October 2011

Inland Empire Business Journal

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CSUSB PRESIDENT KARNIG TO RETIRE

Cal State San Bernardino President Albert Karnig officially kicked off the start of his 15th year as president of the university with his annual convocation address last month to an audience of nearly 1,000, and in the process delivered a message that greatly surprised the faculty and staff in attendance.

Karnig, 69, announced he will retire at the end of the 2011-2012 academic year, which began with the start of fall classes on Thursday, Sept. 22. The president said that he agreed with California State University Chancellor Charles Reed’s request that he remain at the helm until after a replacement is named and is on board. The chancellor’s office will begin the national search for a new president in January.

“While I still enjoy what I do, it’s time to pass the torch to a new steward,” Karnig said, noting that the support given to him and his wife, Marilyn, since they arrived in 1997 made it clear that Cal State San Bernardino would be their home for a long time.

“I fell in love with CSUSB’s mission, the region’s incredibly warm reception for Marilyn and me, the staggering diversity and needs of the student body, the vital role of this campus in the communities we serve, and you all, as well,” he told the surprised convocation day audience, which saluted the president with an extended standing ovation following his address.

Karnig took over as Cal State San Bernardino president in August 1997, becoming only the third person to hold the office since the university opened in 1965, following John M. Pfau and Anthony H. Evans.

Since he was named president, CSUSB has seen records in enrollment, diversity of faculty and students, grant and contract funding, overhead funds, fundraising and international program development. However, Karnig continued on page 29

In the California report, Senior Economist Jerry Nickelsburg examines what he refers to as a “bifurcated” state, one in which the coastal regions continue to grow out of the depths of the recession, while the inland regions suffer from economic “doldrums.” It had been hoped that the recovery in the U.S. and proximate fortunes of Coastal California would pull Inland California into a belated recovery. But now, in a report titled “California: Bifurcated and Buffeted,” Nickelsburg writes, “Now that the U.S. economy has stalled, the differential between Coastal California and Inland California has reared a not very pretty head.”

Taken as a whole, the current continued on page 10

Indio Police Department Leadership Change to Provide New Organizational Structure

Brad Ramos will no longer serve as the chief of police for the City of Indio, it was announced by Dan Martinez, city manager.

The mutual decision was reached between Brad Ramos and Dan Martinez after communicating for several months. “I have decided that a new organizational structure is needed in our police department to manage the fiscal, structural, procedural and policy changes that lie ahead. However, we do want to acknowledge and thank Brad Ramos for his years of service to our city,” explained Martinez.

The recruitment for a new police chief will begin immediately. Martinez says the position will look to be filled no later than January 26, 2012.

“Indio is well on its way to continued on page 3

DESERT HEALTHCARE DISTRICT AWARDS MORE THAN $5.8 MILLION TO THREE ORGANIZATIONS

Funding Will Support UCR School of Medicine, Desert Cancer Foundation, and Family Services of the Desert

At their September 27 meeting, the directors of the Desert Healthcare District approved $5,885,000 in grants to help fund programs offered by three organizations serving district residents, including the University of California Riverside School of Medicine, Desert Cancer Foundation, and Family Services of the Desert.

The grant to the UCR School of Medicine will have an immediate impact on district residents,” says District Board Member and Program Committee Chairman Sidney Rubenstein. “We are always striving to find new ways to improve the health of the community. continued on page 7
Chamber Applauds Local Women of Achievement

The Riverside Chamber was pleased to partner with the YWCA of Riverside County as they honored phenomenal women in the community at the Women of Achievement awards – designed to recognize those who serve as role models by making noteworthy contributions to the civic, economic and cultural life of Riverside County.

This year, seven deserving women were selected from a range of fields, including education, health, entrepreneurial spirit, and public service. They reflected a wide variety of service to communities throughout the Inland Empire—from health and service organizations—to noteworthy individuals who have left a lasting legacy.

Their collective reach covers several counties, including Riverside and San Bernardino. Honored this year are: Beverly Bailey, Donna Dahl, Cyndi Monroe, Dr. Sandra Paniagua, Lea Petersen, Ruth Prystash, and Karin Roberts.

