td>Escalante Architects</td>
<td>Palm Springs, CA</td>
<td>WND</td>
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<td>Site Assessment/Selection, Architectural, Planning</td>
<td>Commercial, Institutional</td>
<td>Alexander P. Meyerhoff</td>
<td>Ana Escalante</td>
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<td>3</td>
<td>Planning, Engineering</td>
<td>Builders, Public Agencies, Contractors</td>
<td>Pam Quenzler</td>
<td>Paul R. Huddleston Jr</td>
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<td>L.D. King, Inc.</td>
<td>Ontario, CA</td>
<td>WND</td>
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<td>Residential, Commercial, Public Works</td>
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<td>Public Agencies, Res. Building Industry, Commercial Development</td>
<td>Peter J. Pittini, AIA Principal</td>
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<td>Rick Engineering Company</td>
<td>Rancho Cucamonga, CA</td>
<td>WND</td>
<td>1</td>
<td>Civil Engineering, Planning</td>
<td>Commercial, Medical, Multi-Family, Industrial</td>
<td>Joan Munford CPSM</td>
<td>Robert A. Shookton</td>
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<tr>
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<td>Robert A. Martinez</td>
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<td>Rubinas Bohana Clarke</td>
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<td>Educational, Governmental, Commercial, Industrial</td>
<td>June Lindsey</td>
<td>Robert A. Shookton</td>
</tr>
</tbody>
</table>

*Note: "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. Copyright 2011 by IEBJ.*
Real Estate...
continued from pg. 13

extensive frontage along Tehachapi Blvd. – was purchased by an entity headed by a local businessman. The buyer intends to develop the site for his own use and a future industrial park.

The site adjoins Tehachapi Boulevard between Surf Street and Steuber Road. It is located within easy access to Hwy. 58, connecting U.S. 99 and U.S. 14.

The buyer, Tehachapi Valley LLC, who operates a contracting business in Tehachapi, will use approximately five acres of the property for his operations, with plans to eventually subdivide the balance for an industrial park featuring modestly sized buildings.

Ash Joshi of Capital Realty Solutions represented FLD Corporation, the seller. Dennis Verner of SCV Commercial Real Estate Services represented the buyer. The price was not disclosed.

Capstone Advisors Picks Up Lots of Lots in La Quinta

Capstone Advisors has purchased 60 residential lots in the Riverside County community of La Quinta. The acquisition, which is comprised of the remaining finished lots in a 97-lot community known as Piazza Serena, was originally developed by K. Hovnanian, a publicly-held home building company. The investment represents Capstone Advisors’ eighth recent land purchase in the Riverside County market. The price was not disclosed.

Piazza Serena is a gated community surrounded by numerous golf resorts including PGA West, Andalusia and Trilogy. The lots average over 12k square feet and offer views of the Santa Rosa Mountains.

“This transaction allowed us to acquire a quality, finished lot project in La Quinta at an appealing price,” said Justin Bert, senior vice president of Capstone Advisors. “The Piazza Serena community is surrounded by numerous outstanding La Quinta resort communities and golf courses and offers a very private setting with estate-sized lots. The acquisition is in line with our strategic plan of acquiring well-located residential assets at significant discounts to their peak values. We expect to make many similar investments in the near future.”

Trio of Land Sales in Ontario Master-Planned Community Total Up to $30 Million

Whittlesey Doyle has completed the sale of three separate land transactions in the master-planned community New Model Colony in Ontario. The deals, totaling approximately 176 acres, encompass 800 proposed lots and units, for a total consideration of approximately $30 million.

The New Model Colony (NMC) is a key component of Ontario’s long-term growth, and includes 8,200 acres of former dairy lands annexed by the City of Ontario in 1999, and approved as a master-planned community that will be built out over the next 20-plus years. The NMC is bounded by Riverside Drive to the north, Milliken Avenue and Hamner Avenue to the east, the Riverside County line and Merrill Avenue to the south, and Euclid Avenue to the west. About 120,000 new residents are expected to move to the area in the coming decades.

Les Whittlesey of Whittlesey Doyle had the exclusive listings on all three properties and represented both the sellers and buyers in the three transactions. The individual sale prices could not be disclosed, although Whittlesey tells us that all three properties sold at a fair market value, and were not heavily discounted.

Two of the properties are located in the Esperanza Specific Plan in the NMC, adjacent to the San Bernardino and Riverside County boundary line. The sites are approximately two miles south of Hwy. 60 and approximately one-half mile

Will you ever sell your house?

Facts You Should Know If You Do!

Check out this little surprise I bet you never knew!!! Just some facts to pass on:

DID you know that if you sell your house after 2012 you will pay a 3.8% sales tax on it? That’s $3,800 on a $100,000 home etc. When did this happen? It’s in the healthcare bill. Just thought you should know.

REAL ESTATE SALES TAX TO GO INTO EFFECT 2013 (Part of HC Bill)

So, this is “change you can believe in?”

Under the new health care bill—did you know that all real estate transactions will be subject to a 3.8% sales tax? The bulk of these new taxes don’t kick in until 2013. If you sell your $400,000 home, there will be a $15,200 tax. This bill is set to screw the retiring generation who often downsize their homes.

Oh, you weren’t aware this was in the Obama-care bill? Guess what, you aren’t alone. There are more than a few members of Congress that aren’t aware of it either

Check it out at the link below:

http://www.gop.gov/blog/10/04/08/obamacare-flatlines-obamacare-taxes-home
This Year’s Version of Life
By J. Allen Leinberger

I recently told you about the Microsoft Office for MAC and its Apple cousin, iWork. Originally ClarisWorks, it had become Apple Works and the iWork package is kind of the next generation. Like Office, it has a word processing program as well as a projection show and a spreadsheet.

Apples iLife, on the other hand has no competition. Oh, there are programs out there that do similar things, but to find them in what used to be called a “suite” package is not easy. The new 2011 version includes iPhoto, iMovie, GarageBand, new 2011 version includes "suite" package is not easy. The photos from it. It can then delete the shots from your disk.

You thus have instant photography and no need to go out and buy a new roll of film. For 2011, iPhoto adds several enhancements for people who want to do more with their pictures than just look at them. Now you can see them on your screen without the cumbersome computer framing stuff; just full-frame photos. If you want to add your pictures to your Facebook page, the new program is designed to help. The same is true if you want to e-mail shots of the baby to the grandparents.

Interestingly, iPhoto can suggest names for pictures of your friends based on your Address Book and even the names of Facebook friends. You can build slideshows with selected shots. You can even add music and movement. This is light-years from the days when my dad had to drop each slide into the slot and hope it enhanced photos.

The iPhoto program recognizes it, identifies it and allows you to load the digital photos from it. It can then delete the shots from your disk.

You thus have instant photography and no need to go out and buy a new roll of film. For 2011, iPhoto adds several enhancements for people who want to do more with their pictures than just look at them. Now you can see them on your screen without the cumbersome computer framing stuff; just full-frame photos. If you want to add your pictures to your Facebook page, the new program is designed to help. The same is true if you want to e-mail shots of the baby to the grandparents.

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The 2011... continued from pg. 8

back on its current spending as the recipients of this credit increase their spending on goods, services and assets.

- Credit extended by non-monetary financial institutions is, with one exception, merely a transfer of purchasing power from the ultimate lender to the ultimate borrower. On net, there is no new purchasing power created, rather there is a change in the distribution of spending with the ultimate lenders’ current spending falling and the borrowers’ current spending increasing by the same amount.

