April 2011

Inland Empire Business Journal

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Opening Doors in Sacramento

Through a $105,000 gift, former legislator Jim Brulte (’80, political science) established an endowment to support political science internships in Sacramento.

“The internship will help enhance their education by giving them up-close-and-personal experience dealing with people in government, seeing the governing process from inside out rather than outside in,” says Brulte, who served 14 years in the California Legislature.

His goal is to fund three to five interns a year beginning in 2012 by raising $1 million to $1.5 million for an endowment.

Dedicated to education, Walter and Leonore Annenberg donated $3 million toward the construction of the Indian Wells Center for Educational Excellence at California State University, San Bernardino in Palm Desert. Above: Betty Barker, U.S. Supreme Court Justice Anthony M. Kennedy, and CSUSB President Albert Karnig joined Mrs. Annenberg at the Annenberg Wing dedication.

Riverside Chamber Installs Officers, Recognizes Members at Inaugural Celebration

The Riverside Chamber’s 111th Annual Inaugural Celebration brought together over 500 business and community leaders and recognized the outgoing and incoming officers of the Chamber’s board of directors. The Chamber also recognized Tilden-Coil Constructors, Inc. with the 2010 Business of the Year award and Debbi Huffman Guthrie with the 2010 Citizen of the Year award. Other honorees included Bud’s Tires and Wheels with the Small Business Eagle Award, Mike Vanderpool with the President’s Award, and Craig Blunden with the Chair’s Award.

SAN MANUEL BAND OF MISSION INDIANS CONTINUES SUPPORT OF STUDENTS THROUGH DONATION TO CRAFTON HILLS COLLEGE FOUNDATION

Continuing its commitment to education in the Inland Empire, the San Manuel Band of Mission Indians has donated more than $189,000 to the Crafton Hills College Foundation to maintain the direct student support services for at-risk students through the Santos Manuel Student Success Partnership-Enhancing the Student Bridge, established in 2010 and named in honor of the first leader and namesake of the San Manuel Indian Reservation.

This donation will make it pos-

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Contact Justin McCarty at 909-608-2955
CVB Financial Corp. Announces Sale of Notes

CVB Financial Corp. (NASDAQ:CVBF) announced the sale of six of seven notes previously held in connection with its former largest borrowing relationship. The sale was made to an unrelated third party and closed on March 25, 2011. The six notes, with a bank carrying value of $42.9 million (and a legal principal balance of $78.1 million), were sold for $41 million. Summarized terms of the sale are as follows:

“We are pleased that this transaction substantially reduces our non-performing assets.”

- $36 million in cash
- $5 million in the form of a note secured by a first trust deed lien on an 80,000 +/- square foot office building located in Ontario. The office building is located across the street from CVBF’s corporate headquarters. The subject note matures in March 2016 and bears a market interest rate.

The seventh note, with a bank carrying value of $2.3 million (and a legal principal balance of $2.7 million) was not sold. This note is presently secured by a first trust deed lien on 26 residential lots in Oceanside. Though this loan has always been to a separate party, the note had been personally guaranteed by the principal of our former largest borrowing relationship. This loan remains non-performing, and we are actively pursuing collection.

The sale of the six notes resulted in an additional charge-off of $1.9 million, which was taken in the current fiscal quarter. Together with the $34.1 million in charge-offs taken previously in 2010, total charge-offs from loans in connection with our former largest borrowing relationship equal $36 million or 44% of the ending legal principal balance ($82 million) in July 2010. CVBF did not take any charge-offs with respect to this borrowing relationship before Sept. 8, 2010.

As part of the overall transaction, CVBF and its former largest borrower executed mutual general releases with respect to the six notes that were sold and, with respect to the seventh note that was not sold (with a carrying value of $2.3 million), CVBF released the personal guarantee of the principal of the borrower.

“We are pleased that this transaction substantially reduces our non-performing assets,” said Christopher D. Myers, president and chief executive officer.

Citizens Business Bank Earns BauerFinancial Inc. Five-Star Rating

CVB Financial Corp. (NASDAQ:CVBF) and Citizens Business Bank announced that BauerFinancial Inc. awarded Citizens Business Bank the highest ranking: Five Stars.

“We are proud to receive this Five Star Rating, especially considering the challenging times for our industry,” stated Chris Myers, president and chief executive officer. The rating was based on Dec. 31, 2010 performance data.

BauerFinancial Inc. star ratings classify each institution based upon a complex formula factoring in current and historical data. The first level of evaluation is the capital level of the institution followed by other relevant data including, but not limited to: profitability, historical trends, loan delinquencies, repossessed assets, reserves, regulatory compliance, proposed regulations and asset quality. BauerFinancial employs conservative measures when assigning these ratings.
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TEMECULA-BASED COMPANY, DRIVEN MEDIA COMMUNICATIONS, SIGNS LANDMARK AGREEMENT AS CO-OWNER OF THE INLAND EMPIRE AUTO SHOW (IEAS)

DRIVEN Public Relations, an international public relations and creative marketing agency, announced that its parent company, DRIVEN Media Communications, has signed an ownership agreement with the Ontario Convention Center and On The Edge Productions, to co-produce the Inland Empire Auto Show (IEAS). DRIVEN Public Relations has provided PR services in support of the IEAS for the past four years and with the continued successes and growth of the show, DRIVEN’s parent company joined IEAS to help drive greater interest from the auto industry, enhance brand awareness, and generate even more excitement around all the best attributes of the show.

“We have worked to grow the Inland Empire Auto Show over the past four years through our public relations efforts and the results have been positive year after year. With media outlets based in the Inland Empire and the greater Los Angeles area covering this show, we wanted to take our relationship with the IEAS to a new level. Our goal in 2011 is to communicate to the greater automotive industry that participating in the IEAS adds value as we are the gateway in to Los Angeles,” said Mike Caudill, president and CEO, DRIVEN Media Communications Inc. “The IEAS has the potential to really drive consumer traffic and help automakers sell vehicles. We also couldn’t ask for better partners in the Ontario Convention Center and On the Edge Productions. With their experience and knowledge, we are poised to make the 2011 IEAS the best it has ever been.”

The IEAS is scheduled for Aug. 19-21, 2011 at the Ontario Convention Center. The three-day event will showcase the newest vehicles available and several vehicles featuring the latest aftermarket trends and upgrades. With its proximity to both Los Angeles and Orange County, the show will be focusing on developing programs and features that will continue to make this show one of the hottest destinations in the Inland Empire for automotive enthusiasts. As part of DRIVEN’s new role, the IEAS website will be newly developed and a social media marketing campaign will work to drive more interest in the event.

“When I came to the U.S., I discovered the fashion industry and eventually started my own business. As my business grew, I needed to buy a factory and City National helped me finance a building. City National Bank always tailors their services to meet my needs.

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Charter Offers Free Calls to Japan Through April 30

Responding to last month’s devastation in Japan, Charter will waive all charges for direct dial long-distance calls to Japan from residential and business Charter Phone® customers through April 30. The free offer will be retroactive for calls placed to Japan from March 11.

“Seeing the horrific images on television and not being able to hear the voice of a family member, a business colleague or friend is unimaginable,” said Jean Simmons, Charter’s vice president and general manager for operations in California. “In times of staggering devastation such as these, what may seem small efforts to some can go a long way in easing the burden of others. We hope to connect friends and loved ones to help ease their pain, and will continue to keep the victims and rescue workers in our thoughts.”

Charter has seen call volume to Japan decline from its peak on March 11, the day the earthquake and tsunami hit the country, although volume remains higher than normal. According to Simmons, about half of calls placed to Japan are being answered.

Charter phone customers will be credited for any calls placed to Japan from March 11-14. Calls made from March 14 through April 30 will not appear on customers’ monthly statements. Free calls can be placed to landline or mobile phones. Calls to operators or directory assisted calls will be charged at the usual rate.

Quote on Nuclear Plant Crisis

“If anybody should have nuclear plant neurosis it’s the Japanese, as the atomization of Hiroshima and Nagasaki gave them a firsthand, horrific experience of what that warhead could do......Yet in Japan today there are 16 atomic energy plants in operation and they have announced plans to build 19 more. As John Salisbury, KXL commentator in Portland, Ore., comments: ‘The Japanese understand full well that the risks of atomic power are small compared to the risks of an energy-short Japan. Is anyone in energy-short America listening?’”

- Malcolm Forbes (1980)
SOCIAL MEDIA & EMPLOYMENT


If you’re one of the many Americans today braving the job market, you’ve probably learned that your social media presence can make you or break you. Relationship-building expert Maribeth Kuzmeski explains how to use your online presence to leave a great impression with potential employers.

In today’s tough employment market, your social media presence can make you (as you tweet your way to a new job) or break you (as that regrettable Facebook photo sends your crumpled résumé sailing into the trash). Yes, like it or not, the “social” in social media is misleading. The phenomenon has now fully permeated our professional lives. And according to Maribeth Kuzmeski, that means if you’re one of America’s 13.9 million unemployed or if you’re just looking to make your next career move, it’s time to consider how to use that reality to your advantage.

“Of course, the Web has been an integral part of job searches for years now,” notes Kuzmeski, author of “The Connectors: How the World’s Most Successful Businesspeople Build Relationships and Win Clients for Life” and “And the Clients Went Wild! How Savvy Professionals Win All the Business They Want.” “But it’s been in only the past couple of years that social media has gotten so important.

“I think many job seekers find out the hard way that it can be a double-edged sword,” she adds. “If you have the right kind of online presence, it can greatly improve your chances of getting hired, but one wrong move and employers might shun you. You have to remember the connections you make online define you. When you’re trying to get hired, you have to be careful of what they say.”

Kuzmeski knows all about making the right impression. An expert on the art of connecting, she teaches her clients how to connect with their customers in order to win business and build loyalty. These same relationship-building skills can help job seekers make the right kind of connections via social media.

Read on for Kuzmeski’s advice on how to get hired (and avoid being fired!) using social media.

Value your social networking connections. You’ve got all those Facebook friends, LinkedIn connections, and followers on Twitter for a reason—use them! In your job search, you should always look to the fruit closest to the ground. Is anyone in your social network working for a company that would be a good fit for you? If so, ask them to keep you in mind the next time a position opens up, or pitch them on your experience and they just might put you in touch with their HR department. If you’re currently employed but looking to go elsewhere, just be sure to keep your communication as private as possible. You don’t want people posting job opportunities or job search well-wishes on your Facebook Wall where a coworker or your boss might see them.

“And, keep in mind the focus of your networking—social and otherwise—should not be on gaining an immediate job offer from those in your network,” says Kuzmeski. “In fact, that tactic almost never works. The goal should, instead, be to build a mutually beneficial relationship with someone who may never even be able to help you get a job, but might know someone who can.

“For example, maybe someone in your network is in a completely different industry from you, but has a huge network of friends on Facebook,” she adds. “He might not be able to help you get a job at his company, but someone in his network might have the perfect opportunity for you. Don’t count anyone out of your networking efforts, especially those who are the closest to you and therefore the most willing to help.”

Put your best Face(book) forward. According to Jobvite.com’s 2010 Social Recruiting Survey, 83 percent of employers plan to use social networks to recruit this year. Will you be someone they hire or someone they avoid? To find out about the “real” side of potential employees, some employers are Googling them as well as checking out their Facebook and Twitter pages. Before you kick off your job search, make sure your Facebook page and other social media profiles are clean and professional.

“If you have any embarrassing or inappropriate material on your profile, it could be quite off-putting to your potential employer,” Kuzmeski advises. “Do yourself a favor and remove those materials. And when you’re engaging in social media activity, think of yourself as a public figure who may have your every word scrutinized.

“And if you think that simply making your profiles private will solve the problem, beware,” she warns. “A twenty-something job searcher recently told me about a new tactic that some employers are using. The interviewer asks the candidate to pull up his Facebook page—right there in the interview, leaving him no time to clean anything up! Yes, social media is a lot of fun, but make sure if you’re looking for a job that your social media sites help, not hurt, your cause.”

Monitor your online reputation. As mentioned above, companies are checking up on people before they even invite them for an interview. And while you know what you’ve posted about yourself online, you might not know about what others have posted about you or your company. One of the easiest ways to monitor your reputation is by setting up Google Alerts that will inform you of anything that has appeared about you online. Just go to Google.com/Alerts and set up a free alert of your name and your company’s name (if relevant). Whenever anything appears online that you or someone else has posted about you, an e-mail will be sent to you with a link to the online occurrence.

“Ultimately, the best way to manage your online reputation is by generating positive search results through your online posts and profiles that will rank as highly as possible on any list of search results,” says Kuzmeski. “But by monitoring these search results closely, you can get out in front of any problems that might arise from something negative someone else has said about you or your current employer online. That way, at least you’ll be prepared with an explanation. Bottom line, protect your most important asset—your brand and online reputation.”

Use proactive posting to stand out online (in a good way). At a time when you’re constantly worried about everything that can be used against you online, you might have an inclination to pull back altogether on your online presence. The reality is you should do whatever you can, when you can, to build your credibility. That’s right: You can, and should, continue to...
Regaining Conference Attendance and Maximizing Your Conference Experience

Trade Conferences—The Value Proposition
Smaller, Multi-Focused Strategy Events • Interactive Workshops and Presentations • Case studies • Targeted Group Focus • Small Business Virtual Expo

By Uwe Janssen

IBAglobal (who this year is holding their 18th Annual World Trade Conference and U.S. Department of Commerce Export Achievement Awards) like many conference planners is struggling with the decline in conference attendance, a result of a variety of factors such as corporate budget cuts, rapidly rising travel expenses, concerns over impact to productivity, and the emergence of Internet-based events.

In order to recapture attendance, rather than focusing on creating a true “Value Proposition,” many conference organizers have tried everything from the large-scale “one size fits all” conference, to advertising detailed agendas months in advance, to bringing in high profile speakers, and even not charging the attendees. The risks associated with these strategies can be significant.