Palm Springs Chamber of Commerce to Host October Business Expo

The Palm Springs Chamber of Commerce will host a Fall Business Expo to showcase local companies, organizations and restaurants. This evening street fair event will take place on Friday, Oct. 21, 2011 from 4:00 p.m. to 8:00 p.m. on Arenas Road between S. Palm Canyon Drive and S. Belardo Road in Palm Springs. Chamber members will be able to market their businesses to a captive downtown audience with their own vendor tables under large street canopies.

Attendees will experience a variety of local businesses, food, a beer garden, music and entertainment in a pedestrian only venue. Member vendor table information for the Business Expo is available by contacting Nona Watson, Chamber CEO at 760-325-1577.

Palm Springs Chamber of Commerce 2011-2012 Board of Directors

Executive Board:
Ellis, Tim – President
Jessup, Dan – Immediate Past President
Starke, Andrew – President Elect
Dahlin, John – Treasurer
Jardim, Mary
McNulty, Ulrich
Noonan, Gerard

Board of Directors:
Angelaccio, George
Canfield, Jamie
Dada, Aftab
Gandolfo, David
Grubbe, Jeff
Keane, Mike

continued on page 3
Wind, solar can leave you broke, in the dark

Other countries learning that alternative energy sources are no bargain.

When the sun doesn’t shine, and the wind doesn’t blow, solar and wind energy producers don’t produce, making them highly unreliable. When government subsidies come to their inevitable end, such alternative energy sources no longer are economically viable.

Even if so-called renewable energy sources created legions of high-paying domestic jobs, which they don’t, it’s imprudent to bank on a green-job Utopia to save the economy. Even more so in a worldwide recession.

Former Gov. Arnold Schwarzenegger and President Barack Obama promise to rejuvenate America’s economy with countless green jobs by turning away from conventional fuels. The painful reality is that the world won’t be weaned off of fossil fuel any time soon, as China demonstrates with plans to add 20 new, large coal mines within five years.

Wind and solar power are vastly more expensive to produce, as well as unreliable. As long as economies demand power, they will turn to abundant lower-cost coal, gas and oil.

Before committing to a futile campaign, we should note the experience of nations further along the green road to Utopia, underwritten by steep tax subsidies. Solar and wind power may be renewable, but subsidies aren’t.

Germany’s support for renewable energy is “braking” that nation’s ability to pay for power and threatens the competitiveness of electricity producers, concedes the former head of a leading green industry lobby group there. Consequently, Germany is considering what Spain has begun—cutting tax-financed subsidies to alternative energy producers. Already reeling from economic instability, Spain has chosen to cancel 25-year subsidies that, according to an industry spokesman, will bankrupt most of the nation’s 600 photovoltaic operators.

The Italian government also will cancel its guaranteed prices to so-called green certificate holders, which designates gas-free power reliance. The Association of Foreign Banks says solar and wind companies with $6.8 billion in loans may end up in widespread default without those guarantees.

“If green sources are really cheaper than fossil fuels, there is no need to subsidize them because households and businesses would have a built-in economic incentive to rely on (renewable energy sources) rather than on supposedly dirty, more expensive energies,” writes Carlo Stagnaro, co-author of a study revealing the hidden, exorbitant costs of Italy’s subsidized energy.

Moreover, separate studies on the costs of tax-subsidized green jobs in Spain and Italy show that for each alternative energy job created, 2.2 and 4.8 normal jobs, respectively, are lost.