Fed quantitative easing (QE) What is it?
- QE implies that the Fed implements monetary policy with an emphasis on expanding the quantity of credit it creates, primarily through the purchase of securities in the open market.
- Because the emphasis is on the quantity of Fed credit created, not the price of Fed credit, in implementing QE, the type of securities (Treasury or MBS) the Fed purchases or the maturity of securities (T-bills or T-bonds) the Fed purchases is of secondary importance.

An analysis of the Fed’s QE Policy Immediately After the Lehman Collapse
- “QE1” commenced at the end of November 2008 and terminated in March 2010, approximately five quarters in duration.
- The net change in Fed outright holdings of securities during QE1 was an increase of $1.52 trillion.
- But, the net change in other elements of Fed credit during QE1 was a decrease of $1.45 trillion.

continued on page 22
Save up to 40%* when you bundle Charter Business Internet, Phone and TV, plus get Free Installation**! Get more done with reliable business Internet that offers speeds up to 25Mbps – faster than the phone company’s faster DSL offering†. Plus, stay well-connected with business Phone that includes Unlimited Long Distance† † and essential calling features. And be more informed with business TV that provides a range of crystal-clear channel-sand digital music. Call 877- BIZ-BUNDLE or visit www.businessbundle.com today for details!

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*40% savings includes 25Mbps Internet, one Phone line with unlimited long distance and Solution or Solution Plus Features Package, and Private or Public View TV with a 12-month agreement. **Free installation applies to standard installation (a $149 value). Charges may apply for complex installation and additional outlets. Offer subject to change, expires 7/31/2011 and cannot be combined with other promotions. †Compared to standard DSL speeds offered on att.com and Verizon.com as of 1/3/2011. ††Local phone service required to receive Unlimited Long Distance (ULD) and applies only to calls within the US, Puerto Rico and Canada. Usage monitored or improper use and abuse, and Charter may move customer to a new long-distance plan or may restrict or cancel customer’s service. All services provided are subject to the terms of the subscriber’s agreement/applicable tariff. Restrictions apply. Call for details.
A unexpected sharp deceleration in Chinese economic growth is the biggest downside risk to 2011 U.S. economic growth.

What are the implications for future real U.S. economic growth if federal entitlement-program spending is not reduced from its projected levels?

- An increased amount of economically-productive resources would be used to care for U.S. retirees.
- Given the finite supply of economically-productive resources, other sectors of the economy would be deprived of the use of these resources.
- Investment in the state-of-the-art equipment/software and R&D by U.S. businesses would be curtailed, adversely affecting labor productivity.
- Resources would be curtailed for education, which would adversely affect the productivity of future workers.
- With current and future labor productivity growth adversely affected, the U.S. economy’s long-run rate of growth would be adversely affected.

Investment Implications of the 2011 Economic Outlook

- U.S. top-line corporate profit growth would be expected to be favorably affected by the faster growth in MFI credit and the resulting faster growth in both nominal and real GDP.
- Specific sectors such as agriculture, health-care technology/pharmaceuticals, infrastructure, global fast food, global retailing and entertainment would be expected to benefit from continued relatively strong economic growth.

Already a... continued from pg. 24

About Charter

Charter (NASDAQ: CHTR) is a leading broadband communications company and the fourth-largest cable operator in the United States. Charter provides a full range of advanced broadband services, including advanced Charter TV™ video entertainment programming, Charter Internet™ access, and Charter Phone™. Charter Business® similarly provides scalable, tailored, and cost-effective broadband communications solutions to business organizations, such as business-to-business Internet access, data networking, business telephone, video and music entertainment services, and wireless backhaul. Charter’s advertising and production services are sold under the Charter Media® brand. More information about Charter can be found at charter.com.

About Charter Business

Charter Business® provides business organizations with scalable, tailored, and cost-effective broadband communications solutions, including business-to-business Internet access, data networking, business telephone, video and music entertainment services and wireless backhaul. Catering to the unique broadband needs of business customers, Charter Business offers competitively priced bundled products over its state-of-the-art, fiber-based network, helping businesses in a variety of industries maximize efficiency while continuing to grow. Charter Business is Metro Ethernet Forum Certified. More information about Charter Business can be found at charter-business.com.
Already a Leader in High-Speed Internet, Charter Increases Speeds Again

Free Increase Further Widens Speed Leadership

Charter Communications, Inc. (NASDAQ:CHTR) increased Internet speeds for the company’s residential and commercial customers again, at no cost to the customer. This is Charter’s second free speed increase in the past year.

The speed for Charter Internet Express is increasing from up to 8 megabits-per-second (Mbps) to up to 12Mbps and Charter Internet Plus speed is rising from up to 16Mbps to up to 18Mbps – a free enhancement for customers. Charter Business customers will also experience a free increase in Internet speeds: Pro40Mbps increases to Pro50Mbps and Pro75Mbps service advances to Pro100Mbps.

“There has been an explosion in the number of devices, applications and cloud-based services that rely on robust Internet connectivity,” said Jean Simmons, vice president and general manager for Charter’s operations in California. “The Internet is a destination we go to for work, play, to interact and be entertained. These experiences increasingly require faster Internet access, and by providing ultra-fast speeds in our markets, Charter enables our customers to experience true high-speed Internet.” Ms. Simmons added, “Our flagship Internet Express speed is more than double what it was a year ago, reflecting our ongoing commitment to leverage our superior network to drive value for our customers.”

Faster speeds give the multitude of in-home devices like desktops, laptops, hand held devices and gaming consoles an amazingly fast connection. To do this, Charter leverages its deployment of next generation DOCSIS 3.0 technology. “The era of the single PC household is history,” said Ms. Simmons. “Every member of the household has multiple devices and each wants to experience the full wealth of Internet applications available. By increasing Internet speeds, Charter Internet provides each member of the family with the ability to work and play simultaneously at the speed they need.”

Upload speeds remain up to 1Mbps for Express and up to 2Mbps for Plus. Max and Ultra60 services are also available with download speeds up to 25Mbps and 60Mbps. Charter Business customers have access to download speeds up to 100Mbps and upload speeds up to 5Mbps. Charter also provides commercial customers fiber-optic Internet services of up to continued on page 23

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Step up to a higher level of service at City National.
Winner of 10 Greenwich Awards for overall excellence in business banking.

To learn more, please call (866) 618-5229 or visit cnb.com/awards

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Interim Dean...

Most recently the university’s College of Business and Public Administration was selected by European CEO Magazine as one of the world’s 18 most innovative business schools. CSUSB was one of only four Global Business Education Award-winners from the United States and was named the “most innovative school of business” in the Western U.S. The publication listed one winner for each of 18 regions around the world.

The college secured international reaccreditation from the Association to Advance College Schools of Business. Fewer than 5 percent of business schools worldwide have earned this distinction. In addition, CSUSB’s Masters in Public Administration program also earned valuable NASPAA re-accreditation.

The Inland Empire Center for Entrepreneurship, housed in the college, captured the 2010 “Outstanding Specialty Entrepreneurship Program Award” from the U.S. Association for Small Business and Entrepreneurship. The university’s entrepreneurship program ranked fourth in the nation for graduate entrepreneurship programs based on a 2006 survey by The Princeton Review and Entrepreneur magazine.