Early detailed agendas do not take into account real-time political and socio-economic changes that affect the businesses of the attendees at the immediate time of the conference. Political agendas, significant costs and “canned” presentations that provide little information of immediate value and last minute cancellations are risks associated with many high profile speakers, whether public or private, and charging little to no fees to attend erodes any perceived value as well as the ability to charge fair rates for fair value in the future. Finally, polling of a wide variety of conference planners, attendees and industry experts shows that many recommend hosting smaller, multi-focused strategy events, bringing diverse groups together under common themes and tailoring event offerings to each group.

In putting together this year’s conference, IBAglobal has a multi-focused strategy—the primary goal of providing attendees with that “Value Proposition.”

Feedback from last year’s conference, attendees allowed IBAglobal to design the framework of an agenda which offers interactive workshops and presentations covering an array of general topics—each one overlap and tie-in with the others. As attendees register for the conference, IBAglobal utilizes the information gathered from the registrations to put together the final agenda—thereby providing targeted programs which include speakers and panelists that can bring to the attendees case studies and experiences of the attendees at the immediate time of the conference. Political agendas, significant costs and “canned” presentations that provide little information of immediate value and last minute cancellations are risks associated with many high profile speakers, whether public or private, and charging little to no fees to attend erodes any perceived value as well as the ability to charge fair rates for fair value in the future. Finally, polling of a wide variety of conference planners, attendees and industry experts shows that many recommend hosting smaller, multi-focused strategy events, bringing diverse groups together under common themes and tailoring event offerings to each group.

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Targeted group focus provides another key component of the “Value Proposition.” Access to investment and business opportunities for foreign delegates, SBA certifications and sources class synopsis for veteran-owned businesses, economic diversification for Native Americans and cultural marketing, export regulations and access to new markets, buyers and suppliers for manufacturers are but a few examples. Providing programs tailored to these groups, while still providing general content that addresses the common themes of international business, regardless of the industry sector or country, offers several benefits. These common themes become

Thank You for Your Support

It has been a busy few months since the November election. I want to thank you for all your support during my campaign and now, as an elected member of the Legislature. I have a lot to learn up there in Sacramento, but more importantly, we have a lot of hard work to do to turn our state around. Working together, I know that we can get California where it needs to be—a state that businesses, families, and freedom thrive.

My first priority in Sacramento has been keeping an eye on the state budget and Governor Brown’s proposal on how to fix this mess that politicians have created. I have some serious concerns about the state budget; there is no structural reform and it is filled with new taxes for our citizens. If you would like regular updates on what is happening in Sacramento, please go to my new website and sign up for my newsletter at www.assembly.ca.gov/morrell.

Join me in returning our state to the founding principals that made America great! I’ll keep you posted....

--Mike Morrell

Budget Transparency Will Make California Accountable

By Assemblyman Mike Morrell
California State Assemblyman Representing the 63rd district

The next time you’re in the state capitol, come visit the Assembly Chamber and look for the assembly motto. It declares: “Legislatorum est justas leges condere,” Latin for, “It is the duty of the legislature to enact just laws.”

This noble pronouncement, the guiding rule passed down from our California forefathers, is a conclusion drawn from an inferred understanding of the meaning of justice. What, then, is justice? This question—What is justice?—is the driving question in the history of politics. It is the purpose of government to answer this question correctly. More importantly, it is government’s responsibility to see that justice is rendered to each citizen.

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Recent Article in Fox & Hound Daily...

Budget Transparency Will Make California Accountable

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THE GAINERS

Top five, by percentage

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THE LOSERS

Top five, by percentage

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<td>Watson Pharmaceuticals Inc.</td>
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<td>55.99</td>
<td>-1.07</td>
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Notes: (H) - Stock hit fifty two week high during the month, (L) - Stock hit fifty two week low during the month, NM - Not Meaningful

Soren McAdam Christenson LLP Welcomes New Partner

Charlie Lowenberg

Soren McAdam Christenson (SMC) announces that Charlie Lowenberg has been promoted to the position of partner. Lowenberg specializes in providing audits, reviews, compilations, and tax returns for commercial contractors. Commercial contractors consist of general contractors, as well as the various types of trade contractors. Additional areas of responsibilities include audits of employee benefit plans for contractors, subject to prevailing wage requirements.

“I assist contractors with the preparation of accurate financial statements they can be proud of, when presenting to their surety or financial institution, to improve and grow their business, of particular importance in this current economic environment.” Charlie stated.

Roger Wadell, managing partner of the firm explains, “Charlie brings a depth of experience to our firm. At Soren McAdam Christenson, we actively seek team members with expertise in the key industries we serve, uniquely equipping them to provide the most comprehensive service to our clients. Ultimately, it makes our firm stronger and better positioned to serve our clients. With Charlie’s proven expertise in the commercial contracting field, he brings valuable knowledge to our team, and we are pleased to welcome him as a partner at this time.”

Lowenberg earned his bachelor’s degree in business administration, with a concentration in accounting, from the University of California, San Bernardino. He has continued on page 39

Duff & Phelps, LLC

One of the nation’s leading investment banking and financial advisory organizations. All stock data on this page is provided by Duff & Phelps, LLC from sources deemed reliable. No recommendation is intended or implied. (310) 689-0070.

Five Most Active Stocks

<table>
<thead>
<tr>
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Monthly Summary

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D&P/IEBJ Total Volume Month 47,509,870
It’s been said that it’s lonely at the top. But it doesn’t have to be. Even the Lone Ranger wasn’t alone. He had Tonto. Alexander Graham Bell had Watson. And Thomas Edison had William Hammer. So why is it that so many executives today feel so alone and disengaged?

According to a recent Gallup Management Journal (GMI) survey of U.S. workers, there are three types of employees: engaged, not-engaged, and actively disengaged. The survey reported that 29% of the respondents were engaged, working with a passion and feeling a profound connection to their company. The not-engaged group, those who have mentally “checked out” of their jobs, made up 56% of the respondents. The remaining 15% are actively disengaged, not only unhappy at work but acting out their unhappiness and undermining what their more engaged coworkers are trying to accomplish.

Maybe even more surprising, the study found that the actively disengaged group includes as much as 10% of executive level employees. The Gallup study showed further that engaged employees are both more productive and more profitable. They tend to stay with their companies longer, are safer, and develop better relationships with the company’s customers. It follows then, that actively disengaged employees are the “one bad apple” effectively spoiling the whole bunch. And, the effects are even more devastating if that bad apple is the person sitting in the executive suite.

What has happened here? Why are so many executives unhappy at work?

Experience with unhappy people tells us that, very often, their unhappiness is a result of feeling as if something in their lives is out of control.

While each individual case will vary, finding the part of your life that is not in control, not in balance, will help you to become more comfortable with your entire life.

Will Rogers once said that “if you’re riding ahead of the herd, take a look back every now and then and make sure it’s still there.” Most top-level executives recognize that they didn’t get to the top by themselves. They’re like the turtle on the fencepost. He doesn’t know how he got there. He just knows he had help. Here are some tips to find a little more peace in the corner office.

1. Recognize that no one works “for” you. They may work for themselves, they may work for their family, or they may work for their customers, but they don’t work “for” you. They work “with” you. Developing a sense of team, shared responsibility for success, and shared accountability for non-success, will go a long way to make you a trusted part of the team again.

2. Develop a culture of caring. Make friends at work. Find your “Tonto.” The Gallup survey showed that fully 76% of engaged employees strongly agreed with the statement “I have a friend at work who I share new ideas with.” It doesn’t matter what your position is in your company. People don’t care how much you know until they know how much you care. Ask them about them. Then shut up and listen to the answers.

3. Create a controlled sense of urgency. Athletes understand this concept beautifully. Football players respond to the snap of the ball with a controlled sense of urgency. Basketball players, hockey players, and baseball players all understand the urgency that must accompany the missed shot, the face-off, or the crack of the bat. A controlled sense of urgency will energize both you and your team.

4. Persist. In his book, “Half Time—Changing Your Game Plan From Success to Significance,” Bob Buford says that there is nothing in life less important than the score at half time. No matter what your age, your position, your success, or lack thereof, you have the opportunity to do new and exciting things with your life in the second half. Re-evaluate, re-invent, re-position, and go for it.

5. Have fun. Join the Compliment of the Day Club. Find somebody doing something right, every day, and celebrate it, publicly. It’s easy to find people doing things wrong. Change the lenses through which you view your company. Look for the good, not the bad. Change your perspective—and celebrate!

For anyone who has been there, the top spot in a company can be a lonely place. Typically they have worked hard, made sacrifices, and dedicated themselves to their job and their company. Then they get there and wonder, is this all there is? Now what?

Both personally and professionally, senior level executives need to repeatedly take stock of where they are. You must recognize and remember that you didn’t get there alone. You must re-engage yourself in your life, both at work and at home. You must remember that your purpose lies in your service to others, to your families, to your employees, and to your customers. You must care. Do that, and it won’t be so lonely at the top. Good luck.

By Jim Bain
The County of San Bernardino Workforce Investment Board Funds Innovative Program

**Attention Business Owners**
San Bernardino County Workforce Investment Board Funds

**Improve Business...Create More Jobs!**

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

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**CITIZENS BUSINESS BANK TO INVEST $100,000 TO CSUSB INVESTMENT COURSE**

Students in a Cal State San Bernardino finance class will have the opportunity to learn how to research, invest and manage stock portfolios, thanks to a $100,000 investment from Citizens Business Bank.

The money is essentially providing start-up funds for the university to launch its first Student Managed Investment Fund “to allow students to do their own investments,” said Jim Estes, an assistant professor of accounting and finance in CSUSB’s College of Business and Public Administration.

Citizens Business Bank Executive Vice President Chris Walters and bank vice president and private client adviser Bruce Branstein presented the investment check to CSUSB President Albert Karnig and College of Business and Public Administration professors Ghulam Sarwar, who is the chair of the college’s Accounting and Finance Department, and Estes during a meeting and lunch on March 17.

“The bank is pleased to be the founding investor for the student fund,” said Walters, who heads the bank’s investment division, CitizensTrust, and was involved in securing the investment for the university. “We are excited about the prospects of developing investment talent in the community and are eager to participate in the advisory council for the fund. Who knows, maybe we will find the next Warren Buffet.”

“We’re delighted with Citizens Business Bank’s generosity and its investment in our talented students and faculty in the College of Business and Public Administration,” said Karnig. “It’s regional programs like these that encourage and inspire our students to excel. We hope that as these young people go on to graduate and will join an increasingly educated workforce in the Inland Empire.”

The two-unit class, which will begin in April, will be divided into five groups of four students, with each group working on investments that they pick themselves.

Estes cautioned that the students will not be given money carte blanche to invest. They will research potential investments for their viability, then pitch the investment to the other student groups, with the final approval or denial coming from Estes and Sarwar.

“The old axiom in teaching is that 50 lectures equal 10 good exercises, equals one real experience. Investing real money, with real consequences, is an incredibly powerful in-class practicum for finance students,” said Monty Van Wort, interim dean of CSUSB’s College of Business and Public Administration, “Indeed, the students will be able to talk of this investment experience firsthand, in a way that will be similar to a full-fledged internship.”

For additional control, the class also will have an advisory board made up of actual bankers, financiers and investment brokers serving as an oversight committee, Estes said. Advisers from Citizens Business Bank and Merrill Lynch have agreed to serve on the advisory board.

Estes, who has worked in the financial services industry for more than 35 years and manages several stock portfolios valued at about $40 million, said the students will learn by actual involvement in the stock market.

Van Wort praised Citizens Business Bank, calling it “a community leader in providing ‘smart’ assistance that will enhance the finance education of CSUSB students for years to come.”

“All the leading educational institutions now give students direct experience in finance by providing investment funds to handle. CSUSB now joins the best institutions thanks to Citizens Business Bank.” Van Wort said. “The most continued on page 39
## Meeting Facilities

### Ranked By Total Square Feet of Meeting Facilities

<table>
<thead>
<tr>
<th>Facility</th>
<th>Address</th>
<th>Meeting Rooms: Total Sq. Ft.</th>
<th>Largest Meeting: Last Renovated</th>
<th>Owner</th>
<th># of Rooms</th>
<th># of Suites</th>
<th>Room Rate Range</th>
<th>Amenities</th>
<th>General Manager</th>
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<td>5101 W. McKinley Ave.</td>
<td>247,000</td>
<td>1948 Los Angeles Fair Assoc.</td>
<td>105,500</td>
<td>7,000</td>
<td></td>
<td>$2,600-7,400</td>
<td>On-Site Catering, New Restrooms, Ample Parking</td>
<td>Dwight Richards</td>
<td>(909) 865-4082, 959-9599</td>
<td><a href="mailto:mtpas@fairplex.com">mtpas@fairplex.com</a></td>
</tr>
<tr>
<td>Palm Springs Convention Center</td>
<td>277 N. Avenida Canadillos</td>
<td>245,000</td>
<td>1987 City of Palm Springs</td>
<td>92,545</td>
<td>8,000</td>
<td></td>
<td>Facility Fees Vary By Size Of Space Requested</td>
<td>Facility Fees Vary By Size Of Space Requested</td>
<td>Jamie Canfield</td>
<td>(760) 325-6611, 778-4102</td>
<td><a href="mailto:rleson@palmspringscc.com">rleson@palmspringscc.com</a></td>
</tr>
<tr>
<td>Marriott's Desert Springs Resort &amp; Spa</td>
<td>74855 Country Club Dr.</td>
<td>210,000</td>
<td>1987 Marriott Corporation</td>
<td>24,816</td>
<td>5,050</td>
<td></td>
<td>$179-379</td>
<td>On-Site Sheraton Hotel, Satellite Theaters, High-Speed Internet</td>
<td>Ken Schwartz</td>
<td>(760) 341-2211, 341-1872</td>
<td><a href="mailto:kc.kimsey@marriott.com">kc.kimsey@marriott.com</a></td>
</tr>
<tr>
<td>NOS Events Center</td>
<td>609 S. E St.</td>
<td>130,000</td>
<td>1987 National Orange Show Corp.</td>
<td>40,000</td>
<td>4,450</td>
<td></td>
<td>N/A Computerized, Drop Down Screens</td>
<td>Wireless Internet Capabilities</td>
<td>Dan C. Jimenez</td>
<td>(909) 888-6788, 889-7666</td>
<td><a href="mailto:dvranberg@nosevents.com">dvranberg@nosevents.com</a></td>
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<tr>
<td>Ontario Convention Center</td>
<td>2000 Convention Center Way</td>
<td>114,000</td>
<td>1997 City of Ontario</td>
<td>70,000</td>
<td>4,500</td>
<td></td>
<td>Business Service, Concierge</td>
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<td>Bob Brown</td>
<td>(909) 937-3000, 937-3080</td>
<td><a href="mailto:apalit@ontariosch.com">apalit@ontariosch.com</a></td>
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### Visitors and Convention Bureaus