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News and Features

From Social Brand to Social Business Many organizations today are on a quest to become a social brand. They are investing in Facebook applications, branded communities and blogs. .................................................. 6

The Consequences of Living and Dying Without an Estate Plan Most of us expect that tomorrow will be another day like any other. But, as Euripides said, “No one can confidently say that he will still be living tomorrow.” If you don’t have the proper documents for your estate, the court will make decisions for you and your family. ................................................................. 12

9 Timely Tips for Pre-Presentation Preparation If you ever find yourself invited to speak to a group, perhaps you have overlooked a few final details. Patricia Fripp gives us a few final steps to take before you face your audience and thrill your boss, client, colleagues or meeting planner. .............................................................. 13

Healthcare fraud hurts us all Fraud plays a significant role in the cost of healthcare. Criminals steal billions of dollars each year from Medicare, Medicaid, and the Children’s Health Insurance Program (CHIP). This is taxpayer money that should be going to medical treatment for some of our most vulnerable citizens. ........................................ 16

The Five Essential Steps of a Successful Business Turnaround John Treace says that he has taken part in many business turnarounds in his career, and time and again noticed the same problems. He gives us five steps that need to happen during any major business adjustment and some of the pitfalls to avoid along the way. ................... 19

College Grads Can Land the Job of Their Dreams Patricia Sadar gives tips and offers a checklist of strategies and road map to travel to land the job of your dreams. ........................................... 30

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Quotations on Goodness

“It’s hard to see a halo when you’re looking for horns.”
Cullen Hightower

“It’s so much easier to do good than to be good.”
B. C. Forbes

“Learn the luxury of doing good.”
Oliver Goldsmith

“When I do good, I feel good. When I do bad, I feel bad. And that’s my religion.”
Abraham Lincoln

“To be good is noble. To tell people how to be good is even nobler and much less trouble.”
Mark Twain
WORKING CAPITAL. WORKING HARDER.

As the CFO of a machine tool manufacturer, you sought to consolidate your company's treasury functions to ensure your working capital remains hard at work – a task that required streamlining thousands of individual transactions that involved suppliers, employees and customers around the globe.

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Many organizations today spend a lot of time, resources and financial investment trying to understand the social landscape and engaging externally their customers and prospects. They are on a quest to become a social brand. They are investing in Facebook applications, branded communities and blogs; and many are using online monitoring solutions to listen and see what people are saying about the brand. And, from this perspective, many companies today are doing a decent job.

Friends, fans and followers are important, yes. And brands increase their social equity by engaging in two-way dialogue with their constituency, yes. And transparency is key to these external engagements, yes. And while many organizations are trying desperately to humanize their brand, they are failing to understand that they need to humanize their business first.

And thereby lies the business challenge for many organizations today. Years ago with the expansion of Facebook, Twitter, and other social networks; and as the influence of the social customer became apparent to everyone, companies of all sizes and in every vertical began to “join the conversation.” It was not only an expectation from customers who enjoyed playing Monday morning quarterback and often criticized brands for every customer action/inaction.

And companies listened. In response to the social customer and the growing criticism from the masses, organizations today are now aggressively hiring community managers and social strategists, allocating budgets to social media, hiring social media agencies, integrating social media into other areas of paid media and doing their best at community engagement. They are doing everything a “good” social brand should be doing. But a good social brand causes problems behind the firewall.

From the outside looking in, most wouldn’t recognize and understand the challenges that social media has created in the enterprise. The anarchy, conflict, confusion of roles and responsibilities, lack of communication and collaboration; and organizational silos that exist behind the firewall is not visible. These challenges make the process of becoming an effective social brand much more difficult and less effective. So for many organizations, this quest to becoming a social brand and a social business is one of a simultaneous effort.

Social business is an organization’s natural (sometimes forced) evolution to humanize its business operations. It deals with the internal transformation of an organization and addresses key factors such as change management, organizational models, culture, internal communications, collaboration, governance, training, employee activation, global and technology expansion, team dynamics and the establishment of a measurement philosophy.

In order for companies to do this effectively, they will have to get smarter, acquire new technologies, intelligence, talent and become more open and transparent. They will have to actually communicate with each other, share knowledge, tear down silos and essentially change the way they work day to day. They will have to establish processes and governance models that protect the organization yet empower their employees. They have to change the way they do business, from the way they develop new products to the way they write a press release, and that starts with the people of the organization.

A social business is built upon three pillars—people, process and technology. All three need to work independent of each other, yet need to be completely integrated into the DNA of organizational culture.