CSUSB was the top public university on the list and the only California State University campus to be ranked. In addition, The Princeton Review has repeatedly recognized the university’s business school as among the best in the nation.
The 8 Things Your Staff Hates About You
Get More Respect by Changing Bad Management Habits

By Rhonda R. Savage, DDS

If you’ve ever been in a management position, there’s a good chance you had several pet peeves regarding your staff members and their behavior. What you may not realize is that your employees probably have a few complaints themselves.

It’s true that oftentimes these complaints can be unreasonable and as a manager, you need to accept the fact that you can’t always make everyone happy, but it’s important to know what you can improve on as a leader. When your staff members respect you and the way you manage the team, it improves morale. When morale goes up, production goes up.

How can you improve your management style to prevent your employees from agreeing with these frustrations?

1. You come to work grumpy

Each day depends on your attitude when you walk in the door. If the moment your staff members see you in the morning, you are rude or give off a negative attitude, it may affect their moods and result in low productivity or bad customer service. Make a mental choice the moment you wake up in the morning to be a positive influence on your staff members.

At the morning team meeting, assign someone to bring in an inspirational thought or a humorous incident or joke to start the day off on a positive note. Do not complain about the day before or dwell on the traffic you dealt with during your commute.

2. You micromanage the staff

Excessive attention to detail can hold back the growth and development of your business and your team members. Employees that are micromanaged feel frustrated, lose confidence, become timid and are discouraged. Attention to detail is a positive trait of any manager, but if you’re correcting every little detail or doing everything yourself, you’ll hurt your performance and that of the team.

As an owner or a manager, you need to delegate, follow up without micromanaging and hold people accountable. Create a system in which your employees can keep you updated on the projects they’ve been assigned. This way, they don’t feel you are micromanaging or taking over, but you are able to keep updated on the progress.

3. You are too “hands off” and don’t hold employees accountable

While micromanaging may not be a sound management strategy, it’s also possible to be too “hands off” with your staff members. Good leaders coach and mentor but don’t micromanage or let things float along. You know the strengths and weaknesses of your people.

The days of dictatorial leadership are gone. Most employees today thrive on independence, growth and involvement. And yet they also thrive on feedback, accountability and firm, fair leadership. Finding a balance is crucial for the success of your business.

4. You complain about the bad economy and lack of cash flow

This is a difficult time in the economy. Your employees care about you and the company, but if you’re burdening them with your woes, the morale will go down. Don’t share everything. They don’t need to know it all. Focus on being positive, cheerful and supportive.

Some people may argue that your staff needs to know the facts. Yes, but don’t harangue them daily that their job is in jeopardy. Let them know what the goals are and how important each and every one of them is to the success of the business. Before you feel a need to lay off staff members, ask yourself these questions:

- Can you be training and encouraging them to do more and be more in your market?
- How is your customer service?
- Should you be working on your business before you resort to drastic measures?

5. You bring your personal life to work

We all have those days. We all have personal lives outside of our work. It can sometimes be difficult to separate the two, especially as a manager. But regardless of what is happening in your personal life, it’s important to keep that separate from your professional life.

Anything from talking to your employees about personal problems to having family and friends stop by the office excessively can hugely affect the way your employees view you as a leader. If you overhear your employee talking about her date last night rather than focusing on work, you probably wouldn’t be thrilled. It’s important to set a good example for the staff by setting the standard of behavior.

6. You don’t deal with problematic employees

If you don’t deal with problematic staff, one (or both) of two things will happen:

- a. The others will begin acting like them
- b. You’ll lose the respect of the staff

You cannot ignore a problem. The problem will build and you will lose the respect of the rest of your staff if you don’t take necessary steps to resolve the issue. Deal with issues early on before they get out of control.

Staying involved in the day-to-day tasks of your staff members will help you stay on top of any problems or potential problems that may exist. Make sure you are visible to employees by walking around the office and visiting a little with each one. Check in with key people to find out if there are any issues you need to resolve.

7. You are always out of the office

There is no doubt that emergencies come up. Sometimes no matter how hard you try, you have to be out of work for personal reasons, whether it is a doctor appointment or family emergency. But if your employees are rescheduling clients to fit your schedule, you’ll find the clients, co-workers or partnering businesses won’t respect your time.

It’s important that employees are able to count on you for assistance, guidance and support. A manager who is always rescheduling appointments and is not available for their staff members will quickly lose the respect of these people. If you do need to be away from the business a lot for personal reasons, try to schedule these appointments or meetings on the same day each week.

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Guaranty Bank West opened with a ribbon cutting. Rick Svean, manager was honored to cut the ribbon with bank staff, chamber staff of Hemet and ambassadors.

Guaranty Bank West is located at 3989 W. Florida Ave., Hemet, 92548. For information call (951) 791-9200 or visit www.guarantybank.com.

Inland Valleys Justice Center (IVJC), an Inland Empire non-profit company specializing in providing low-to-no cost mediation and arbitration services to the local and legal/business communities, joined forces with the Rancho Cucamonga Chamber of Commerce to announce its grand opening in a ribbon-cutting ceremony.

Inland Valleys Justice Center Executive Director, Kym Adams, and her staff welcomed a throng of anxious well-wishers. Rancho Cucamonga Mayor Pro Tem, Sam Spagnolo, and Rancho Cucamonga Chamber of Commerce Director of Business Development, Sandi Stetnagel, were on hand to award IVJC with Certificates of Recognition from the City of Rancho Cucamonga and the California Legislature Assembly, respectively. Also in attendance were Rancho Cucamonga Chamber of Commerce Chairman of the Board, Brian Weide, Rancho Cucamonga Chamber of Commerce Director of membership, Etisyai Harris, notable members of the Rancho Cucamonga business community and San Bernardino County employees, La Keisha Mosley and Lorraine Armenta.

For information on Inland Valleys Justice Center visit www.ivjc.org.

The Healthy Family Foundation held its annual Chairman’s Circle Wine Tasting and Cellar Tour Fundraiser, hosted by founding Chairman and Board President Bill Powers and his wife, Anita.

The Healthy Family Foundation, based in Palm Desert, is dedicated to preventing child abuse and neglect in the Coachella Valley.

For more information about this foundation and more, visit www.jfkfoundation.org or call (760) 776-1600.

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For information on Inland Valleys Justice Center visit www.ivjc.org.
The Future... continued from pg. 14

mobile specific Website, it probably won’t look the same.

Text is smaller, graphics may not show up and you have to scroll up, down, left, right, etc to view content. You’ll get much more targeted traffic and improved conversions if you create a mobile-enabled version of your site’s main content to meet the demands of today’s multifaceted Internet mobile user. Creating the mobile version of your Website’s content from a layman’s point-of-view requires reformatting the navigation, text and graphics to fit the smaller screen size of Smartphones. The files are then published on your Web server and special code is added to your regular Website to identify the type of device accessing your Website. When a user visits your Website, the appropriate version of your Website is displayed.

It’s a good idea to provide links from your mobile version to your full site as some users will elect to visit your full-size Website.

Engage mobile customers through social networks

If you’re not friending and following, tweeting and YouTubing, you’re missing out on a lucrative opportunity to connect and engage with your target market. Social networking has leveled the playing field; it’s no longer just the companies with an over-inflated ad budget who can make waves. If you learn to add value and create a presence on Websites like LinkedIn, Facebook and Twitter, you can expand your reach, increase awareness of your brand, and create a loyal following of customers who will help promote you!