- **Ontario**
  - Ontario Convention and Visitors Bureau
  - 2000 East Convention Center Way
  - Ontario, CA 91764
  - (909) 937-3000 • Fax (909) 937-3080
  - General Manager: Bob Brown
  - www.ontariosch.com

- **San Bernardino**
  - Convention and Visitors Bureau
  - 1555 Hunts Lane
  - San Bernardino, CA 92408
  - (909) 891-1151 • Fax (909) 888-5998
  - Sales Manager: Melissa Carey
  - cwc@sancobarto.com

- **Palm Springs**
  - Visitor Information & Convention Center
  - 2901 N. Palm Canyon Dr.
  - Palm Springs, CA 92262
  - (760) 778-8418 • Fax (760) 325-4335
  - General Manager: Rick Fraley
  - rfraley@palmspringscc.com

- **Temecula**
  - Temecula Valley Convention and Visitors Center
  - 26790 Ynez Ct., Ste.A
  - Temecula, CA 92591
  - (951) 676-5090 • Fax (951) 694-0201
  - President: Alice Sullivan
  - info@temeculavc.com

- **Idyllwild**
  - Idyllwild Visitors Center
  - Ridgeview Dr. and Hwy. 243
  - P.O. Box 304, Idyllwild, CA 92349
  - (888) 659-3259 • Fax (909) 659-6216
  - Contact: Debbie Megna
  - dmegna@linkline.com

- **Hemet**
  - Visitors Information Center
  - (951) 658-3211 • Fax (951) 766-5013
  - info@hemetsanjacintochamber.com

- **San Bernardino**
  - Convention and Visitors Bureau
  - 1955 Hunts Lane
  - San Bernardino, CA 92408
  - (909) 891-1151 • Fax (909) 888-5998
  - Sales Manager: Melissa Carey
  - cwc@sancobarto.com
TREATING WOUNDS
Multi-disciplinary expertise and plastic surgeon distinguish Wound Care Center at Pomona Valley Hospital

Mention of the words plastic surgery and most people think of face lifts, breast augmentations and tummy tucks. But for the Wound Care Center (WCC) at Pomona Valley Hospital Medical Center (PVHMC) the skills of a plastic surgeon, combined with the expertise of the physical therapist staff, offer a multi-disciplinary treatment approach that forms the foundation of the WCC’s success.

Every year since opening its doors in 1954, the physical therapy and rehabilitation department at PVHMC has successfully managed thousands of acute and chronic wounds at their multiple outpatient clinics. Staff use state-of-the-art, evidence-based techniques such as sharp debridement of devitalized tissue (the removal of dead tissue or foreign matter from a wound with a scalpel or scissors), compression pumping and wraps to improve circulation, total contact casting (minimally padded, well-molded plaster casts that uniformly decrease pressure) and orthotic shoe modifications to off-load pressure areas (relieving pressure from surfaces of the foot affected by diabetic foot ulcers), and advanced dressings and negative pressure therapy (applying negative pressure via a pump to remove fluids from a wound) to heal even the most chronic and infected wounds and burns.

“We see a very wide variety of wound types in the WCC,” says Physical Therapy Manager Marti Kunishima, PT. “Diabetic and venous ulcers, traumatic injuries and post operative wounds that have opened, thermal and chemical burns and arterial lesions all present their own unique challenges to healing. Identifying the specific cause of the wound, and establishing a definitive diagnosis, are critical in getting the correct treatment plan in place. From the very first visit we work with the patient’s physician to insure we are all coordinated in our efforts.

In 2008, Dr. Dev Wali, MD, joined the PVHMC wound care team to serve as its medical director. He brought his skills and expertise in caring for acute and chronic wound patients to the WCC. As both a board certified general surgeon and plastic surgeon, Dr. Wali has advanced training in wound care, including grafting and surgical flaps.

The treatment of wounds can be complex, says Dr. Wali. “What distinguishes the Wound Care Center at PVHMC is the coordinated approach and integrated aspect of its treatment.” As a plastic surgeon, Dr. Wali understands the medical and surgical options of caring for a wound, which is why he often works in tandem with other medical specialists to treat wounds. Frequently, it is this multi-disciplinary approach and continuity of care that achieves proper healing, optimum outcomes and, ultimately, reduce the risks of potential wound complications.”

Tom Teplir of Chino knows well the benefits of PVHMC’s Wound Care Center. The continued on page 26
Liquidating Inventory the Sales Max Inc. Way

By Jonathan Siu

Presently, Frank Van Heule and his wife, Barbara, own and operate Sales Max Inc., located in Rancho Cucamonga. Sales Max Inc. buys groceries and various household supplies and then sells to secondary markets. Sales Max Inc. has been a family run operation that’s been in business for 36 years. They are in the closeout business which is a different kind of niche. Even in these economic times, their company has been steadily increasing its sales volume, and recently even hired four new employees. The company typically sells to customers in Canada, Washington, Texas, and Michigan.

Frank has been married to his wife for 50 years now, and they have lived together in Diamond Bar for 31 years. She was the one who originally came up with the idea for them to start their own company. Before this, Frank was a sales manager working for a brokerage house as a food broker. When the company decided to accept his proposed profit-sharing pension and medical program, he decided it was time to start his own project. When the company decided not to accept his proposed profit-sharing pension and medical program, he decided it was time to start his own project. The company was formed at their headquarters located in their 17,000-square-foot location in Rancho Cucamonga. Frank does all of the buying and most of the sales himself. He has two daughters, a grandson, and a son-in-law that help him with the family business. His grandson has recently started in sales and is doing very well. A “family team” operation.

A year and a half after the new company was formed they started their own profit-sharing program. Frank says, “Lately, it’s been very good for us…we are finding more and more deals and closeouts. People want to liquidate their inventory more quickly than they used to.” For awhile, they were also the second largest stockholder in a company called Step Ahead Investments based out of Sacramento. They did very well and later sold the company to the Dollar Tree, that owns the company.

“You never turn anybody down, because we build our business on the little guys… As the little guys came along, some of the big guys started coming in.”

Frank says that for as many people that have been in this industry, there are probably 40 to 50 percent that are totally out nowadays—and the other half don’t deal with food because they don’t like it. Food is the majority of their products sold. They only buy canned goods and other dry goods. They also sell seasonal goods such as items that stores normally sell around Christmas, Halloween, Easter, and Valentine’s Day. They buy a lot of seasonal goods because a lot of the major retailers pack it up and ship it back to their return warehouses as soon as the holidays are over. This is when Frank purchases them and repacks them. They might have 14 items in a box and he will make it one item per box and put them into packages of 24 or 36. When customers have a good size order, they can commensurate their own sized packages and Sales Max will do it for them.

One year, Sales Max sold 30,000 Christmas trees. Down the street, they were selling for $40 to $60—and his were being sold for $9.98. The American Christmas Tree Association said that they sold one tree for every 30 seconds that they were open. Half of the time, the goods stored in his warehouse have already been sold.

Keeping with the Christmas spirit, every year at Christmas they donate food and purchase clothing, games, and gifts for the people in the U.S. Military and their families.

Frank says in all 36 years of being in operation, they have never advertised—this industry is all about trust. He said, “You never turn anybody down, because we build our business on the little guys… As the little guys came along, some of the big guys started coming in.” Nowadays, the suppliers, big and small, seek him out when they need to liquidate goods.
Meeting Facilities

<table>
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<tr>
<th>Facility Address</th>
<th>Meeting Rooms: Total Sq. Ft.</th>
<th>Largest Meeting: Sq. Ft. Capacity</th>
<th>Year Built</th>
<th>Last Renovated</th>
<th>Owner Headquarters</th>
<th># of Rooms</th>
<th># of Banquet Rms.</th>
<th>Room Rate Range</th>
<th>Amenities</th>
<th>General Manager</th>
<th>Convention Contact</th>
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<td>Met &amp; Michel Knight</td>
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<td>13</td>
<td>$100-600</td>
<td>Bowling Facility, Private Rooms, Steak House, Sports Bar</td>
<td>Ken Rehman</td>
<td></td>
<td>(651) 674-6080</td>
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<tr>
<td>Riverside Country Fairgrounds 40-310 Empire St. 92503, CA 92211</td>
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<td>N/A</td>
<td>Riverside, CA</td>
<td>N/A</td>
<td>3</td>
<td>WND</td>
<td>B.R. 7 Outdoor Facilities, 15A Car Parking</td>
<td>Daryl Shippy</td>
<td>Pamela Suhart</td>
<td>(760) 883-2447/883-8773</td>
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<tr>
<td>Riverside Convention Center 3461 Orange St. 92501, CA 92201</td>
<td>45</td>
<td>20,000</td>
<td>1976</td>
<td>1996</td>
<td>City of Riverside 4170</td>
<td>15</td>
<td>N/A</td>
<td>B.P.F.O.C. Exhibit Facilities, 20 min. from Ont. Airport</td>
<td>Sharon Solo-Ahleswella</td>
<td></td>
<td></td>
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<tr>
<td>La Quinta Resort &amp; Club 49-499 Eisenhower Dr. 7655, CA 92253</td>
<td>33</td>
<td>17,000</td>
<td>2008</td>
<td>2008</td>
<td>Morgan Stanley 296</td>
<td>800</td>
<td>24</td>
<td>$175-415</td>
<td>5 Golf Courses, 23 Tennis Courts, 7 Restaurants, 9 B. Shops, 4 Pools, 1 Sauna, 1 Pool</td>
<td>Gary Simms</td>
<td></td>
<td>(760) 945-1414/945-7467</td>
</tr>
<tr>
<td>Indian Wells Tennis Garden 76-200 Miles Ave. 92201, CA 92210</td>
<td>47</td>
<td>3,150</td>
<td>1990</td>
<td>1990</td>
<td>Private Owners 2020</td>
<td>3</td>
<td>3</td>
<td>Call for Quote</td>
<td>T.P.F.E.N., Full-Time Tennis Staff, C.F., FP.O.C.R.P.R.X, B.N.S.</td>
<td>Charlie Bauder</td>
<td></td>
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</tbody>
</table>


N/A = Not Applicable WND = Would Not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Copyright 2011 by IEBJ.
Get Hired... continued from pg. 7

To consciously and deliberately craft an online image.

“For example, if you have a well-written blog about something you are passionate about or if you are a conscientious tweeter informing your followers about interesting news stories, you can actually build a very respectable reputation online,” says Kuzmeski. “You should also consider joining the commenting communities on the Web sites or blogs of companies that interest you. By doing so, you can add to their dialogue, and the suggestions and comments you post just might catch the right someone’s eye.

“Taking these steps shows you know how to use the Web wisely and that you are well rounded, well informed, and a great communicator—factors that every company wants in an employee,” she adds.

Build your online résumé using LinkedIn. If you aren’t already on business-focused social media sites like LinkedIn, take the time to set up a profile. In fact, LinkedIn is especially important because it is the most commonly viewed source for job seekers and employers. Setting up a profile is simple: Just go to www.LinkedIn.com, add your picture and a summary of your past job responsibilities, and state what you’re looking for. As a LinkedIn member, you can also join groups, review books, and proactively connect with potential employers.

“Think of it as creating your own living résumé and as a great way for people to connect with you!” says Kuzmeski.

Check out your interviewer. Social media isn’t all about what you do online. It’s also important that you know what your potential future employer is doing online. If you know who you will be sending a résumé to or who will be interviewing you, conducting a little research in advance of your communication can provide you with a big advantage.

“During an interview I conducted with a candidate for my company, the candidate began talking about how much he liked one of the books I had written,” recalls Kuzmeski. “He quoted from the book and offered a story of how he used the information in his career. He had me! I had spent a year writing that book, and the fact that he liked it and gave me information that proved he really read it made me remember him. And somehow he seemed smarter! After 10 interviews in one day, people can start to blur. He never did.

“We didn’t end up hiring him because he had little experience in the type of service marketing we needed, but I gave him a high recommendation to one of our firm’s clients, and he was hired within a week,” she adds.

Make an impact by using video. If you really want to capture the attention of a potential employer, record a quick video. Use it to get an interview or as a follow-up after an interview. Here’s how it works: Instead of just e-mailing a résumé or a post-interview thank-you note, include a link to a video of you. Carefully script your response and record the quick message using a Flip video camera or even a Webcam. Post it on YouTube or some other service and send a link for the video to your potential employer.

Here are some helpful scripting tips for getting the interview:

1. The video should be no longer than one or two minutes.
2. Introduce yourself.
3. Identify the job you would like to be interviewed for.
4. Tell them three things about your background that may make them interested in interviewing you.
5. Thank them for watching the video and ask them for the interview.

continued on page 28
The Simple Truth of Growth: Common sense will more-likely-than-not translate into business success.

The best way to expand the size, scope, and profits of your business is to grow it from the inside, capitalizing on strengths that already exist within your company or brand.

Generating growth by doing what you are good at and doing it better than anyone else is common sense. It works because you are leveraging something you already own—profiting from your company’s Inside Advantage.

If you have any doubts about a common sense approach to growth, take a look at the strategy that built the world’s largest E-retailer:

“We start with customers; figure out what they want, and figure out how to get it to them.” (Jeff Bezos, founder and CEO of Amazon, New York Times, Jan. 5, 2008).

The Harsh Reality of Growth: In today’s intensely competitive, rapidly changing global marketplace, no enterprise can survive without growth.

Moreover, a flourishing business should double in size every five years. Yes, it’s an ambitious goal, but it is achievable if the business leader has a sound growth plan and the determination to implement it effectively.