The foundation of a fully collaborative social business, whether for a small or large firm is the company’s most valuable asset, its people. It addresses the need to drive organizational change in an effort to shift employee behavior, communicate more effectively across job functions and geographies and tear down organizational silos. All the technology, collaboration software and community applications deployed behind the firewall will not be effective unless there is a fundamental shift in the way employees think, interact with one another and communicate. These change management initiatives have to be driven by organizational leadership and practiced at every level in the organization from senior leadership all the way down to a customer support agent. Otherwise, change will not occur. This means that executives must not only talk about changing the organization but exemplify the behaviors that really do facilitate and practice change.

The end result is an increase in trust among all employees at every level; trust of employees and empowering them to engage externally; an increase in budget investments to social business initiatives, collabora- tion and more effective social organization models.

Process cuts right through the entire fabric of the organiza- tion. It ensures that every job function in every business unit and within every geography is consistent when performing certain tasks. For example, when a new employee joins a company and wants to start blogging or Tweeting on behalf of the company, a process should be in place that governs training, certification and social media policies. Another example is when marketing department in other countries want to create a Facebook fan page specifically for their geography. A process should be in place that will manage the creation of a new social media destination; and escalate these requests to governing body (i.e. Social Media Center of Excellence) to avoid duplicate pages and inconsistent messages.

Processes should help facilitate the chaos that exists from behind the firewall – i.e. employees sharing sensitive material externally, social media ownership, crisis management and product feedback workflows; and ensuring there is one measurement philosophy that the entire organization is bought into and using for reporting.

Additionally, training initiatives, social media policies and guidelines, moderation policies, global expansion must be documented, approved and then rolled up into a co-created governance model. This ensures that there is message consistency globally, a legal documentation that protects the organization, empowers employees and ensures that everyone is on the same page.

A social business needs technology in order to facilitate change and collaboration.

Organizations need to be smart and think long term before investing in technology applications that facilitate inter-continued on page 28
services at no cost to eligible low-ance premiums. Funding will also provide screening and diagnostic cost, prescription medications, inpatient hospital costs, and insur-
clients, co-insurance for insured clients, MediCal monthly share of
cancer-related medical costs such as outpatient services for uninsured
money will fund a need-based patient assistance program to support
Program that will aid approximately 680 district residents. The
Foundation to help fund an Integrated Healthcare Assistance
region, and prepare students in the district for careers in medicine
health professions through expanded enrichment pro-
 Physicians will also enable telemed-
that will link students and medical residents at district locations to the education programs
in Riverside and beyond. These physicians will also enable telemed-
other health professions through expanded enrichment pro-
A two-year grant of $660,000 was approved for Desert Cancer
Foundation to help fund an Integrated Healthcare Assistance
Program that will aid approximately 680 district residents. The
money will fund a need-based patient assistance program to support
cancer-related medical costs such as outpatient services for uninsured
clients, co-insurance for insured clients, MediCal monthly share of
cost, prescription medications, inpatient hospital costs, and insurance
premiums. Funding will also provide screening and diagnostic
services at no cost to eligible low-

Dutton to Governor: Heed the Statewide Call to Veto Blatant Power Grabs by Public Employee Unions

Senate Republican Leader Bob Dutton (Rancho Cucamonga) is urging Governor Jerry Brown to hold to his warning to lawmakers to expect the “Veto Blues” by vetoing five bills on his desk that represent the most abusive power grabs by public employee union leaders.

The bills—AB 101 (J Pérez, D-Los Angeles), SB 126 (Steinberg, D-Sacramento), SB 202 (Hancock, D-Berkeley), SB 922 (Steinberg) and SB 931 (Evans, D-Santa Rosa)—are all examples of the under-handed legislative power play known as a “gut-and-amend,” when new language is inserted into another bill and then muscled through quickly, specifically to minimize public scrutiny. It usually happens in the frantic “end of session” period when the flurry of activity provides good cover for pushing items through an abbreviated process.