Research shows that more people access social media via Smartphones than with their desktop computers. People who access the Internet with their Smartphones are more likely to socialize online than their desktop counterparts, according to a Ruder Finn study. The study found 91% of mobile Web users socialize online, while just 79% of desktop users can say the same. The average American spends 2.7 hours a day on the mobile Web, the study found, with 45% of those users commenting on social networking sites and 43% contacting with friends through the sites.

Imagine the impact you can have when your customers can view your YouTube videos anytime they want using their Smartphones. Just think of the effect a viral video could have on your business success. This can only happen if you create and upload the videos to content sharing Websites like YouTube or Vimeo. There are hundreds of video sharing Websites, but start with YouTube since it’s the 2nd largest search-engine.

Keep your videos short, authentic and to the point. If you have a larger message, you may want to break it down to shorter segments as user’s attention spans have shortened.

Don’t Wait… Make Your Brand Mobile

Not only is mobile marketing a great way to gain and connect with new customers, it also enables you to add value for your current customers. By making your brand mobile, you will increase awareness about your company, products and services.

The future of your business is in the palm of your hands, and in the handheld devices of your customers and prospects around the world. If you aren’t on board already, make sure you jump on or you and your business will surely get left behind.

About Ford Saeks

Ford Saeks is a business growth expert who specializes in helping businesses find, attract and keep their customers through innovative integrated marketing and social media campaigns. He is a renowned keynote speaker, author, successful entrepreneur, and CEO of Prime Concepts Group Inc. Learn more about Ford Saeks and his profit-producing resources at www.ProfitRichResults.com and www.PrimeConcepts.com.

“Time Out”

With Bill Anthony

Join Bill “The Ambassador of Good Taste” as he reviews gourmet food, travel and world famous restauranteurs—plus guest interviews with award-winning chefs and renowned wine connoisseurs each Saturday at 3:00 p.m. on “Hot Talk” 1510 AM KSPA Radio.
For the future, let’s recognize that energy security is at least as important as cotton and tobacco, whose prices we support. Oil needs similar support to avoid a repetition of the 1980s, when many financial institutions and investors who responded to the call for energy independence were devastated by plunging prices. Lack of that support will discourage new investments in sustainable energy sources.

Regrettably, the political hurdle is high because people want lower prices at the gas pump. They forget that we also pay for energy security with aircraft carriers, antiterrorism measures, environmental degradation and, most tragically, military and civilian lives.

Housing. My early academic research showed that investments in loans against real estate were worse investments than loans to businesses. Collateralized loans to U.S. companies, which create nearly all American jobs, have stood the test of time. Meanwhile, investors have suffered some $1 trillion in losses on supposedly safe mortgage-backed assets. Consider how many more jobs small businesses would have created if they’d enjoyed the same terms we gave homeowners—easy access to 30-year, government-guaranteed loans at near-prime rates with no prepayment penalties. Those terms encouraged larger houses—the average size doubled in a generation to 2,500 square feet, even as family size shrank. This required more land farther from cities, and we bought bigger cars for longer, energy-wasting commutes.

It was a great misallocation of resources spurred by government policy and individual choices. We justified it on the theory that home ownership is a social good that builds personal responsibility and contributes to stable communities. But our ill-conceived policies produced the opposite—excessive consumer debt, irresponsible lending, mortgage defaults, unemployment and declining neighborhoods.

Ironically, a larger share of the population owns homes in many other countries where borrowers don’t have a mortgage-interest tax deduction and put up far more equity (and where lenders have recourse against their non-housing assets). American policy makers got it backwards: In the long run, jobs support housing, not the other way around. Among other reforms, we could start a gradual phaseout of non-recourse residential mortgages.

Entitlements. Unrealistic promises of overly generous health and retirement benefits forced General Motors, once the world’s largest company, into bankruptcy. Unfortunately the simple math of GM’s situation applies to many institutions, including state and local governments that face massive pension commitments.

Looming even larger are the federal government’s long-term...
obligations to recipients of Social Security and other entitlements. The problem is rooted in (a) unrealistic assumptions about rates of return on assets; (b) falling ratios of current workers to retirees; (c) workers who pay in to the system for too few years; and (d) pensioners who live longer than the original planers assumed. It’s a complex problem whose solution will almost surely involve a political compromise between higher wage taxes and lower real benefits. But an important first step would be to periodically adjust minimum retirement age to 85% of average life expectancy.

**Education.** In 1982, the Milken Family Foundation began to study which factors had the greatest impact on student achievement. What we found was that teacher quality is far and away the most important school-related factor. In response, we launched an educator awards program to seek out, recognize and reward exceptional teachers.

In 1999, as more nations moved ahead of America in student performance, our foundation launched TAP (The System for Student and Teacher Advancement) to attract, develop, retain and motivate the best teaching talent. TAP, now run by the National Institute for Excellence in Teaching, a public charity, works with school districts in a growing number of states to hire and keep the highest-quality teachers possible. It does this through powerful, embedded professional development, transparent and fair teacher evaluation, and performance-based pay. Widespread adoption of such programs would provide a major long-term stimulus to the U.S. economy, and help regain the educational leadership we once enjoyed among nations.

**Health.** Out of every $10 our nation collects in taxes, the government invests only a few pennies on medical research aimed at reducing suffering and death from heart disease, cancer and other dreaded conditions. Faster medical advances would lessen pain and grief while yielding enormous productivity benefits. More publicly supported research will help, and we should demand it.

But we should also demand more of ourselves. The Milken Institute’s 2007 study, “An Unhealthy America,” notes that 70% of health costs (more than $2 trillion a year) are related to lifestyle. So prevention is at least as important as finding cures through research. Government programs are no substitute for personal responsibility in reducing the costs that flow from smoking, poor diets and inadequate exercise.

**Immigration.** While the public debate centers on undocumented, low-skill workers, we should be equally focused on high-skill professionals in whose faces we’ve too often slammed the door. From Alexander Graham Bell and Albert Einstein to Jerry Yang, Sergei Brin and thousands of others, immigrants have historically boosted our economy. One example: More than half of Silicon Valley’s science and engineering workforce is foreign-born.

Canada, the United Kingdom and Australia encourage immigrant investors. China, Russia and Israel, among other countries, appeal to their highly trained technical diasporas to “come home.” Singapore entices leading researchers and technologists to its $2 billion Biopolis biomedical center. The real immigration issue is not only huddled masses yearning to be free—it’s smart entrepreneurs and scientists who can change the world. Any nation that fails to welcome them will fall behind.

I have long proposed expanded visa programs for skilled workers and for substantial investors who purchase property or create jobs. (These workers and investors are also consumers, so let’s not discourage them by taxing their foreign income.) And we should grant permanent residence to graduates from accredited science and engineering programs.

These are not new issues. In most cases we can address them without more taxes and government spending. What we do need from both parties in Washington and our statehouses is leadership. That includes a determination to tell the often-uncomfortable truth. Stop telling Americans they can have it all and start doing a better job of allocating the resources we have.

Our competitors are directing increasing resources to human-capital development and energy security. We have the capacity to match them. But do we have the will?