Most business leaders have an abundance of determination, but all-too-many lack a disciplined strategic growth plan. Here are the most common reasons for the absence of a growth plan:

- Procrastination—“This is my busiest season, but I’ll definitely put my plan in place next quarter—or maybe next year will be a better time.”
- Self-delusion—“We’re experiencing a little slow down right now, but I’m confident I can turn things around very soon.”
- Tried and failed—“I finally gave up because every growth process I tried was unbelievably complex and time consuming.”
- Growth requires investment—“Jump-starting our growth will be expensive and I can’t afford that kind of investment right now.”

In previous generations, the lack of a sound growth plan resulted in a long, slow decline of a business. In today’s world of high velocity technological and geopolitical change, category leaders—even entire categories—can disappear overnight if they fail to develop a strategic plan that anticipates and confronts the accelerated transformation in the marketplace.

Many business leaders who lack a sound growth plan decide to cover up the flaws in their company by investing in an aggressive advertising campaign. This expensive solution seldom delivers the intended results and always hastens the business’ demise.

Other business leaders can’t resist the seductive exhortation to “reinvent” their business. Of all the alternatives to a sound growth plan, “reinvention” is the surest way to self-destruction.

Common sense works: Focusing on the right customer will stimulate growth and enable a business to realize its full potential.

Every company has a variety of important customer segments such as distributors, dealers, stakeholders, vendors, and of course, the end users of the product or service. However, in today’s business world, no enterprise has sufficient human and financial resources to mount an effective appeal to all of its customer segments. To grow your business, you must focus on the customer segment that is most essential to your success. Lack of focus will prevent growth and it often leads to failure.

A number of years ago, Nestle USA assigned my advertising agency a promising small brand they had recently purchased. It was a juice product in a crowded category of “juice drinks” for young children. The previous agency was using animated TV commercials targeting young kids while they were watching cartoons. But, the Nestle brand—Juicy Juice—was not growing.

We discovered that Juicy Juice was made of 100% juice, unlike the competitive products that were made of water, coloring, and sugar. It was apparent that kids didn’t care whether they were drinking 100% juice or colored water. Our solution was to change the target audience from young kids to moms who wanted their young kids to drink a product with nutritional value. This focus on the right customer and the right message fueled the brand’s growth and it’s one of Nestle’s most successful products.

To remain relevant to your customer, keep this in mind—customers’ needs and desires evolve much more rapidly than most business leaders perceive.

Common sense works: You don’t have to be bigger or better than your competitors, but you do have to be different from them.

Your company has an undiscovered or underutilized strategic asset—it might be a different way of thinking or working, a proprietary process, or an uncommon ingredient or technology. It’s something you already do and do better or differently than anyone else. It’s your Inside Advantage.

Your Inside Advantage will set your brand or business apart from competition with little or no investment because this special customer benefit must be well known to only one audience—your most important customer segment.

Does Tiffany’s famous robin’s egg blue box cost any more than any other colored box? Of course not—but to up-market gift givers all over the world, this little blue box stands for elegance and quality and it differentiates Tiffany & Co. However, don’t think you can just create an “image” of difference—your company, like Tiffany, must be different and act differently than its competitors.

The magical moment in your business is when customers decide to buy your product or service because they admire and benefit from your Inside Advantage.

Common sense works: Every company has an Inside Advantage that’s waiting to be discovered and exploited. Right now—somewhere within your business—there is an Inside Advantage waiting to ignite your growth.

Robert H. Bloom is a widely respected authority on business growth. As U.S. chairman and CEO of Publicis Worldwide, he helped craft and implement the growth strategies of some of the world’s largest companies and brands, including BMW, L’Oreal, Nestlé, Southwest Airlines, T-Mobile, and Novartis’ Theraglu and Triaminic. As an entrepreneur, he grew an advertising agency into a successful national business.

Bloom advises firms of every type and size on their growth strategies. He is the author of “THE NEW EXPERTS AND THE INSIDE ADVANTAGE.” For more information or to contact Robert Bloom, please visit www.thenewexperts.com.
Helping Chinese Companies Succeed in the U.S. Market


Just like U.S. companies have to understand Chinese culture when doing business in China, Chinese companies have to understand American business culture if they want to do business in the U.S. The U.S. market, while offering many opportunities for Chinese companies, also presents a variety of significant challenges which include finding the right marketplace, networking, understanding the consumer, a totally different governmental system and regulatory scheme, branding, and product perception.

While many Chinese companies have been successful in navigating through many of these challenges by focusing on how the system works, realizing how differently things are done here than in China, and wanting to learn to play by the business rules of the U.S., the primary cause of failure is the lack of proper branding and marketing. Many Chinese CEOs have developed their manufacturing firms and other businesses in a brutally competitive environment where cutthroat domestic and international competition leaves profit margins razor thin. Chinese company ownership, management, and staff are technically savvy, and while they understand the details of say, finance or operations, they generally have little or no experience with marketing and branding. In most cases, the function doesn’t even appear on their organization chart.

Further challenging Chinese companies are two additional facts: 1) foreign brands have taken much of the market’s high end, forcing Chinese companies to compete on cost, leaving little room for investment in R&D or marketing and 2) many Chinese brands suffer from a “low quality reputation” which prevents Chinese brands from succeeding in the U.S. market. Chinese products account for more than 60 percent of U.S. recalls each year, according to the Consumer Protection Safety Commission. Chinese companies must understand that one recall, one reputation-damaging mistake can spell the end of a company’s opportunities in the U.S. market.

During this year’s 18th Annual World Trade Conference and U.S. Department of Commerce Export Achievement Awards, which will be held May 3rd to May 5th, 2011, at the Pacific Palms Hotel and Conference Center in City of Industry, California, International Business Association (IBAglobal) will feature:

continued on page 31

IBAglobal reserves the right to change the agenda based on number of attendees and information received during exhibitor and attendee registration.

Final Agenda with Specific Program and Speaker Detail will be available after April 15, 2011.
### Meeting Facilities

**Continued from page 15**

<table>
<thead>
<tr>
<th>Facility Address</th>
<th>Meeting Rooms: Total Sq. Ft.</th>
<th>Largest Meeting Area: Sq. Ft.</th>
<th>Year Built</th>
<th>Last Renovated</th>
<th>Owner Headquarters</th>
<th># of Rooms</th>
<th>Amenities</th>
<th>Annual Room Rate: Base</th>
<th>General Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>23. Lake Arrowhead Resort 27984 Hwy. 189, Lake Arrowhead, CA 92352</td>
<td>10,000</td>
<td>4,004</td>
<td>1982</td>
<td>Pacific Capital</td>
<td>162</td>
<td>Roseville, CA</td>
<td>141</td>
<td>S,F</td>
<td>$149-299</td>
</tr>
<tr>
<td>24. DoubleTree Hotel-Clairemont 955 W. Foothill Blvd, Claremont, CA 91711</td>
<td>6,000</td>
<td>3710</td>
<td>1961</td>
<td>H.W. All Stars, LLP</td>
<td>190</td>
<td>N/A</td>
<td>6</td>
<td>S,F</td>
<td>$129-229</td>
</tr>
<tr>
<td>26. Holiday Inn Palm Springs-City Center 1600 East Palm Canyon Drive, Palm Springs, CA 92264</td>
<td>9,000</td>
<td>3,128</td>
<td>1969</td>
<td>Barney Hospitality</td>
<td>249</td>
<td>San Diego, CA</td>
<td>15</td>
<td>S,F</td>
<td>$75-110</td>
</tr>
<tr>
<td>27. Shilo Hilltop Suites 3101 Temple Ave, Pomona, CA 91768</td>
<td>13,000</td>
<td>5,500</td>
<td>1985</td>
<td>Shilo Inns, Inc.</td>
<td>0</td>
<td>Portland, OR</td>
<td>2</td>
<td>S,F</td>
<td>$99-195</td>
</tr>
<tr>
<td>28. Pharaoh's Water &amp; Theme Park 76-661 Hwy. 111, Indian Wells, CA 92210</td>
<td>4,000</td>
<td>6,000</td>
<td>1953</td>
<td>Agua Caliente Band</td>
<td>228</td>
<td>Rancho Mirage, CA</td>
<td>24</td>
<td>S,F</td>
<td>$89-299</td>
</tr>
<tr>
<td>29. Spa Resort Casino 300 N. Indian Canyon Drive Palm Springs, CA 92262</td>
<td>11,000</td>
<td>2,100</td>
<td>2008</td>
<td>Agua Caliente Band</td>
<td>228</td>
<td>Rancho Mirage, CA</td>
<td>24</td>
<td>S,F</td>
<td>$89-299</td>
</tr>
<tr>
<td>32. Best Western Heritage Inn 8179 Sport Ave, Rancho Cucamonga, CA 91730</td>
<td>3,000</td>
<td>1,300</td>
<td>1994</td>
<td>Great Western Hotels Corp.</td>
<td>113</td>
<td>Orange City, CA</td>
<td>29</td>
<td>S,F</td>
<td>$89-159</td>
</tr>
<tr>
<td>33. Best Western Inn Suites 3400 Shelby St, Ontario, CA 91764</td>
<td>3,000</td>
<td>1,500</td>
<td>1990</td>
<td>James Warth</td>
<td>150</td>
<td>Phoenix, AZ</td>
<td>3</td>
<td>S,F</td>
<td>$89-129</td>
</tr>
<tr>
<td>34. Highlands Springs Resort 10600 Highlands Springs Ave, Beaumont, CA 92223</td>
<td>3,000</td>
<td>2,450</td>
<td>1971</td>
<td>OnSite</td>
<td>91</td>
<td>Temecula, CA</td>
<td>2</td>
<td>S,F</td>
<td>$60-150</td>
</tr>
</tbody>
</table>

R&R Business Service, C/COmmercial/Complimentary Continental Breakfast, C/O/Complimentary Catered Buffet, C/O/Complimentary Cocktails, C/O/Corporate Rates, F/F/Free Parking, G/G/Group, S/Special Rate, N/P/Non-Disc. Rooms, D/Disc. Catering, P/P/Parking, B/B/Bar Service, S/Special Events, 2D/2D Discount, 3R/3R Rooms, C/Complimentary Cocktail, T/T/Tennis, W/Wedding Packages, X/Transfers from Nearest Airport

N/A = Not Available

* May Be Seasonal

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

| Address | Total Sq. Ft. | Capacity | Last Renovated | Owner | # of Rooms | Amenities | General Manager |
|---------|--------------|----------|----------------|-------|------------|-----------|----------------|----------------|
| 350 W. Avenue, Pomona, CA 91768 | 10,000 | 400 | 2006 | Cal Poly Pomona Foundation | 100 | WND | Complete Meeting Packages, Full-Service Conference Center, B,F,H,L,R,S,RS,X | Cameron Edmonds |
| 27984 Hwy. 189, Lake Arrowhead, CA 92352 | 10,000 | 4,004 | 1982 | Pacific Capital | 162 | N/P, T, W | $149-299 | Steven Russell |
| 955 W. Foothill Blvd, Claremont, CA 91711 | 6,000 | 3710 | 1961 | H.W. All Stars, LLP | 190 | N/P, T, W | $129-229 | Andrew Belkue |
| 1600 East Palm Canyon Drive, Palm Springs, CA 92264 | 9,000 | 3,128 | 1969 | Barney Hospitality | 249 | N/P, T, W | $75-110 | Olympic Size Pool, 2 Therapy | Charlie Robles |
| 3101 Temple Ave, Pomona, CA 91768 | 13,000 | 5,500 | 1985 | Shilo Inns, Inc. | 0 | N/P, T, W | $99-195 | Complimentary Breakfast Buffet, Complimentary Pick-up & Delivery | Reuben Carrisquillo |
| 8179 Sport Ave, Rancho Cucamonga, CA 91730 | 3,000 | 1,300 | 1994 | Great Western Hotels Corp. | 113 | N/P, T, W | $89-159 | Heated Pool & Spa, Continental Breakfast, B, F, P, S, X | Jenny Liu |
| 3400 Shelby St, Ontario, CA 91764 | 3,000 | 1,500 | 1990 | James Warth | 150 | N/P, T, W | $89-129 | Comp. Bldg. Buffet, Comp. Social Hour, BBQ Weld, S, 50 Suites w/Sunrise Baths, F, P, F, X | Karen Montalvo |
| 10600 Highlands Springs Ave, Beaumont, CA 92223 | 3,000 | 2,450 | 1971 | OnSite | 91 | N/P, T, W | $60-150 | Olympic Pool, Jacuzzi, Tennis, High & Low Rope Courses, Tennis | Michael Ham |
MANAGEMENT

“HEALING YOUR WORKPLACE: Powerful Prescriptions to Prevent Hardening of the Attitudes Among Your Employees”

By Jack Singer, Ph.D.

We live in a 24/7 stressful society, filled with uncertainty in the job market, the economy, competition, etc. A large percentage of employees admit to being unhappy with and psychologically disengaged from their jobs.

Recent research shows that among the least happy and least engaged employees, the annual per-person cost of lost productivity due to sick days is more than $28,000, versus only $840 among the happiest and most engaged employees! Furthermore, job stress alone is estimated to cost U.S. industry at least $300 billion a year in absenteeism, diminished productivity, employee turnover and direct medical, legal and insurance fees.

Matt has been a manager for 16 years. Although his employees seem satisfied with their compensation, surveys conducted with them consistently show that their job satisfaction and morale are low and their stress levels are high.

Matt has been well trained, but seems at a loss regarding helping his employees to feel more engaged or happy with their jobs.

Because he feels helpless to change the job situation for his employees, Matt, himself, is stressed at work and is unhappy in his supervisor role.

Can Matt regain his passion for his profession? Are there techniques he can use which will immediately enhance his employees’ satisfaction and morale? Absolutely!

Below are five powerful prescriptions for enhancing employee morale and job performance and minimizing job stress.