“These bills were jammed through the legislature by Democratic leaders for their labor union leader bosses with minimal public discussion,” said Dutton. “Voters and media from around the state recognize these bills for what they are — giveaways by the Democratic majority to enrich and empower public employee unions at the expense of taxpayers and job-seekers. With California’s unemploy-
ment rate continuing to grow, these bills break the public trust.”

Recent polling from the Public Policy Institute of California shows that 74 percent of Californians disapprove of the job the legis-
lature is doing, and a recent Harris International poll found that 72 percent of Americans think labor unions are too involved in politics. The people have lost faith in the system, they recognize that public employee unions are calling the shots, and yet the Democrat leadership continues to abuse the process,” said Dutton. “Governor Brown, Senate pro Tem Steinberg and Assembly Speaker Pérez all talk about transparency and the importance of open government. Well, it’s lip service. They’re talking the talk, but the public can see that they’re sure not walking the walk.”

On the last night of session, even Democratic legislators acknowledged their disgust at the widespread abuse of gut-and-amends, including Sen. Ted Lieu (Torrance), who stated about SB 202 that, “We as Democrats should be ashamed of how this came to the Senate Floor.” (“State lawmakers use ‘gut-and-amend’ to avoid scrutiny,” KTVU, 17 September 2011)

“The governor must take action to re-establish faith with the vot-
ers immediately,” Dutton continued. “Veto these gut-and-amend bills that undermine open government and call the Legislature back to Sacramento for a special session to craft a comprehensive, transpar-
tent and bipartisan jobs plan.”

Below are the five bills representing the worst of the union give-
ways—along with excerpts from articles on, and editorials and opinions opposing, the bills from media from around the state:

• AB 101 (Pérez) would unionize baby-sitters, including grandma, grandpa and the teen down the street saving for college.
  "Republicans correctly declared: This bill is a Democratic payoff to the unions who hope to begin collecting dues from up to 100,000—call them what they are—baby-sitters. It’s crazy … . The bill is unnecessary, a public nuisance and nuts. Brown should veto it with relish.” (Capitol Journal: 3 big
  continued on page 23

continued from pg. 1

The district awarded a $5 million, five-year grant to UCR School of Medicine that will support the development of residency training programs, expansion of pre-medical student programs and the building of clinical practices. The funding will help provide infrastruc-
ture and administrative support for the hiring of primary care physi-
icians who will practice within the district. These physicians will
establish a district-wide protocol to train medical students and med-
ical residents, and treat patients without regard to their ability to
pay.

Participating doctors will also develop clinical clerkships in part-
nership with Desert Regional Medical Center, Borrego Community
Health Foundation, and the Riverside County Family Care Center,
and help build a telemedicine infrastructure that will link students
and medical residents at district locations to the education programs
in Riverside and beyond. These physicians will also enable telemed-
icine consults for qualifying patients to specialists outside the region, and prepare students in the district for careers in medicine
and other health professions through expanded enrichment pro-
grams.

Save the Date
Ontario Chamber of Commerce Golf Tournament at Sierra Lakes Golf Club
October 17, 2011
For more information, please contact Stephen Wiegner 909-767-1111

Mission Statement
"To help develop, enhance, and promote commerce in the City of Ontario and its Trade areas."
385680
Tax ID: 40-1990644
Schedule of Events
11:00 AM Registration & Lunch
12:30 PM Shotgun Start
6:00 PM Silent Auction
6:30 PM Award Banquet & Live Auction
7:30 PM Raffle Giveaways

continued on page 23

BUSINESS JOURNAL • PAGE 7
October 2011
## THE Gainers

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### The Losers

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<td>Hot Topic Inc. (H)</td>
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<td>8.28</td>
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</tr>
<tr>
<td>Provident Financial Holdings Inc. (H)</td>
<td>8.05</td>
<td>8.39</td>
<td>-34.8</td>
</tr>
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</table>

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

---

### Supervisor Wants E-Verify Requirements Attached to Food Handler Card Applications and Health Inspections

Supervisor Neil Derry announced his desire to have all applicants for food handler cards in San Bernardino County to undergo screening through the federal government’s E-Verify program and require documentation verifying worker eligibility at all health inspections in order for food establishments to receive a permit to conduct business.