Mr. Milken is chairman of the Milken Institute in Santa Monica, Calif. The above is adapted from the forthcoming book “Where’s Sputnik?” to be published in 2011.
ARMC Pediatrician Honored By Unforgettables Foundation

Arrowhead Regional Medical Center pediatrician Webster Wong was recently named as a winner of the Top Doctors Award by the Unforgettables Foundation, for his special and longterm commitment to children. The award was presented at the “10th Annual Lights for Little Lives” ceremony honoring the memory of children’s lives.

Dr. Wong, chairman, department of pediatrics, was nominated by the San Bernardino County Medical Society. He was described as “a leader with 15 years of experience in primary care, who is improving medical management, enhancing patient care, and exploring innovative methods for more efficient care.”

The Unforgettables Foundation Top Doctors Award is presented to doctors who show exemplary service and accomplishment in the region, and who are advocates for children. Dr. Wong, one of six local physicians to receive the award, helped establish ARMC as a baby-friendly hospital, one of just 100 in the nation. ARMC received the Baby-Friendly designation from Baby-Friendly USA for providing care emphasizing the benefits of breastfeeding and skin-to-skin contact for newborns.

“I’m honored to have received this award,” said Dr. Wong. “Treating children is a gift in itself; to be recognized for the work is truly appreciated.”

ARMC is a state-of-the-art acute care facility offering a full range of inpatient and outpatient services, three family health centers, Level II trauma center, 24-7 emergency department, mobile medical clinic, primary stroke center and a regional burn center. For more information, please visit www.arrowheadmedcenter.org.

Coldwell... continued from pg. 10

Coldwell Banker, a master franchise for Portable On Demand Storage (PODS) in British Columbia, Canada. They attribute their success to working with the best people, providing strong marketing and selecting great real estate.

“We put in tremendous effort right from the start to run a first class operation,” explained company Vice President Chris Lamoreaux. “By employing the right team, understanding client relations and investing money into advertising and marketing, will help us continue the success as the market leader.”

Chris and Jason Lamoreaux keep themselves involved with the community. Jason Lamoreaux is a member of the Apple Valley Rotary Club, and was recently appointed to the Town of Apple Valley Planning Commission by Councilman Curt Emick. Chris Lamoreaux is an active member the region’s chambers of commerce and a committee member of High Desert Opportunity.
When Planning Your 2011 Advertising Budget, Consider...

Real Estate...

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west of I-15, located at the north- west corner of Bellgrave and Milliken Avenues.

Roughly 64 unimproved residential acres sold in the southeastern portion of the Esperanza Specific Plan. The property currently has a Specific Plan and approved Tract Maps for 371 units. There is also a development agreement approved and signed. The seller was Amberhill Development. The buyer was Genstar/GDC Communities and RCCD.

In the southwestern portion of the Esperanza Specific Plan, 74 unimproved residential acres traded in an REO sale. The property, which is situated between the Cantu-Galleano Ranch Road and Limonite Avenue off-ramps on I-15, has approved Tract Maps for 289 units and 10 acres for a future school site. The seller was US Bank. The buyer was Genstar/GDC Communities.

In the West Haven Specific Plan in the NMC, 38 unimproved residential acres located at the northeast corner of Turner and future Schaefer Avenues also sold in an REO sale. The site is approximately 1 mile south of the 60 Fwy and approximately 1 1/2 miles west of I-15, and is located between the Archibald and Haven Street off-ramps off of the 60 Fwy.

The property currently has a completed Specific Plan, and a Tentative Tract Map for 143 units. It sits adjacent to existing residential housing on the north and west sides of the property. The properties to the west and north are part of the Archibald Ranch Specific Plan, which is completely built-out and the homes are occupied. The seller was US Bank. The buyer was CV Communities.

According to Whittlesey, the buyers plan to hold the properties for approximately three years before they move forward with their development plans. He also let us know that the firm had recently negotiated the sale of eight separate SoCal land transactions totaling approximately 335 acres, encompassing over 1,500 lots and units, for a total consideration of more than $39 million.

Riverside Corp HQ Facility Trades for $10.5 Million

In corporate real estate news from the Inland Empire, Aviar Investments LLC paid $10.5 million for a 175k square feet ($60/sf) HQ/distribution property in the city of Riverside. The property, located at 900 S. Dupont Avenue, was purchased from Principal Life Insurance.

Aviar, operating under Innova Champion Discs, a leading manufacturer of disc golf equipment, plans to immediately begin using approximately 50 percent of the property for its corporate headquarters and distribution facility. The remainder of the property is occupied by Proctor & Gamble. The plan is for Aviar to occupy the remainder of the building when Proctor & Gamble’s lease expires.

“This is a Class A distribution facility that is strategically located in the Inland Empire near major roads and freeways. It provides the perfect layout for Innova Champion Discs’ facility needs and also offers a slow transition for the company to consolidate and grow its operations,” Rhoades said.

The property is located within close proximity to Interstates 10 and 15. Mike McCrary and Ruben Goodsell of Jones Lang LaSalle represented Principal Life Insurance in the transaction. Roger Rhoades of Grubb & Ellis brokered the deal for Aviar.

Ontario Extends Development Impact Fee Deferral Program

Ontario’s mayor and City Council unanimously voted to extend the City’s Development Impact Fee (DIF) deferral program, in an effort to foster continued investment and development in the community. The DIF Deferral Programs

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The 8 Things...

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8. You overreact when we approach you with concerns or problems

You can be a good leader 90% of the time, but if you’re losing it 10%, that’s what they’ll remember. Overreacting in any way to an employee bringing an issue to your attention is a bad idea. It’s important for the staff to know they can come to you with problems and keep you updated on the business. You don’t want to make them feel guilty for doing this; rather you want to encourage this behavior. Your team knows things about the business that you may not be aware of sometimes. You need to know what they know, or your business may be in danger. Overreacting to anything your staff members tell you will only discourage them from keeping you informed.

Everyone, even management needs to work at being a better team member. Begin by realizing the strengths and weaknesses that you have as a leader and work on the things you could improve on. By being aware of the frustrations your staff members have, you can work to change those habits.

You’ll earn the respect of your employees, they’ll be happier and more productive and the business will benefit.

For more information, visit www.DentalManagementU.com or e-mail Rhonda@MilesandAssociates.net.
For Planning 2011 Advertising, Marketing, and Publicity With The Inland Empire Business Journal

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This Year’s...

continued from pg. 20

was right side up when he slid it into the projector. You can also create a photo book. For myself, I am combining the iPhoto functions with a little program in Microsoft Word to create a calendar of local cats for my wife.

The iMovie function is pretty much the same thing as iPhoto for motion pictures. Plug in your video camera and download the footage. You can then edit out the parts you don’t want in a drag-and-drop function. This beats the heck out of cutting and taping those old 8-millimeter films. Like iPhoto, iMovie has a People Finder function, sort of like the FBI’s photo recognition things. And yes, it even works on the cats. The new iMovie also lets you edit the sound, for which the Academy has an Oscar, which so far has gone to people like Lucas and Spielberg. Now you can be in the running.

Also, you can publish your work. You know how TV news shows are always asking you to send in video of any news you may shoot. This will allow you to send in polished reports. Every man, his own Geraldo.

GarageBand, all one word, is the answer to every high school groups dream. Rather than having to move the cars and mike with the group out there in the garage, you can record instrument after instrument one at a time in sync with the rest and create your own music. Like the guy who sang, “Don’t Worry, Be Happy” you can do all of the tracks by yourself.