• Rx #1. Provide your employees with empowering goal setting strategies. People are 11 times more likely to reach a goal when they write it down, as opposed to simply thinking about the goal. Have regular meetings with your work team, where in addition to encouraging them to discuss their areas of discontent, join with them in writing down short and long-term goals that are specific and action-oriented. For example, “For this month, we will have four meetings where we will design and implement our new plan for developing a psychologically healthy workplace. Your goal is to bring an idea with you to each meeting.”

Next, ask your people to visualize themselves feeling wonderful once they have accomplished that goal. Ask them to imagine it as if they have already accomplished the goal.

Finally, perhaps most importantly, have them write down ways in which they can sabotage themselves so that they will not accomplish those goals.

Encourage them to be honest with themselves about the kinds of self-talk or self-defeating behaviors that they have unfortunately engaged in before, which contribute to not accomplishing their goals.

• Rx #2. Provide your employees with a sense of control over their jobs.

Psychological studies of jobs are filled with examples of how important it is to give employees a genuine “say” in how to conduct their jobs. The perception that management truly cares about their feelings has a powerful impact on their morale and degree of job engagement.

Have frequent meetings with your employees directed at genuinely listening to their issues and allow them to suggest resolutions. Finally, encourage workers to determine their own specific strengths and put them to use on their jobs. When this is done, employees are six times as likely to be engaged in their jobs and more than three times as likely to report excellent quality of life at their workplace.

Other examples of providing employees involvement in their work are:

• Self-managed work teams
• Employee committees or task forces
• Continuous improvement teams
• Participative decision-making projects

• Rx #3. Provide growth and development programs for your employees, such as brown bag learning programs. Most employees desire the opportunity to gain new skills and knowledge, so they don’t feel stagnant in their jobs.

Information provided by outside experts, which will help them on their jobs and in their lives can serve these needs. Providing lunchtime seminars and workshops on such topics as stress mastery, anger mastery, enhanced wellness, communications skills, as well as cross training them with other job skills enhances organizational effectiveness and improves work quality.

• Rx #4. Provide a variety of planned and spontaneous recognition events for your employees. It’s a no-brainer for companies to provide world-class service for their customers and clients, but they often forget that their most important assets—their employees—need the same.

Why not make your employees feel as valued as your customers? By acknowledging their efforts—not just their productivity—you can increase employee satisfaction, morale, and self-esteem.

Examples of providing recognition:

• Give unpredictable rewards, such as movie tickets, gift certificates, etc., for a job well done

• Create a volunteer committee from across different departments to plan special events to show appreciation for your employees

• Provide free, healthy lunch options for employees (this also benefits by having them stay in the building to discuss work-related issues during lunchtime)

• List the births, birthdays, and other news of interest about employees in the monthly newsletter. Have the CEO or president send out personalized cards to the families listed in the newsletter each month.

• Rx #5. Provide a warm, accepting and fun workplace atmosphere, jest for the health of it! If you want your employees to look forward to Monday mornings, provide an atmosphere that includes fun, teamwork and camaraderie.

Acknowledging employee needs and allowing talent and creativity to flourish will keep employees motivated and happy.

Examples of providing an accepting workplace:

• Have a “Whine and Geeze” area where employees
East Meets West With Dr. Jing Chen

Have you or a loved one been to a doctor’s office and they told you, “Sorry, all we can do now is wait and see… we don’t have any other options now.”

Don’t wait until Western medicine gives up on you to seek “alternative” medicine treatments. One should know the facts which can aid in treating and preventing ailments.

Presently, Doctor Jing Chen is the director of the American AAA Health Care Center, where he practices traditional Chinese medicine and Western medicine at his clinics in Monterey Park and Long Beach. He has helped countless patients overcome medical problems that could not be cured or diagnosed by Western medicine.

There are some big differences in the philosophies and beliefs between modern Western Chinese medicine, and traditional Chinese medicine that we should learn to recognize. Western medicine tends to wait for a problem to appear and then cure it. Scientists are constantly looking for breakthroughs that will fix multiple problems with one cure. This idea is very reactive—sometimes only the symptoms are cured and many ailments have similar symptoms making some patients hard to diagnose. The underlying causes often remain unseen and undiagnosed. Over time, treatments based around antibiotics become less and less effective. Some drugs cause dangerous and unwanted side effects that are not even guaranteed to work because the whole system is too standardized and everybody’s body doesn’t always react in the same way.

Now in traditional Chinese medicine, instead of curing or blocking the symptoms, it tries to diagnose and treat the root cause so that the symptoms don’t resurface. The roots of Chinese medicine go back a thousand years and the same principles that were founded then are still utilized today.

When you see a traditional Chinese doctor, they use their experience and evaluate your personal situation to come up with a more individualized treatment plan. Chinese medicine views the body as one whole system and if one part is off balance, the doctor will help the patient to regain equilibrium. If somebody with a disease seeks help from a practitioner of traditional Chinese medicine, the doctor will try to determine the original cause of the patient’s weakened immune system which, in turn, allowed the bacteria, virus, or other foreign intruders to enter. Traditional Chinese medicine mainly use acupuncture, and natural herbal supplements to treat patients.

Doctor Jing Chen is an amazing traditional Chinese doctor. He treats patients with both traditional Chinese medicine and Western medicine. He uses acupuncture, herbal supplements, and other traditional Chinese medicine treatments to help his patients.

Dr. Jing Chen is a professional and experienced traditional Chinese doctor. He has helped many patients overcome medical problems that could not be cured or diagnosed by Western medicine. If you are looking for an alternative to Western medicine, Dr. Jing Chen is a great choice. He can help you understand the importance of traditional Chinese medicine and how it can benefit your health.
Regaining...
continued from pg. 8
the language, the bonding of the conference around which all attendees can rally, acting as the initiative for these various diverse groups to come together and network. Initially networking around those “common themes” then delving into the specific needs and wants of each group, each sector, creates real opportunity for today’s business. While conferences and trade shows offer the highest potential to create new business opportunities, keep current on the latest industry trends, extend your professional network, and develop client and vendor relationships, many companies simply cannot afford the time or money to attend in person. Internet-based events offer attendees a more convenient and far less expensive experience including Web-based research and training. To further enhance the conference “Value Proposition,” IBAglobal, in partnership with International Business Support Centers (IBSC), is this year unveiling and making available to conference attendees the “World’s First All-in-1 Small Business Virtual Expo” with marketing automation and online training. IBSC has taken the industry to the next level by offering capabilities as one of the most comprehensive virtual platforms available today. IBSC’s virtual events solution not only replicates the impact and effectiveness delivered by face-to-face events, but also provides an enhanced and measurable user experience over the web, so that you can: Generate and qualify leads faster with automatic follow-up, educate and motivate specific target audiences, create momentum around a cause, a topic, an activity or a product launch, capture actionable marketing intelligence in real-time to support immediate ROI requirements.

In summary, learning valuable world trade and economic insights from prominent business executives and government officials, networking and discussing potential sales and export financing with exporters, foreign buyers, trade finance lenders, export credit insurance brokers, and government and industry trade experts, and returning to your company with increased knowledge of the practices, techniques, and tools of technology will make you and your company more productive. That is the true “Value Proposition.”

Tips for maximizing your conference experience:
• Bring a schedule of your preferred sessions to avoid missing them
• Plan ahead and allow for the opportunity for serious business. Know how and where you’ll talk to a potential distributor, wholesalers, brokers or client (a “we’ll get back to you” attitude can lose...continued on page 24
Alan Pekarcik, Dan Vitton, and Nick Frasco of Voit’s Irvine office represented the buyer, Frome Realty Fund – Alpha, LLC in this transaction. “Our client’s acquisition of the property was completed as part of a lender facilitated short sale,” said Pekarcik. “Despite the distressed condition of the industrial market in the Temecula-Murrieta valley, the property is positioned for long-term rental and value appreciation and the Frome family acquired the property at a considerable discount to replacement cost.”

The property is located at 26305 – 26499 Jefferson Avenue in Murrieta near the 15 and 215 Freeways. The seller, Gateway Business Park, LP, was represented by Brandon Sudweeks and Matt Haskin of Sudweeks Commercial Real Estate.

Merlone Geier Partners Purchases Notes on 314k sf Inland Empire Retail Center

Merlone Geier Partners has acquired the notes secured by Village Walk Plaza, a 314k-square-foot community retail shopping center in Murrieta. The notes were sold by an unnamed national banking entity.

Completed in 2008, Village Walk Plaza is approximately 80 percent leased to a host of national tenants including Sports Authority, Bed Bath & Beyond, Babies “R” Us, Office Depot, PETCO, BevMo, Guitar Center and growing regional tenant, Jerome’s Furniture. Situated on 34 acres at the intersection of Kalmia Street and the main retail corridor of Madison Avenue, Village Walk Plaza has more than one-quarter mile of freeway frontage along the Interstate 15 Fwy.

An HFF team that included Senior Managing Director Ryan Gallagher and Directors Bryan Ley, continued on page 24

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Senate Republican Budget Vice-Chair Responds to Governor’s Statement Halting Budget Negotiations

Senator Bob Huff (R-Diamond Bar), who serves as Vice-Chair of the Senate Budget Committee, issued the following statement following the breakdown in budget negotiations with the Governor:

“I share the Governor’s frustration. It is sad the Governor can’t convince Democrat leaders and powerful public employee unions to sign off on pension, spending cap and regulatory reforms that are designed to save money, stimulate economic growth and create jobs.

The Governor pledged to take to the people any tax increase. There was no fine print saying except for taxes on corporations. The $4 billion figure that the Governor cites in his argument flies in the face of his campaign promise, and is a smokescreen to hide the $50 billion payoff that unions will receive under the Governor’s tax plan.

Senate Republicans believe that if the people deserve the right to vote for tax increases, they also deserve the right to vote for a much-needed cap in spending, and pension reforms.

It’s our hope that the Governor and the Majority Party will ask the public employee unions to release them from the ‘spend till it hurts’ pledge so that California can move forward and avoid an all-cuts budget.”

Senator Huff serves as the Vice Chair of the Senate Budget Committee and represents the 29th Senate District covering portions of Los Angeles, Orange and San Bernardino Counties. You can follow Senator Huff on Twitter @bobhuff99.
Kelly Rohfeld and John Crump represented the seller in the deal.

Draftsmen & Craftsmen

In recent construction news, Barnhart Balfour Beatty completed $4.5 million in amenity upgrades to the clubhouse at Desert Willow Golf Resort in Palm Desert. Desert Willow Golf Resort offers two public golf courses and was selected one of the “Best Places to Play” by Golf Digest Magazine. Barnhart Balfour Beatty was construction manager on the projects, which were funded by the City of Palm Desert Redevelopment Agency.

The upgrades include an expansion of the Lakeview Terrace, adding new outdoor terraces to the entire north side of the building, an expansive outdoor bar with a structural steel canopy and skylights, a crushed-glass fire pit with seating area, and a large fireplace. The clubhouse now offers an additional 12k square feet of outdoor patio space with an increased seating capacity of 100 outdoor dining seats and increased banquet capacity of 250.

With exceptional views of the golf course and the mountain ranges surrounding the Coachella Valley, the clubhouse offers the flexibility of hosting multiple events simultaneously. The clubhouse interior has been expanded by 5.3k sf. The dining, ballroom and kitchen areas can now accommodate 312 total guests for larger banquets, weddings and special events.

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John Stewart, on The Daily Show, cried “Freedom.” Many others stood in line outside of the Apple stores as if they were waiting for the premiere of the next Harry Potter movie. At last the iPhone was available for the Verizon wireless network. Until Feb. 10th the iPhone only worked on AT&T.

Even though many of us have horror stories about the AT&T system, or its predecessor, Cingular, the iPhone opened up the smartphone wave. Unlike the iPod craze, in which Apple has been dominant from the opening gate, the iPhone has had to compete with many other models. You can name any carrier, AT&T, T-Mobile, Metro-PCS and others; they all have multiple models. Many of these work on Android, which some debate is an even match for the iPhone operating system.

OK. They all hold and play music, like any MP3 player. They all have clocks and other functions. They all have “apps” which do amazing things, turning the smartphone into everything from a stock ticker to a remote control to a weather forecaster.

There are some 100,000 apps, although many are redundant and some are quite expensive.

True, you can download a lot of free apps; many only cost a buck or two. I did find a home architectural app that cost $249.95 to download. Now that Apple has added an app library for its iMac, even the computer programs like the several iLife and iWork programs can be simply downloaded. No cardbox box. No wrapper. It must be a part of Apple’s “universal” case will be out soon. It will fit both units.

What I find most amazing about the iPhone is that it makes itself indispensable almost from day one. It picked up my iTunes library. It syncs with my desktop calendar and contact info. Most of the apps I want are inexpensive, if not free. The Golf GPS can actually locate Inland Empire courses and direct you around them. I have two weather apps. One is set for Rialto. The other is set for Ontario. I have only to speak a name and the iPhone can call them. If I call The Rolling Stones, the phone finds their songs in the iTunes library and starts to play them.

The camera function is at least as good as the Canon digital that I have been happy with for some time. And the photos download to my desktop for e-mailing out, just like the Canon. Flick the switch and it becomes a video recorder.

Unlike the iPod Touch that I recently reviewed, the iPhone does not rely on Wi-fi locations. I can check e-mails or Facebook pages and make calls from just about anywhere. I can forward music, and photos that I receive to any e-mail address. I can do almost anything in the middle of the parking lot that I can do here at my desk. This is a freedom that Jon Stewart probably did not understand during his rant.

Will there be a demand for a Sprint or Metro PCS or Boost Mobile service? Could be. You can only please some of the people some of the time. For myself, I am pleased.
Treating... continued from pg. 13

Monday after the 2010 Super Bowl, Teplir was assisting his next-door neighbor in putting items in the rafters when the ladder slipped from underneath him. He sustained a blunt force trauma to his knees when he fell to the cement floor but “didn’t break anything.”

Although his neighbor encouraged him to see a doctor right away, Teplir choose to sit with ice on his knees for about three hours. “But the swelling did not recess and ‘it hurt like hell,’” said Teplir.