A specific attempt to require e-verification as a condition for a food handler’s card and health permit is believed to be the first of its kind in the nation. Since all food establishments must go through the county permitting requirement process, this effort would impact unincorporated and incorporated businesses.

His request for a review of the matter will be sent to the CEO’s office whereby a report and proposed timeline for future action will be generated.

San Bernardino County currently utilizes the E-Verify screening program to ensure that all applicants for employment positions are legally authorized to work in the United States and has supported efforts to crackdown on illegal immigration and its harmful effects on our community over the last several years.

In order to work in the food service industry, all employees are required by law to acquire a food handler’s permit card. Supervisor Derry’s measure would continued on page 39

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### 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>
<th>Company</th>
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<tbody>
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<td>22,383,370</td>
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<tr>
<td>Hansen Natural Corporation</td>
<td>21,205,500</td>
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<tr>
<td>CVB Financial Corp.</td>
<td>13,025,900</td>
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<tr>
<td>Hot Topic Inc. (H)</td>
<td>9,960,820</td>
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<td>American States Water Company</td>
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D&P/IEBJ Total Volume Month 69,814,070

## Monthly Summary 9/22/11

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CORPORATE PROFILE

MBDA Native American Business Enterprise Centers Help Rural Communities in San Bernardino

As a second generation owner of a steel company, some might say that entrepreneurship flows through Russell E. Robertson’s blood. His company, American Steel Placers, Inc. is located in San Bernardino and has contracts with city, county and state agencies to supply and place rebar (reinforcement steel) for concrete structures.

Created in 2004, American Steel Placers specializes in bridge construction, community public works and commercial buildings.

As a child, he watched his mother’s strength raising four children alone and managing the company she worked for in the male-dominated steel industry. By the time Robertson was 14 years old, his mother had bought out the stock to become majority owner at Puget Sound Steel after the owner died. She operated the company for 12 years in Seattle, where Robertson worked in the evenings after school for four years. He later moved to Los Angeles continuing in the steel business building bridges.

However, the entrepreneurial call became irresistible. Unlike many entrepreneurs who are motivated by the need to control their own destiny, leave a family legacy or simply make money, Robertson was motivated by the intense needs he saw in his community. “Starting out, I made more money working than I did with my company,” Robertson said. “I was working for the largest steel company in the U.S. as a foreman. I was there for 25 years. Something pushed me to start the business.”

When he launched out on his own, he started with four employees and $100,000 in revenues. Today, seven years later, he has 30 employees and the firm generates between $5 to $10 million. “I attribute the growth to really good people,” he said. “We run on very low overhead and we multi-task everyone.”

He also credits the MBDA Native American Business Enterprise Center (NABEC), for guiding and assisting him along the way. “I wouldn’t be here if not for their help,” Robertson said. “I found them by chance on the Internet when I was looking for help. I’ve worked with the California MBDA NABEC since I started in 2004 with Curtis Feaster and they are still helping me.”

“The MBDA NABEC helped me with lending contacts with certain municipalities. They introduced me to the American Indian Chamber of Commerce, and introduced me at ‘meet and greets’ with certain agencies so I was able to make contacts and bid on work. Once they saw our work, the relationship developed from there.

“I wouldn’t have had a chance to get my foot in the door without them.”

American Steel Placers now has a facility on four and a half acres with four overhead crane gantries for lifting heavy metal for fabrication, and two automated reinforcing shear lines.

Robertson attributes his persistence and drive to his mother, who is a full-blood American Indian. “She would never let circumstances stop her. She had it rough.”

He has used his good fortune to help others by supporting orphans in Burma, Southeast Asia, and

continued on page 39

Dr. William Scroggins Named Mt. SAC’s 9th President

Dr. William Scroggins, who has served as superintendent/president of the College of the Sequoias in Visalia for the past five years, has been named the ninth president of Mt. San Antonio College, the state’s largest single-campus community college district. He will assume his duties at Mt. SAC on July 1.