Most of this has been in the program for a while, but the new 2011 version has added some point of sophistication. Flex Time and Groove Matching makes it possible to sweeten the sound by putting everything in proper sync and matching the rhythm.

GarageBand also acts as a music teacher, with basic lessons for the guitar and piano. Now you get

The 2011...

continued from pg. 23

growth in developing economies.

• Although U.S. money market interest rates are expected to remain steady and low as a result of the Fed delaying any policy interest rate increases until early 2012, longer-maturity interest rates are likely to drift higher because of stronger credit demand, a mild increase in the actual inflation rate and the expectation of Fed interest rate hikes in 2012.

• Relative to the U.S., foreign sovereign fixed income is likely to outperform in those economies where central government fiscal environments are more favorable and their currencies might be expected to appreciate relative to the U.S. dollar. Examples of such economies are Canada, Australia, Norway and South Korea.

• With the U.S. economy expected to grow faster in 2011 and with corporations holding large amounts of liquid assets, corporate bond default risk would be expected to diminish.

• In contrast, with the severe operating budgetary and public pension challenges being faced by state and local governments, municipal bond default risk would be expected to increase.

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Dining Out in Corona Del Mar

By Joe Lyons

Ambiance is such a preten-
tious word.
It has something to do with
atmosphere and decor and the
smells that hit you when you
walk in the door. Some restau-

rants are like magic castles.
Some are like bus stations.

Rothchild’s in Corona Del
Mar is very much a French
chateau. It has a wood decor
with 19th century original oil
paintings. It is small and
quaint with only 18 tables.
Dare I use the word “roma-
tic?”

It’s not a place to go with
the guys to watch a game.
In fact, they proudly
declare that they have no
tertainment and no dancing.
That’s just fine with me, as I
hate having an intimate con-
versation that has to be
hollered over the band.
Besides, if I’m taking the lady
to Corona Del Mar I want to
impress her with my wit and
charm, not my lack of dancing
talent.

As for dinner, expect
northern Italian cuisine. Yes,
that will include
pasta but this is
no spaghetti
house. You will
find chicken,
rack of lamb,
and veal
dishes. They
have a number
of daily spe-
cials, which
include fresh
fi sh.

(Somebody once said, “If it’s
not fresh, the customer will
know right away.”)

And here’s a special treat.
Rothchild’s serves lunch and
dinner seven days a week.
Don’t let the Corona Del Mar
location intimidate you either.
There is no dress code. (Well,
be reasonable.)

Starting with the appetiz-
continued on page 36

New York Grill

909 / 987-1928

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

It’s New York without the attitude! This award-winning
restaurant is where famous fare is finely defined. Our menu
features prime steaks, Australian lobster tail, garlic roasted
chicken, rack of lamb, prime rib and fresh seafood
specialties. Join us for jazz in our Manhattan Room where
acclaimed artists have made us the Inland Empire’s most
intimate jazz experience! We take care of every detail with
innovative menu items, specialty dishes, dramatic desserts,
outstanding wine selection and entertainment to comple-
ment your dining experience - and discover our magnifi-
cent banquet rooms, perfect for hosting your next event.
Dining... continued from pg. 35

ers—it would help to point at the menu if you can’t pronounce the names. You could go with the easy ones, they’re still good—chilled cucumber-dill soup and homemade lobster bisque. (The bisque is homemade, not the lobster.)

Pate Maison comes with crackers and homemade Cumberland sauce. You can figure that one out for yourself.

Their menu does take on a certain savoir-faire. A name like Vitello Rothchild’s may sound exotic, but it’s just veal medallions. OK, not “just” veal medallions. These are served in lemon and herb butter with lingonberries. Yes, it’s pricy by Inland Empire standards, but you will get to find out what lingonberries taste like.

The Filet Mignon au Piovre is more than just the center cut filet. It comes with a peppercorn, brandy cream sauce with shallots and thyme.

Did I mention the fresh pasta dishes? They feature Linguine Marmonte. That would be the crab and shrimp with mushrooms and garlic in cream sauce. There is also Linguine Pescatore with clams and shrimp.

Desserts also have some tongue twister names, but the mandatory tiramisu is right in the middle of the list. If you only have room for one sweet dish, let me recommend the Linzer Torte. This is a raspberry filled hazelnut pastry served warm and topped with Bavarian cream. I’m thinking a small Amaretto would go well here.

Speaking of adult beverages. Rothchild’s is rightly proud of their “very extensive wine list.” And for Sunday brunch they offer a $5 “bottomless” Champagne.

Like I said, ambiance is a very pretentious word but you should find that nothing says “I’m sorry” like a fine dining experience in Corona Del Mar. Reservations are recommended, and I would suggest that you don’t wait until you have to apologize before you make the drive.

Consider Rothchild’s a reward for surviving the holidays together.

Rothchild’s Restaurant is at 2407 E. Pacific Coast Hwy. Call them at 949-673-3750.

Recycle, Reduce, Reuse, Rebuild!

The ReStore is a discount home improvement center, open to the public, that sells new and used building materials and furniture. All items sold at the ReStore are donated by local businesses and residents. All proceeds are used in funding the construction of Habitat homes.

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Visit the ReStore today at 4609 Holt Blvd. Montclair, CA 91763
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Saturday, 9 am—5 pm
Residential Real Estate Builders Serving the Inland Empire

<table>
<thead>
<tr>
<th>Firm Name</th>
<th>Address</th>
<th>Sales $ 2009 Volume</th>
<th>Sales $ 2010 Projection</th>
<th>Number of Units Constructed in 2009 Total</th>
<th>Single Family</th>
<th>Apartments</th>
<th>Condo Town Homes</th>
<th>Year-End Inventory</th>
<th>Top Local Executive Title</th>
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<td>KB Home</td>
<td>36310 Inland Valley Dr. Wildomar, CA 92595</td>
<td>$421,000,000</td>
<td>$334,000,000</td>
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<td>1,709</td>
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<td>Steve Ruffner</td>
<td>(661) 219-6900/677-2602</td>
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<td>D.R. Horton</td>
<td>2280 Wardlow Cir. Corona, CA 92880</td>
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<td>280</td>
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<td>Steve Fitzpatrick</td>
<td>(951) 272-9003/972-9797</td>
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<td>K. Hovnanian Homes, Inc.</td>
<td>800 N. Haven Ave., Ste. 400 Ontario, CA 91764</td>
<td>$300,000,000</td>
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<td>720</td>
<td>700</td>
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<td>Jim Rex</td>
<td>(909) 937-3270</td>
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<td>Richmond American Homes</td>
<td>5171 California Ave., Ste. 120 Irvine, CA 92617</td>
<td>$282,000,000</td>
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<td>489</td>
<td>681</td>
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<td>Leonard Miller</td>
<td>(949) 467-2600/467-2601</td>
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<td>MKB Homes Ltd.</td>
<td>175 Technology Dr., Ste. 200 Irvine, CA 92618</td>
<td>$250,000,000</td>
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<td>Tim Kane</td>
<td>(949) 789-8300/789-9375</td>
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<td>Stratham Homes, Inc.</td>
<td>2201 Dupont Dr., Ste. 300 Irvine, CA 92612</td>
<td>$41,000,000</td>
<td>$51,000,000</td>
<td>200</td>
<td>180</td>
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<td>Ali Razi</td>
<td>(949) 833-1548/333-7833</td>
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<tr>
<td>Fieldstone Communities, Inc.</td>
<td>2 Ada St. Ste. 200 Irvine, CA 92612</td>
<td>ma</td>
<td>210,200,000</td>
<td>N/A</td>
<td>302</td>
<td>0</td>
<td>0</td>
<td>N/A</td>
<td>Frank Foster</td>
<td>(949) 790-5408/790-3344</td>
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N/A = Not Applicable
W/N = Would Not Disclose
na = not available

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Robert Reich has sometimes been called a “liberal economist.” While it’s true that he was President Clinton’s Secretary of Labor, it’s also true that he was greatly influenced by Marinner Eccles, chairman of the Federal Reserve Board from 1934 to 1948. Although that period may have been the high tide of President Franklin D. Roosevelt’s New Deal policies, Eccles was greatly respected by Republicans and Democrats alike. He had extensive successful experience as a banker, and had the practical experience of knowing many of the great financial and industrial kingspins of the pre-Great Depression period. There was no doubt in his mind what caused the Great Depression of the 1930s.