At PVHMC tiny blisters began forming around his right ankle and then the left. Soon the small blisters were all over his right leg from his knee to his ankle. Soon after he was admitted to an in-patient unit at the hospital and his lower right leg turned black, blue and even purple. He worried about whether gangrene had set in during his five-day stay at the hospital.

Once discharged from the hospital Teplir was referred to PVHMC’s Wound Care Center. “I’d heard of their physical therapy and rehabilitation department but I thought a Wound Care Center was odd and unusual. But the WCC is a ‘great thing that’s available,’” said Teplir.

Originally Teplir said he was seen in the WCC almost daily. “They changed the dressings, cleaned the wounds, and cut and trim the old, popped blisters and skin and treat them with antibiotic creams.”

The blunt force trauma had caused “compartmentalization” from the swelling of nearby muscles thereby cutting off blood supply to the area and the blood build up that occurs. “Blood built up in the knee,” said Teplir “and they had to go in and lance and drain it by squeezing the blood out; it looked like grape jelly. They packed the inside area with gauze.” Teplir continued saying it was “just amazing what the staff did in working with me. Dr. Wali continually checked on the wound, as well."

Physical Therapist Lauren Rossman and Physical Therapy Assistant Victor DeRobles did “the heavy lifting” during Teplir’s treatment. “When one was out, the other stepped in, even other staff were there when needed,” claims the 67-year-old who retired in 2006 on his 64th birthday as a meat buyer for Ralph’s. “They provided instructions on using a walker as I was able to begin walking. And they helped also continued on page 39.
East Meets West in Diamond Bar at East 180°

If you haven’t been to East 180°, you are missing out on a great Chinese dining experience. The executive chef Danny Wong creates authentic Chinese dishes from different regions of China with the majority of them being done in Cantonese style.

Upon entering, you are greeted by a friendly hostess—and to your right, you see an impressive bar that one may expect to find somewhere in Los Angeles. As you walk into the main dining room, you realize how beautiful the interior is from its dark hardwood floors to the large copper pearl drapes separating the bar area. Lining the back wall are two floor-to-ceiling wine coolers. The outer wall consists of comfortable high back booths allowing guests to have some sense of privacy. It is almost impossible to find this sort of upscale ambiance in the greater Los Angeles/Orange County area which is perfect for meeting friends, a date, or first-time clientele.

The eclectic Chinese menu features signature items such as the Shanghai meatballs, Peking duck, salt baked chicken, and the best of American Chinese favorites, such as orange chicken and sweet and sour pork.

I recommend the East 180° beef which starts off with the chef searing a rib eye steak on the grill and then slicing it up and tossing it into the wok with onions and the house made sweet and sour sauce. When it arrives at the table, it is served with a side of salad greens garnished with a spring roll that has been cut in half.

Their Shanghai meatballs is also a very delicious dish. The meatballs are hand made then put into a clay pot with Chinese cabbage and clear glass noodles and steamed for many hours. The dish comes out sizzling, and when you open up the clay pot, you see three giant meatballs that are very soft and flavorful; they almost melt in your mouth.

The salt baked chicken is also one of their signature dishes to be noted. They wrap a whole chicken in parchment and place it in a large clay pot surrounded by pebbles of sea salt. Then they place it into the oven and cook it for an extended period of time until all the natural flavors within the chicken is released and the moisture is retained within the chicken. The service waiter then brings the chicken to you for its presentation and carries it back to the kitchen to be sliced and plated. This is one of the top favorites of most people who have been to East 180°.

To accompany this, order the East 180° fried rice. It was everything fried rice should be. This rice dish includes beef, chicken, and shrimp that had been stir fried with scallions and eggs. The rice is not too greasy and has all the flavors of being cooked in a flaming wok. They also offer brown rice as a substitute for white rice.

In addition, East 180° features a lunch menu starting at $6.95 and a happy hour menu for patrons sitting at the bar. You can try one of their signature cocktails such as the Red Dragon, Rickshaw Runner, or the East 180° Martini created by their friendly bartenders. Most Chinese restaurants are not known for their wine lists, but this restaurant has a wine list to be noted, featuring: Opus One, Benziger, Beringer, Gloria Ferrer, and King Estate.

To accompany this, order the East 180° fried rice. It was everything fried rice should be.
Don’t be overly friendly. It’s important to think of your social media connections as just that—connections, not friends. Just because a potential employer responds to you using informal language in a Facebook post or via Twitter, does not give you the go-ahead to do the same. It is never okay to use texting shorthand such as LOL or TTYL in any communication with potential employers, no matter how informal your contact at the company is with you.

“Remember, just because your immediate contact has no problem sending informal e-mails to potential employees, doesn’t mean that his boss won’t mind it,” Kuzmeski points out. “Other people at the company might be reading those e-mails. And for that reason, you should stay professional at all times.”

Remember, you have to give to get. Social media requires that, regardless of what an individual has attained or achieved to this point in the real world, everyone starts off at the beginning in the social space. Each step up the social media ladder is earned by giving to the other members—whether that is in the form of a fresh, interesting piece of content of your own or by promoting someone else’s content. But the underlying rule is that you must give to get.

“By adding value to the community, you are making more connections and, as a result, earning more friends, more followers, and more trust,” says Kuzmeski. “So don’t hesitate to post job opportunities or other information that your network will find useful. Connect those in your network who might be able to benefit from one another. Just having a network isn’t good enough; you have to play an active role in it if you want to get anything back from those you’re connecting with via social media.”

“No matter what means of communication you prefer, relationships are the real secret to success,”

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Get Hired...

continued from pg. 16

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“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.
Business Summit Targets Businesses to Aid In Economic Growth

The Economic Development Corporation of Southwest California (EDC) announced that the 3rd Annual Business Summit will take place on Wednesday, April 27, 2011 at the new Temecula City Hall Civic Center from 8:00 am—2:30 pm. Last year over 200 local business owners attended the Summit. The event is expected to bring in over 300 registered attendees and 500 regional business owners/managers during the expo, as this year’s theme focuses on “Business Making Business Happen” - helping to assist challenged and growing businesses transition into a new business climate. The Business Summit offers a range of presentations and workshops which include: finance opportunities, technology, business communication skills and human resource solutions. The event will also feature one of the biggest speed marketing opportunities in the Valley. You will have a chance to communicate on-on-one about marketing ideas, meet the different marketing companies from the area, and get real insight on your marketing needs.

The goal of the Summit, as stated by the EDC Executive Director Morris Myers, “is to encourage a stable economy by supporting local businesses in our region, and providing network links between diverse businesses for mutual economic development.”

To pre-register for the EDC’s Business Summit, a $40 admission fee will apply before April 15, 2011. Admission will be $50 after April 15th. The event includes: A series of presentations, business workshops, speed marketing, procurement opportunities, business to business expo, continental breakfast, and lunch. We encourage guests to bring business cards as the event is a great opportunity to network.

The Business Summit is a collaboration with the City of Lake Elsinore, City of Menifee, City of Murrieta, City of Temecula, City of Wildomar Riverside County EDA, the Lake Elsinore, Menifee, Murrieta, Temecula, and Wildomar Chambers of Commerce, The Valley Business Journal, and On the Scene Magazine.

To register or for sponsorship and vendor information log on: www.swcbusiness-summit.org or call direct: 951-694-9800.

Join the event Facebook page: www.facebook.com/EDCBusinessSummit

About the EDC Business Summit:
The Annual EDC Business Summit is hosted once a year to help struggling or expanding businesses reach their market potential. A select group of speakers, presenters and government agencies will participate in the event, which is expected to bring in over 300 registered attendees and 500 regional business owners/managers during the expo.

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

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

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

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

Yes, I want to give a child a second chance at life.

$250 Provides cleft surgery for one child. $50 Provides medications for one surgery. $125 Covers half the cost of one surgery. $180 We'll gratefully accept any amount.

Name City State Zip

Phone eMail

Charge my gift to my credit card: Visa MasterCard AMEX Discover

Account No. Exp. Date

Signature

Send this coupon with your donation to:
The Smile Train
PO Box 96231
Washington, D.C. 20090-6231

*All operate expenses, such as overhead and fund-raising, are paid for with start-up grants from our founding sponsors. The Smile Train is a 501(c)(3) non-profit recognized by the IRS, and all donations to The Smile Train are tax-deductible in accordance with IRS regulations. © 2001 The Smile Train
Nearby Resorts & Vacation Spots

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<thead>
<tr>
<th>Resort Address</th>
<th># of Rooms</th>
<th># of Suites</th>
<th>Rate Range</th>
<th>Owner Headquarters</th>
<th>Amenities</th>
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<td>Miramar Resort &amp; Spa</td>
<td>84</td>
<td>61</td>
<td>$175-470</td>
<td>Marriott International, Inc.</td>
<td>36 Holes Golf (Special Package), 10 Tennis Courts, 5 Pools, Spa</td>
<td>Ken Schwartz</td>
<td>(760) 341-2113/341-1872</td>
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<td>750 Indian Wells Rd. Desert Hot Springs, CA 92240</td>
<td>1,500</td>
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<td>La Quinta Resort &amp; Club</td>
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<td>$175-415</td>
<td>KSL Recreation Corp.</td>
<td>Shopping, 7 Restaurants, Spa, 41 Pools, 5 Golf Courses, Golf &amp; Tennis Schools, 9 Boutique Shops</td>
<td>Gary Sims</td>
<td>(760) 564-411/773-5836</td>
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<td>796-600 La Quinta Blvd. La Quinta, CA 92253</td>
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<td>Arizona Biltmore Resort &amp; Spa</td>
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<td>CNI Resorts</td>
<td>2 Adjacent Championship Golf Courses, 7 Tennis Courts, 8 Pools, Spa &amp; Fitness Center</td>
<td>Andrew Soggin</td>
<td>(800) 955-6600/761-7600</td>
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<td>2401 N. Missouri Ave. Phoenix, AZ 85012</td>
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<td>$185-1,725</td>
<td>Starwood Hotels &amp; Resorts</td>
<td>27 Holes Golf (2 Special Packages), 12 Tennis Courts (Special Package), Pools (5 Packages), Children's Program</td>
<td>Mark Vinequero</td>
<td>(480) 941-8209/474-4111</td>
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<td>6000 E. Camelback Rd. Scottsdale, AZ 85251</td>
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<td>Renaissance Esmeralda</td>
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<td>1989</td>
<td>$49-399</td>
<td>CFT</td>
<td>Business Service, Concierge, Restaurant, Fitness Facility, Golf Course</td>
<td>Tim Sullivan</td>
<td>(760) 773-4448/36-1287</td>
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<td>1800 E. Palm Canyon Dr. Palm Springs, CA 92264</td>
<td>22</td>
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<td>Westin Sienna Hills Resort</td>
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<td>Starwood Hotels &amp; Resorts</td>
<td>Weekend Packages, Transfers from Norton Airport</td>
<td>Tim Pilgrim</td>
<td>(760) 776-2100/77-2138</td>
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<td>71335 Dinah Shore Dr. Rancho Mirage, CA 92270</td>
<td>615</td>
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<td>18-Hole Putting Course, 5 Tennis Courts, Beach, 6 Pools, Spa, Fitness Center, Volleyball, Muir, Bicycle Rentals</td>
<td>David Hall</td>
<td>(800) 344-266-858/581-9214</td>
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<td>1404 W. Vacation Rd. San Diego, CA 92109</td>
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<td>$99-350</td>
<td>KSO</td>
<td>27 Holes Golf (Special Package), 25 Tennis Courts, European Spa</td>
<td>April Schute</td>
<td>(760) 563-2723/568-9454</td>
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<td>4100 Bob Hope Dr. Rancho Mirage, CA 92270</td>
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<td>Business Service, Pool, Restaurant, Room Service, Tennis</td>
<td>Jeff Young</td>
<td>(760) 327-811-778-6680</td>
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<td>1000 North Indian Wells Dr. Palm Springs, CA 92262</td>
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<td>Meritage Hotels &amp; Resorts</td>
<td>27 Holes Golf (Special Package), 10 Tennis Courts (Special Package), 18,000 Sq. Ft. Meeting Space</td>
<td>Ellis Zad</td>
<td>(760) 322-7001/32-6653</td>
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<td>3700 West Vista Chino Rd. Cathedral City, CA 92234</td>
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<td>Agua Caliente Development Authority</td>
<td>Spa Packages, Casino, 24-Hour Room Service, Nightly Turndown, Conference, Refrigerator</td>
<td>David Fendrick</td>
<td>(760) 778-1500/77-1521</td>
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<td>100 N. Indian Wells Dr. Palm Springs, CA 92262</td>
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<td>Destination Hotel</td>
<td>36 Holes Golf (Special Package), 2 Pools, Spa, Restaurant, Shops</td>
<td>Stan Kantowski</td>
<td>(760) 837-1556/155-6118</td>
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<td>4500 Indian Wells Rd. Indian Wells, CA 92210</td>
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<td>Carefree Resorts</td>
<td>36 Holes Golf (Special Package), 8 Tennis Courts (Special Package), Pool, Spa, 5 Restaurants, Desert Tours, Museum</td>
<td>Michael Hoffman</td>
<td>(480) 488-2094/36-1188</td>
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<td>43611 N. Tom Darlington Dr. Carefree, AZ 85377</td>
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<td>L.R.K. West</td>
<td>27 Holes Golf (Special Package), 2 Tennis Courts (Complimentary), Pool, Spa, Fitness Center, Cont. Breakfast, Country Club Privileges</td>
<td>Brad Weiner</td>
<td>(760) 345-646-702-5083</td>
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<td>76-661 Hwy. 111 Indian Wells, CA 92210</td>
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<td>$149-209</td>
<td>JC Resorts, LLC</td>
<td>Exec. Golf, Weddings, Business Travel</td>
<td>Jason Ciel</td>
<td>(951) 694-1000/76-9861</td>
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<td>44501 Rainbow Canyon Rd. Temecula, CA 92592</td>
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<td>$150-575</td>
<td>Kings Enterprises</td>
<td>100 Spa Treatments (World Class Spa and award-winning restaurant)</td>
<td>Tony Calabrese</td>
<td>(760) 329-873-2015/32-1872</td>
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<td>67-425 Two Bunch Palms Trail Desert Hot Springs, CA 92240</td>
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<td>San Luis Obispo, CA</td>
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* N/A = Not Applicable; WMD = Would not Disclose; ex. = 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 timeliness of the listings, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: Palm Desert, CA 92264. WMD: 760-341-2204; Fax: 760-341-2113. DB: 760-341-2313.
Regaining... continued from pg. 24

- Create a follow up mailing list and follow up promptly, whether by just a call or sending additional literature and information. Your handling of requests for additional information will show potential clients you value their time and provide quality customer service.