Reich points out, “[Eccles’] analysis of the underlying economic stresses of the Great Depression is extraordinarily, even eerily, relevant to the Crash of 2008. It also offers, if not a blueprint for the future, at least a suggestion of what to expect in the coming years.”

The author goes on to cite Eccles’ belief that the major cause of the Great Depression “had nothing to whatever to do with excessive spending during the 1920s.” Reich elaborates:

“It was the vast...accumulation of income in the hands of the wealthiest people in the nation, which siphoned purchasing power away from most of the rest. This was Eccles’ biggest and most important insight. It has direction bearing on the Great Recession that started at the end of 2007. In Eccles’ words: ‘As mass production has to be accompanied by mass consumption, mass consumption, in turn, implies a distribution of wealth—not of existing wealth, but of wealth as it is currently produced—to provide men with buying power equal to the amount of goods and services offered by the nation’s economic machinery. Instead of achieving that kind of distribution, a giant suction pump had by 1929-1930 drawn into a few hands an increasing portion of currently produced wealth.... In consequence, as in a poker game where the chips were concentrated in fewer and fewer hands, the other fellows could stay in the game only by borrowing. When their credit ran out, the game stopped.’

For Eccles, widening inequality was the main culprit.

If you haven’t gotten Reich’s point by now, he goes on to make it especially clear, stating: “...We did not learn the larger lesson of the 1930s: that when the distribution of income gets too far out of whack, the economy needs to be reorganized so the broad middle class has enough buying power to rejuvenate the economy over the longer term. Until we take this lesson to heart, we will be living with the Great Recession’s aftershock of high unemployment and low wages, and an increasingly angry middle class.”

Reich uses most of this fairly short book to back up the view he attributes to Eccles: the working class and middle class in the United States long ago entered a bargain with the wealthiest class not to suck up a massive portion of total wealth, but to allow the less wealthy classes the opportunity to re-grow a substantial portion for their own use. Or else!

It’s the ‘or else!’ that is the real concern of the wealthiest class and as a result, according to Reich, to those who have been in the political arena the longest. Using this approach, Reich seems to be saying something else about the 1930s that we have forgotten. We were not only fighting economic problems, but the birth and growth of two of the most evil ‘isms’ in world history: Nazism and Communism. He may have a point there. During the 20th Century, nearly every unresolved economic problem has been followed by political upheaval and warfare.

Reich suggests seven opening steps to solving the problem of economic aftershock. There is probably value in each of the steps, but after the internal divisions and elections of the past few years, it’s not clear whether Reich, himself, has a positive view of the future. For a short book, it gives us all a lot to think about.

-- Henry Holtzman
Should you...

continued from pg. 17

think they have a pricing prob-
lem—especially when tackling
a larger contract. Most times the
real problem is surfacing the
value the client is looking for,
dividing it into modules or other
bite sized chunks and pricing
each chunk so it can be deliv-
ered in a range of ways from
bare bones to deluxe. Using
these steps can help your com-
pany make the jump to the big
leagues.

For more information e-mail
Stuart at stuart@brsjump.com,
visit his website at www.brsjump.com or call (705) 646-7722.

This Year’s...

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40 total lessons covering genres
and styles from rock and blues
guitar and classic and pop piano.
Better yet—the teachers for
these lessons are people who
made the songs famous. John
Fogerty tells you how to play
“Proud Mary.” Sting teaches
(but does not explain) “Roxanne.” More Artist Lessons
are available for download from
a function called Lesson Store.

The “How Did I Play?”
function turns GarageBand into
a sort of rock band game where
you can score points on your
abilities. It is interesting to note
that iTunes was originally sup-
posed to be a part of iLife, but in
making it compatible with
Windows and just about every
MP3 player out there, iTunes
came a program unto itself.

In short, programs like MS
Office and iWorks help us to do
the things we need to do and
programs like iLife help us to do
the things we want to do. I keep
hearing that the smartphones
will replace computers, but I
have to believe that the basic
desktop computer will continue on
as long as we need to create
the work or play content we
look to in putting into those lit-
tle handhelds. Ain’t technology
great?

Create a...

continued from pg. 7

the most beneficial forms of
support a leader can get. But
masterminds also can get off
track. You will protect the effec-
tiveness of your mastermind by
keeping your finger on the pulse
of the value it provides each
member with a little self-initiat-
ed regulation.

At the end of every master-
mind—or at least occasion-
ally—go around the table and ask
this question: “On a scale of one
to 10, ‘one’ being low and ‘10’
high, what was the value of
today’s meeting for you? Why?”
Then talk about it. What would
the group have to change to
make it a “10”? What would you
personally have to change?

Assessing your mastermind
this way gives members the
chance to ask for what they need
from the group and to take per-
sonal responsibility for anything
they’re doing to hold back the
mastermind (and themselves). It
also gives the group the chance
to grow and evolve to become
the best possible opportunity for
all of the members to get the
support they need.

Gain Your Edge

Regardless of your industry,
business, or profession, you
shouldn’t have to go it alone.
Many talented and competent
leaders share similar struggles
as you, and they can offer a
unique and objective perspec-
tive to whatever challenge
you’re facing. After all, when it
comes to problem solving, two
(or more) heads are always bet-
ter than one. Ultimately, your
mastermind will help you
become a better leader and
enhance your quality of life by
making you feel connected to
other leaders. When you avail
yourself to other people and
think about how you can help
them, you will naturally help
yourself.

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additional information.

BB&K...

continued from pg. 8

tiated key agreements involving
major water bodies across the
state, including the Sacramento-
San Joaquin Delta, the Mojave
River, the Santa Ana River, and
groundwater basins beneath
Santa Maria, Chino, Monterey
and the Antelope Valley.

Real Estate...

continued from pg. 32

for residential and non-residen-
tial development allows devel-
opers to enter into an agreement
with the City to defer the pay-
ment of DIF from the time of
building permit issuance until
final inspection.

Ontario’s mayor and City
Council feel it’s important to
continue encouraging invest-
ment in new residential and
commercial development
throughout the city. By deferr-
ing the development impact
fee payments to the completion
of the project, this alleviates the
burden imposed on developers
of having to pay development
impact fees at the building per-
mit stage.