IBAglobal’s 18th Annual World Trade Conference and Expo and U.S. Department of Commerce Export Achievement Awards
Tuesday, May 3rd Through Thursday, May 5th, 2011
Pacific Palms Hotel and Conference Center, City of Industry, California
Exhibitors • Investors • International • Trade Delegations • Private Entities • Government • Entities • Trade Ministers • Ambassadors • Council Generals • Commerce Officials
For more information www.ibaglobal.org or contact: Jane Lee, Country Manager for Northern America. E-mail: janellee@ibaglobalinfo.org or call 702-506-0833

Helping... continued from pg. 18

Special Sessions for Chinese Businesses in the U.S.—“Branding Yourself for the U.S. Market”

These sessions will feature speakers and presenters who will focus on successful strategies in innovation, marketing and branding for Chinese companies such as:

- When entering the Chinese market, Western companies made the mistake of thinking that China was one homogeneous market. This mistake has been repeated by Chinese companies entering the U.S. market. The U.S. has very different cultural wants and needs by region that must be part of any branding and marketing effort.
- Americans tend to gather information more from TV and, increasingly, the Internet, rather than from newspapers, therefore it is critical to factor into the equation the rapidly emerging social or personalized media; blogs, mobile marketing, podcasts, Web sites and other emerging channels which allow people to individualize their media preferences.

Over time Japan and Korea have developed strong brands in the U.S. market. By understanding the consumer and gaining a reputation for quality, innovation, service, transparency, and strong customer service and capturing this through proper branding and marketing, Chinese companies can be successful in the U.S. market.

For more information or to register at www.ibaglobal.org or contact Uwe Janssen, Chairman at 702-506-0833 or e-mail uwe@ibaglobalinfo.org

JERRY D. MEADS  NEW WORLD INTERNATIONAL WINE COMPETITION

Presents

A WINE EXTRAVAGANZA • GOLD MEDAL SHOWCASE & AUCTION

HILTONONTARIO AIRPORT
700 N. HAVEN AVE.,ONTARIO CA 91764
Sunday, June 5, 2011 • 4:00 P.M. to 7:00 P.M.
DONATION: $65.00 • AT THE DOOR: $75.00
Please make checks payable to:

Pomona Valley Habitat for Humanity
(Building Houses, Building Hope)
OR

The Unforgettables Foundation
(Assisting families with the burial costs on the saddest day of their life...the loss of a child)

NO ONE UNDER 21 WILL BE ADMITTED—Business Attire—No Jeans, No Shorts, No T-Shirts—Dress Code Enforced

House of Ruth
Assisting Families Victimized by Domestic Violence
Concert Under the Stars
Please join us
for a night filled with dining and dancing
July 30, 2011
more information to come

April 2011
Real Estate... continued from pg. 24

Incorporated was purchased by a foreign private investor for $3.3 mil, at a 5.09 percent cap rate. The property is located at 12035 Foothill Boulevard, just west of I-15 in Rancho Cucamonga.

The property is situated within the Victoria Commons master-planned project, on Foothill Boulevard, the primary retail corridor for the Rancho Cucamonga trade area. It is located adjacent to national restaurants and hotels. Located less than 1/8 of a mile from the subject property is Victoria Gardens Regional Town Center, one of SoCal’s premier shopping, dining and entertainment destinations. It features over 150 specialty stores, restaurants, AMC Theatres (12 screens), the Victoria Gardens Cultural Center; and Bass Pro Shops Outdoor World (a 180k square foot sportsman’s paradise).

Brandon Duff and Brad Feller of Stan Johnson Company represented the seller, a California private partnership. According to Duff, “This cap rate is one of the most aggressive I have seen in recent years. We are seeing similar activity on comparable properties we are currently marketing and continue to see investors who are first time net lease investors enter the marketplace.”

Duff went on to say that the buyer was looking for a passive, investment grade, net-lease property in the United States. There were multiple offers on the property and the buyer performed a five day due diligence period and closed seven days thereafter in order to win the deal.

OC Investor Picks Up Fontana Biz Park Property

Heritage Business Center Investment Group LLC, an Orange County-based investor, purchased a 66.8k-square-foot, multi-tenant biz park in Fontana for $4.15 mil ($62/sf). Built in 2009 and comprised of 18 condo units, the business park was 50% leased at the time of the sale. The property is located at 7888 and 7898 Cherry Avenue, just north of Foothill Boulevard.

Rick Nunez, senior associate, and Whit Gifillan, associate, with Colliers International, represented the seller, a Nevada-based developer, Shankle-Law, LLC. The buyer was represented by Windsor Investments.

“Besides its strategic location, one of the greatest advantages of this property is its commercial zoning which allows for a wide range of uses, including commercial activities such as wholesale / retail, distribution and even medical and administrative office uses,” said Nunez.

Watson Breaks Ground on 600k sf Spec Building

In a positive indicator for... continued on page 39
Dean of College of Engineering Announced

Mahyar Amouzegar, associate dean of engineering for research and graduate studies as well as professor of electrical engineering at Cal State Long Beach, has been named dean of Cal Poly Pomona’s College of Engineering. His appointment begins on July 18.

During his tenure at Long Beach, Amouzegar managed and supervised the activities of more than 100 research projects, 40 research faculty and an annual budget of more than $4 million; directed the Center for the Commercial Deployment of Transportation Technologies; managed the university’s joint doctoral program; and served as chair of the electrical engineering department.

“It’s an honor to join one of the nation’s distinguished engineering programs,” Amouzegar says. “Cal Poly Pomona has long enjoyed an exceptional reputation within both academia and industry. I look forward to working alongside an innovative community of faculty, staff, students and industry professionals as we elevate our research profile, expand the graduate program and develop new career opportunities for our students.”

Previously, Amouzegar served as senior analyst in the National Security Division of the RAND Corporation, where he managed dozens of research projects. He was also an assistant professor of mathematics at Massey University in New Zealand and a visiting professor at UCLA and Cal State Los Angeles.

“The College of Engineering has an excellent track record of producing well-qualified graduates who make an immediate impact in industry,” Provost Marten denBoer says. “Dr. Amouzegar’s academic credentials, his experience in the public and private sectors, and his research experience will help the college provide new research and professional pathways for faculty and students.”

Amouzegar has a Ph.D. in electrical engineering (’94, UCLA), a doctor of engineering in operations research (’91, continued on page 43)
East Meets... continued from pg. 21

Dr. Jing Chen is a premier doctor of traditional Chinese medicine who has been involved in clinical practice of traditional Chinese medicine, acupuncture, and herbal medicine for more than 35 years in both China and the United States. Dr. Chen has held professorships in TCM, acupuncture, and Chinese herbal medicine, and is the lead author of the "Anatomical Atlas of Chinese Acupuncture Points," a time honored, one-of-a-kind acupuncture reference text for which Dr. Chen was awarded the Chinese National Science Award (Class One) in 1982.

Dr. Jing Chen is also a highly accomplished calligrapher and artist. His work has been showcased in both China and America. He has presented lectures and demonstrations on the philosophy and technique involved in Chinese brush painting and calligraphy at various schools including: Art Center College of Design in Pasadena and Pitzer College in Claremont. In addition, Dr. Chen is a Tai Chi master. Tai Chi is a Chinese martial art that emphasizes power from within, improves health and is a great form of meditation. He studied under renowned master Chen Fa Kuo. He has taught Tai Chi and martial arts in China for more than 20 years. In June of 1993 he was awarded the gold medal as one of the top 10 outstanding kung-fu practitioners in the world. He currently teaches Tai Chi locally and is considered one of the most... continued on page 39

A Maui... continued from pg. 44
down the road to the Seven Pools and the tiny Palapala Ho'omau Congregational Church. It sits on a bluff over the sea where you will find, in its small cemetery facing the ocean, the grave of Charles Lindbergh.

Nature at her best

If you time your visit to Maui between November and April, you will be treated to one of the most exciting attractions the island has to offer. Whale-watching is a legendary part of the area, and if you are fortunate enough to be in the right place at the right time, you will view whales breaching and blowing just off shore—here is nature at her ultimate. Up close and personal (that the law will allow) whale-watching excursions depart from the wharves at Lahaina and Ma’alaea every day during the season. These splendid, endangered giants come to mate and birth in the warm Hawaiian waters. A better view of nature is hard to come by.

For the budget minded, a stay at a bed and breakfast can be found to be very affordable and charming. They are scattered throughout the island. Call the Maui Visitors Bureau for updated locations, brochures and general information at (808) 244-3530 or visit www.visitmaui.com.

Getting there

Nonstop and connecting service is offered from Los Angeles to Maui. Check with a knowledgeable, reliable travel consultant, they are kept up to date on the best packages and deals available.

Camille Bounds is the travel editor for Sunrise Publications and the Inland Empire Business Journal
Building 8’s addition is under construction at the Fairplex in Pomona. This new conference center is expected to hold about 250 events a year—social events, trade shows, meetings, and much more. The conference center will consist of the existing 35,000-square-foot Building 8 near the Sheraton Fairplex Hotel and a 50,000-square-foot addition under construction. The center will have a series of meeting rooms ranging from 975 to 1,200 square feet. The ballroom will be the largest in eastern Los Angeles County. It is expected to be completed this August.

Business networking mixer hosted by Costco Lake Elsinore—the Lake Elsinore Valley Chamber of Commerce and Costco held a successful business mixer. This was a great opportunity to meet other community members and showcase their business plus make great business contacts.

For more information about upcoming events visit www.lakeelsinorechamber.com or call (951) 245-8848.

Goller Construction Management took home the first place trophy at the Montclair Chamber of Commerce Golf Tournament held at Sierra Lakes Golf Course.

In Apple Valley, the grand opening for Exit Realty Blaine Associates.
CWCI Research Tracks the Growth of California Workers’ Comp Expenses

California workers’ compensation medical expenditures fell sharply immediately after the enactment of the 2002-2004 reforms, but that decline was short-lived, and after rising steadily since 2005, average payments for treatment, pharmaceuticals and durable medical equipment (DME), medical management/medical cost containment and med-legal reports are back above pre-reform levels according to a new CWCI study.

For its study, the Institute examined data from more than half a million California workers’ compensation indemnity claims with dates of injury from January 2002 through March 2010. The data included policy, claim, benefit and medical service detail based on payment and medical bill review transactions through June 2010, which were used to calculate average medical payments at six valuation points: 3, 12, 24, 36, 48 and 60 months post injury for claims from the nine different accident years. The results reinforce the findings of a 2010 Institute study, noting a decline in average medical expense payments per claim from accident year (AY) 2002 through AY 2005, followed by a steady escalation from AY 2005 through the most recent measurements. For example, after declining 14.1% from $6,381 in AY 2002 to a post-reform low of $5,480 in AY 2005, average first-year medical payments on indemnity claims have jumped 63.4%, hitting $8,956 in AY 2009.

To understand the impact of various medical components on the medical cost trends, the authors also calculated the average amounts paid for treatment, pharmacy/DME, medical management and med-legal reports at 12 and 24 months. All four medical expense categories showed similar patterns at the 12-and the 24-month valuations, with average payments bottoming out in 2004 or 2005, then rebounding to new highs over the last five years. The break-
down of first-year payment data for the four medical expense categories shows that since the post-reform low, the average amount paid per claim for treatment has increased 48.9%; the average amount paid for pharmaceuticals and DME are up 106.5%; the average amount paid for medical management/medical cost containment is up 142.5%; and the average amount paid for medical-legal reports is up 73.3%.

Although medical treatment remains the dominant medical expense component in workers’ compensation, accounting for about 73 cents out of every dollar paid in first-year medical expense on an AY 2009 claim, that is down from about 85 cents in AY 2002. This decline coincided with the dramatic increase in payments for medical case management/cost control that occurred as the 2002-2004 reforms were implemented, requiring ongoing expenditures for items such as medical bill review, mandatory utilization review, and access fees to

continued on page 43

Recycle, Reduce, Reuse, Rebuild!

Donate
Volunteer

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.

For delivery or pick-ups call 909.399.0202

Visit the ReStore today at 4609 Holt Blvd. Montclair, CA 91763
Open: Tuesday–Friday, 10 am–6 pm
Saturday, 9 am–5 pm
It’s not often you can gain more than a bit of business insight from one of the original “pro’s from Dover” in the television version of “M*A*S*H.” Yes, the author is that Wayne Rogers! The same guy who owned the character of “Trapper John” for 11 years on TV. The one some people said was really a closet “leftist” (which he never really was), but who no one mistook for a “contrarian” entrepreneur (which he always was). While acting and producing, Rogers spent 40 years developing real estate, founding banks, owning a chain of convenience stores, a film distributorship, two hotels, and turned around Kleinfeld, one of the largest chain of bridal stores in the country.

What has any of this to do with having the credentials to be a guru for small- to medium-sized businesses? As the author puts it:

“This will surprise you, but the common threat to the various businesses in which I have been involved is that I had never previously been in them. Most people would think that the lack of previous experience in a particular business would be a sure formula for failure. For example, would you hire a salesman who had never sold anything before…. Previous experience can be valuable to someone who has chosen a career on the basis of his or her education and desire to work in a particular field. Because I didn’t have a specific educational background, I was not predisposed to make choices bases on that criterion. In fact, it was an advantage in that I had no rules to follow, no premeditated decisions, no ‘books’ to tell me how to find success. This allowed me to take a creative approach rather than an administrative one.”

Despite the title of Rogers’ book, his philosophy is more of a situational contrarianism than it is a flat out lifestyle of making your rules (or breaking them) simply to suit yourself. It’s more a matter of making your own rules when it makes more sense to do that than it does to follow them. He makes that case early in the book by stating:

“We all wish to have the freedom to do what we want, to fulfill our lives by making our own choices and not having to do things by force of circumstances beyond our control. In a free society, that translates into economic freedom. We work hard to support our families and ourselves. We try to save money so that we can become independent and retire. But independent of what? Retire to do what? These questions are derived from the fundamental one, the desire for individual freedom.

“The good news is that the theory behind economic freedom is rooted in history. It was good 100 years ago and now. Civilization requires the exchange of goods and services in a free market, which provides an opportunity to behave morally in the sense that you must think about and deliver what the other person needs if you are to get what you need. So free market exchange depends on moral values, such as honesty, cooperation, trustworthiness, and fairness. These are the guidelines when you’re making your own rules. I have always tried to apply these values in my business dealings as the basis for building financial independence.”

During an era when it’s all too easy to defame others for being pro-this or anti-that, the author makes the point that no one side has a lock on the complete truth. More often than not, as Rogers himself admits, “I have no step-by-step plan for success or surefire tips to becoming a millionaire. Instead, I will tell you what has worked for me in business over the past four decades, what has not worked, and why.”

The thrust of his book is that if we want to see small businesses thrive and grove in a free marketplace, we ought to see what makes sense about being contrary and why. These days that’s not such a bad way of making sense out of a world that would prefer the so-called certainty of being in lock step with one another. There’s something to be said for a concept of cooperative diversity.

—Henry Holtzman

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

How to succeed in business as a mentoring super consultant.

2. “Strengths Finder 2.0: A New and Updated Edition of the Online Test from Gallup’s Now, Discover Your Strengths,” by Tom Rath (Gallup Press…$22.95(1))
Discover your strengths and integrate them with your career.

Ms. Orman strikes again with old wine in new bottles.

A business book that’s so juicy Hollywood made it a movie.

Why the end of debt piled on debt changes how we buy and invest.

6. “Win: The Key Principles to Take Your Business From Ordinary to Extraordinary,” by Frank I. Luntz (Hyperion…$25.99(**))
How biggest slump in decades can help you increase market share.

The last time so few people controlled the U.S. economy was 1928.

8. “All the Devils Are Here: The Hidden History of the Financial Crisis,” by Bethany McLean & Joe Nocera (Penguin Group…$32.95(4)
The 20 year road to financial meltdown.

The reality behind The Great Recession.

Why integrity is always a competitive advantage.

*(1) -- Indicates a book’s previous position on the list.
** -- Indicates a book’s first appearance on the list.
Real Estate...
continued from pg. 32
SoCal’s industrial real estate market, Watson Land Company has broken ground on a 616,5-square-foot industrial building within their Watson Commerce Center Redlands. This is the first spec industrial building to break ground in the Inland Empire since 2009.

“The absorption rate for larger industrial buildings within the Inland Empire market has increased significantly in the past year,” said Lance Ryan, vice president of marketing and leasing with Watson Land Company. “This has led to a supply constrained market for properties above 500k square feet, with continuing strong demand for new product among large corporate users and third party logistics companies.”

The building will feature a cross-dock configuration with two spacious yards offering a 185-foot turning radius and up to 649 trailer storage spaces when combined with the adjacent land within Watson Commerce Center Redlands. Construction is slated for completion in the fourth quarter of 2011.

The property is located at 26635 Pioneer Avenue, near the 10 and 215 Freeways and the San Bernardino International Airport. It is part of Watson Land Company’s Legacy Building Series, a class of highly flexible, Class A facilities featuring distinctive architectural detail, maximum efficiency and flexibility. The building will be constructed to obtain LEED Certification, featuring abundant clerestory glass for daylighting and 100 percent concrete truck yards.

Healing...
continued from pg. 20
...

Get Hired...
continued from pg. 28
says Kuzmeski. “If you can use social media to build strong relationships and connect with employers, you will get your piece of the proverbial pie. If you can’t, you’ll be scrambling for crumbs!”

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

East Meets...
continued from pg. 34
authentic teachers of this very special form.

All these activities help him maintain a balanced healthy lifestyle in order to help others achieve the same thing through his many years of scientific and philosophical experience and insight.

Business...
continued from pg. 29
ment officials provide attendees with up to date information on business trends, opportunities and changes in law to name a few.

About the EDC:
The EDC is a private/public partnership that promotes Southwest California regional economic development through business retention and development, job opportunities, and related economic growth. The EDC is dedicated to expanding the competitive position of the regional businesses in a global economy.

Treating...
continued from pg. 26
when I used a cane.”

• With a referral from a physician to either physical therapy for wound care, or to the WCC specifically, an evaluation is performed by a wound care specialist. For the patient’s convenience, ongoing treatment can be done at any of the four PVHMC PT & Rehab locations.

Patients follow up throughout their care with either their primary care physician or Dr. Wali in the Wound Care Clinic on Wednesday and Friday mornings at the PVHMC PT & Rehab Dept. Ultimately, the goal of wound care is to reduce the risks of infection, promote healing, and ensure the comfort of patients through a pro-active approach to prevention and treatment.

“PVHMC has both the facilities, staff, and expertise to guide and support care for wounds,” Dr. Wali says. “The Wound Care Center’s multidisciplinary expertise, efficient treatment planning and careful monitoring maximize and expedite wound healing.”

According to patient Teplir “the Wound Care Center ‘they know their stuff!’ It’s just amazing what they did in working with me. Now I feel fine, great. I only use moisturizer from the knee to the ankle because of the new skin. I use sun block when I’m out because that new skin is ‘just like a baby’s behind.’”

Citizens...
continued from pg. 11
valuable part about this investment is that it will be used by countless students as they manage money for their client fund account—and occasionally experience setbacks too.”
The House Subcommittee on Immigration Policy and Enforcement held a hearing on “H-1B Visas: Designing a Program to Meet the Needs of the U.S. Economy and U.S. Workers.” The Asian American Center for Advancing Justice (Center for Advancing Justice) urged the subcommittee to acknowledge the positive impact the H-1B visa program has on maintaining America’s competitive edge in the global economy, and to also consider legislative changes that will protect H-1B workers.

“The H-1B visa program is an important tool in ensuring that America has sufficient numbers of skilled, specialized workers to keep our country competitive,” said Karen K. Narasaki, president and executive director of the Asian American Justice Center. “H-1B workers are particularly important during this time of economic recovery.”

Research has shown that for each H-1B position requested, U.S. technology firms increase their employment by five workers. “We know that immigrants, including H-1B workers, help create jobs and other economic opportunities for U.S. workers. The high-tech industry, in particular, has benefited tremendously from the talent and brainpower of H-1B workers,” said Tuyet Le, executive director of the Asian American Institute.

Because of the problems with the current program and the slow economic recovery, a number of highly skilled workers have been terminated. These workers, after spending many years living and working in America, are faced with the harsh realities of not being able to find work in their fields and are forced to leave the United States to return to their countries of origin to find work. This specifically impacts the Asian American community because the majority of H-1B workers come from Asian countries.

“Congress should reform the H-1B program to make it easier for H-1B workers to change employers, and also give H-1B workers a grace period if they lose their job and need to find a new employer to sponsor them. These changes will be good for H-1B workers as well as U.S. workers and employers.”

Titi Liu, executive director of the Asian Law Caucus, said: “H-1B workers complement the existing American workforce and fill important gaps in skill. Our economy would benefit from a more generous H-1B program that protects immigrant workers,” said Stewart Kwoh, president and executive director of the Asian Pacific American Legal Center.

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**21st Annual Chaffey College Foundation Golf Tournament**

**Monday, June 6, 2011**

Western Hills Country Club
Chino Hills

Tournament sponsorship levels and participation opportunities are available. For more information, call the Chaffey College Foundation at 909/652-6545.
Dean of...
continued from pg. 33
UCLA), a master’s in electrical engineering in operations research (’89, UCLA) and a bachelor’s in applied mathematics (’87, San Francisco State).

He serves on the executive board for the Center for Metropolitan Transportation Research, the advisory board for the Center for the Commercial Deployment of Transportation Technologies, and the Military Application Society Council. He is the immediate past president of the Western Decision Sciences Institute, a fellow of the Institute of Combinatorics and its Applications, and a senior member of the Institute of Electrical and Electronics Engineers.

Amouzegar will succeed Edward Hohmann, one of the university’s most influential leaders, who retired in June 2010 after nearly 40 years of service. During the interim, the college has been led by Don Coduto, a 27-year member of the faculty and chair of the civil engineering department.

CWCI...
continued from pg. 26
Medical Provider Networks. As a result, these expenses climbed from 6.5% to 16.9% of the first-year paid medical dollar between AY 2002 and AY 2009. (To put this increase into perspective, prior Institute research estimated that these reforms saved between $12.8 billion and $25.3 billion in insured medical expenses between 2004 and 2008). At the same time, the proportion of the workers’ compensation medical dollar going toward pharmacy and DME held fairly steady, ranging between 5% and 6.9% of the total first-year medical pay out during the study period, while med-legal payments rose from 2.4% in AY 2002 to 4% in AY 2009.

The Institute has released its study in a CWCI Research Update report, “Medical Development Trends in California Workers’ Compensation, Accident Years 2002-2010.” In addition to the detailed tables and analyses on indemnity claims, the report includes appendices showing results for all claims, including medical-only cases. The report is available to the public at no charge in the “Research” section of the Institute’s website, www.cwci.org. CWCI members are subscribers may log on to the Institute website and download a summary bulletin as well.

San Manuel...
continued from pg. 1
sible for Crafton Hills College students to continue to receive additional academic and financial support to successfully continue and/or achieve their educational goals. The project improves the student retention, persistence and graduation rates by providing vital student services to qualified students— including at-risk emancipated foster youth, first-generation college students, single parents, re-entry students, the recently unemployed, and returning veterans.
A Maui Update—A Fascinating Island

By Camille Bounds
Travel editor

Moonlight follows a path from the beach at Ka’anapali. A stop for a dive at Molokini, the fresh smell of eucalyptus while passing through Makawao’s ranch country, a huge, stunning 20-foot-long whale suddenly breaches off of Kihei, ride a horse in the Haleakala Crater, and explore the historical Hana coast. These are treasures to remember and dream about. This is Maui, the island that the natives call “no ka ‘oi” (translation—“the best”).

The legend of Maui
A fragrant breath from Honolulu or Hilo, the volcanic island of Maui rises from the spewing of the volcano Mauna Loa. Named for the mischievous demigod who, as legend tells, used his fish hook and cunning to pull up the ocean bed to form the islands—and who stunned and crippled the sun (so it would move slower) making the days longer so the natives of the legend could have more daylight to enjoy their already idyllic life even more. The legends of Maui, the maverick of the Hawaiian Gods, are fascinating and are recommended reading for anyone who enjoys delightful fantasy.

Isle of many facets
Maui, the most spiritual and magical of the Hawaiian Islands, has so many areas to discover that a minimum of a week should be set aside to explore the highlights of this fascinating land and, while you are at it, stay in some of the most comfortable, service-oriented accommodations in the islands.

An award-winning gem
The award-winning Ka’anapali Ali‘i is an example of the ultimate in condominiums—sweeping ocean front views of the Pacific. Included in the condo is a spacious, elegant living area that has a fully-equipped kitchen, living room, dining room, two full baths, two televisions and a complete laundry room with washer and dryer. Each condo offers all the services of a resort hotel. Rated as Maui’s “best” luxury condominium, the Ka’anapali lives up to its reputation and was rated as one of the 10 greatest places to gather the family. The only problem with these accommodations is you have to force yourself to leave the comfort and relaxing aura of the surroundings to do anything else.

Children’s delight
Children can participate in the Ali‘i Kids Club (seasonally at no charge). Those under 12 learn lei making and lauhala weaving while older kids 12 and older can enjoy complimentary tennis clinics and SCUBA orientation classes.

Ask and you shall receive
The concierge department is prepared to take your grocery list and stock your kitchen, arrange for a picnic, and even prepared to assist in any way from arranging tours to renewing wedding vows on a romantic sunset beach.

For rates, brochures and information for apartments and special packages call 1-800-642-6284 or you can also go to www.kaanapalialiii.com for a 360-degree of detailed indoor and outdoor views.

Historical Lahaina
About 10 miles south of Ka’anapali the historical, whaling town of Lahaina calls with her cobblestone streets crying out to tell her remarkable history; a stop at the Baldwin Home on Front and Dickerson Street will offer a delightful taste of the history of this interesting town. You can walk Lahaina’s Front Street and enjoy her colorful shops and historical sites. Try and be by the Banyan Tree for a great sunset experience, and if you’re looking for a rustic reasonable place to stay, make reservations at the historical Lahaina Inn—book early since there are only 13 rooms, (10 guest rooms and three suites) and they are in demand with their antique décor.

For reservations and information call (808) 661-0577

David Paul’s Island Grill on Front Street sits in the middle of the action on Front Street and offers what this ultimate chef calls his “New Island Cuisine.” It is noted for serving the finest food on any of the islands. For reservations and information call 808-662-3000.

A winding, beautiful experience
The road to Hana is an experience that you should not be deterred from. Its winding road with 617 curves and 56 bridges encompasses 52 miles of historical beauty and adventure. The natives will zip by but the Hana Road is to be savored. It is edged by ferns, scampered across by small animals and splattered by falling mangos; it twists in and out of deep gorges on the East Maui coast. It passes beneath waterfalls and cross- es streams on old concert bridges. It follows the coastline, shadowed by a green jungle canopy with views of the blue Pacific spread out below. It passes fields where King Kamehameha threw his first spear in battle. It passes the Seven Pools, and coconut groves. Then the road leaves Kiphulu for Kaupo where once stood the weathered store of Nick Soon, the old man who introduced electricity and the automobile to this coast, it then straightens out to run through the dry country beyond. There are markers to point out the historical and points of interest spots. Trust me this is an unforgett able experience.

Go to Hana
Be sure to go as far as Hana. The beauty of the drive, the history of the town, and the people will fascinate and delight you—and, if you are really adventurous, ask for directions 10 miles continued on page 34