Programs like the DIF
Deferral Program solidify
Ontario’s commitment to build
the critical infrastructure need-
ed to create a ‘Complete Community’ for its residents and
businesses. The City con-
tinues to work with its develop-
ment partners to move forward
on projects such as the Milliken
Grade Separation, the Historic
Guasti District, Piemonte at the
Ontario Center, and the New
Model Colony, ensuring that the
City’s vision moves forward
and that Ontario’s growth stays
on track. You will protect the effec-
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masterminds also can get off
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Real Estate...

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and that Ontario’s growth stays
on track. You will protect the effec-
tive

THE MIDAS...

continued from pg. 15

sales,” continued Cummings.
“Those are prime locations,
which will go a long way in
helping us to do just that.”

For more information on
Toyota of San Bernardino call
(909) 381-4444 or visit
www.ToyotaSB.com

About Toyota of San
Bernardino

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San Bernardino continues to
earn the highest honors for a
Toyota dealership. It is dedi-
cated to satisfying customers
from the day they buy a Toyota
and for as long as they own it.

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where the prompt and courte-
os sales people help cus-
tomers find the new Toyota,
Scion or used vehicle that’s
right for them.

The service department is
staffed by courteous factory
trained and ASE certified
mechanics. Toyota of San
Bernardino’s service depart-
ment utilizes state-of-the-art
diagnostic machines, comput-
erized equipment and a well-
stocked parts department to
keep vehicles running their
best.
HOME MERIDIAN INTERNATIONAL OPENS LOCAL DISTRIBUTION CENTER

Home Meridian International recently relocated its Phoenix furniture distribution center to a new one million square foot facility in Redlands. The company received personnel recruitment and hiring services funded through the County’s Workforce Investment Board, and utilized On-the-Job Training funds to help pay the wages of 10 employees.

Six months ago, Home Meridian International began working with the County to plan for the move, said Ted Danciart, who oversaw the opening of the distribution center. He was impressed with the organized and efficient hiring services he received from the County.

“Experts at the Employment Resource Center in San Bernardino handled the hiring process for us, including finding and screening candidates, scheduling interviews and setting us up in a private conference room,” Danciart recalled. “We are very pleased with all of the individuals we hired using this process.”

Home Meridian International, which expects to receive and ship approximately 10,000 containers annually through its new distribution center, chose the Redlands location because of its proximity to the Port of Los Angeles.

“Far more than simply a warehouse, this distribution center will be the hub of our freight negotiations and logistics,” said George Revington, president and CEO of Home Meridian International. “In an increasingly global economy, the ability to efficiently track and transport goods is a key differentiator that lowers costs, reduces waste and makes us the preferred provider.”

Home Meridian International is in talks to hire more personnel through the Employment Resource Center.

“This program creates an opportunity for businesses in our County to realize substantial cost savings using federal training funds for their employees, while creating job opportunities for our local residents who have struggled with long-term unemployment,” said Sandy Harmsen, executive director of the Workforce Investment Board and director of the Workforce Development Department in San Bernardino County.

All employers in the County can access no-cost, business assistance which includes: wage reimbursement for employees in On-the-Job Training, customized programs to upgrade the skills of existing workers, help with hiring and screening candidates, as well as access to labor market information, business workshops and free business consulting.

These programs are federally funded and administered locally by the Workforce Investment Board. Businesses are welcome to contact Vanessa Gilmore at (909) 387-9851 for information on the Workforce Investment Board.
If “enchanting seaside village” is a cliché, then the very first time it was used had to be while describing the Southern California jewel of La Jolla. We remember precisely our first La Jolla coastline views our first impression of the panoramic ocean views, swaying palm trees and hillside mansions — it’s Hawaii without the five-hour flight. This was decades ago and we had just returned from our first real long-distance travel experience — an unforgettable, eye-opening journey to Hawaii that exposed a couple of soggy Pacific Northwest college students to bright sunshine and warm saltwater that we never even knew existed. The very next month we were taking a Southern California vacation when we came upon La Jolla and it was, as Yogi would say, déjà vu all over again.

To be sure, the water in Southern California was prettier than it was warm. And there weren’t too many native Hawaiians — although Hawaii doesn’t seem to have many either. WHAT La Jolla did have was the views and that bright sunshine, and we were determined that someday we would come back and live there.

We did eventually live and work there, if only for a brief time, and this special coastal haven delivered on all its promises. The “Village,” as the locals call Girard Avenue and the community surrounding it, is a gourmet blend of those spices that make life so enjoyable — fine dining, world-class shopping, countless outdoor activities, surf, sand, incredible views and, of course, almost-constant sunshine.

Nowadays, the local home values have priced out the average mortal and, if you’re living there, you’ve either done very well for yourself or had the good fortune to grow up in a family that bought local real estate back when local land prices were reasonable — probably sometime just after statehood. But there are two groups of people who are living in the Village temporarily: the renters and the tourists. The renters plunk down several thousand each month for the barest of digs; the tourists stay only briefly but much more economically.

Which is why it’s great to be a tourist in La Jolla. With a choice of several tasteful hotels and spa resorts — and, yes, some are quite reasonably priced — visitors can pretend they’re living the lifestyle for a few days and still go home with money in their pockets. It all begins with watching the people parade down on Gerard Avenue. Plan to have a few days and still go home with money in their pockets. It all begins with watching the people parade down on Gerard Avenue. Plan to have a

sleeve shirt well down over his belt buckle. It must be new La Jolla fashion because his stylish 20-something model-like girlfriend doesn’t seem the least bit embarrassed to walk beside him. Then along comes two 30-something men, dressed almost identically in turtlenecks, expensive sports jackets and shades, surely sheltering in the mid-day sun but cool in their own minds. And on it goes all during lunch, making it almost worth the nine bucks it cost for the sandwich.

Gerard is one of two main streets in the Village. The other is Prospect and it, too, has a large quotient of trendy boutiques, art houses and go-there-and-be-cool restaurants. Check out George’s for spectacular views of the ocean and award-winning cuisine. Brockton Villa’s another one just off Prospect that seems a perennial favorite. A Caesar salad on the outdoor deck at Moondoggie’s can be a refreshing and relatively inexpensive pause as the breezes from the shoreline find their way to this part of the shopping district. Just footsteps from Scripps Park are such outdoor cafes as Cody’s, the French Side of the West and Fay’s Gourmet Seafood.

Scripps Park is, in fact, just a block down from the main shopping district, and yet is anything but commercial. You might find an ecology tee-shirt stand but mostly it’s green lawn and meandering walkways that entice friends, lovers and families to stroll along one of the most picturesque shorelines in all of California. The shoreline is jagged and rocky in places while at the same time offering up just enough beach to lay out your beach towels in some privacy. A 10-minute walk south takes you to the La Jolla Cove and the seals that routinely sun themselves there on the beach.

Skirting the east edge of Scripps Park is a scenic roadway that is often used as a bike route between La Jolla and the more touristy beach town of Pacific Beach. The ride takes you through beautiful neighborhoods — never far away from ocean views — and through the fascinating town of Birdrock. It, too, is artsy and trendy but maybe down a notch in price. If you simply want to drive around the area, the spectacular homes make it worthwhile. One especially rewarding drive is to head up Nautilus Street to the highest elevations in town where the Mt. Soledad Memorial Cross is dedicated to veterans of the two world wars and the Korean War. While there has been a political tug-of-war about whether the cross will remain, the views from this part of La Jolla offer one of the best ways to see the topography of the entire San Diego area.