The Mt. SAC Board of Trustees announced its unanimous selection last night during a special meeting, which concluded a nationwide search. Scroggins replaces Dr. John S. Nixon, who will retire on June 30 after serving as Mt. SAC’s president for the past three years. “Bill Scroggins brings a wealth of experience as a leader in higher education and is well-versed in the issues and serious fiscal challenges facing the state’s community colleges today,” said Board President Judy Chen Haggerty. “He is also committed to our values of educational quality and student success, and he embraces our culture of excellence.”

Scroggins comes to Mt. SAC with 37 years of experience in higher education, including 11 years as an administrator. As president of College Sequoias, he led the college in passing three local bond measures that resulted in the creation of college centers in Hanford and Tulare. His focus there has been on student success, and he is credited with instituting and revitalizing campus programs, such as the Writing Center and the Math, Engineering and Science Achievement (MESA) program.

Prior to College of the Sequoias, he served as vice president of Instruction at Modesto Junior College for five years and as interim president for two years. He also served as dean of Science and Math at San Bernardino Valley College after a 26-year career as a chemistry professor at El Camino and Chabot colleges.

Scroggins became well known throughout California’s community colleges for his work with the statewide Academic Senate, serving as its president from 1997 to 1999. He is the author of three chemistry books and is in demand as a speaker on a wide range of topics in higher education, including curriculum, technology, shared governance, articulation and transfer, and student learning outcomes.

Scroggins is no stranger to the San Gabriel Valley or Mt. SAC. He is an alumnus of La Puente High School, attended Mt. SAC, and went on to earn his bachelor’s degree in chemistry at UCLA and his doctorate in chemistry at UC Riverside.

Located on an expansive 420-acre campus in Walnut, Mt. SAC serves more students than most colleges and universities in California—some 65,000 credit, noncredit and community education students annually.

Sarita Chandanani

Sarita Chandanani began her six year career with Wells Fargo Bank as a teller while attending Cal Poly Pomona. Throughout her career she has taken an active role in business banking and community involvement. She joined the Pomona branch in 2010 as a business specialist in an effort to attract new and continuing businesses within the city of Pomona.

Her goal of making Wells Fargo known as the “Bank of continued on page 39
forecast for California calls for slow growth until the end of 2012. Nickelsburg says the most likely scenario for the state will be a slow build over the next 12 months followed by an incipient recovery period. The California forecast sees virtually no growth in employment, with employment growth of 0.7% and 2.1% expected in 2012 and ‘13 respectively. Payrolls will grow more rapidly at 1.1%, 0.6% and 2.0% for the forecast years through 2013 and the unemployment rate will hover around 12% for the rest of this year and will average 11% through 2013.

**Investment Opportunities Web Page**

Effective Monday, October 3, 2011, at 12 noon the Office of Foreign Trade-EDA will launch a new section of its web page. The “Investment Opportunities” section of the web page will feature Riverside County-based businesses that are seeking foreign direct investment or domestic investors.

We made the decision to offer this new section, “Investment Opportunities” as a means of attracting qualified investors to businesses here in the County of Riverside and to help in the effort to create new jobs. Many of our county-based businesses are struggling to expand, add new staff, and or increase production. Most cannot secure loans from our banks. The...
A freestanding, 12.9k-square-foot CVS/pharmacy in the city of Victorville sold for $7.95 million, or around $615/sf. The single-tenant building is located at 14426 Palmdale Road, within El Evado Plaza shopping center. We’re told that the transaction marks the highest price paid for a single-tenant drugstore in the Inland Empire since 2007.

The property was sold by LandMark Retail Group (LRG), the building’s developer. The CVS prototype building, featuring a drive-through, was first controlled by LRG in January 2006. As the corner anchor to a larger 10-acre proposed shopping center, LRG assisted the master developer in assembling a team and entitling, permitting, and constructing the shopping center. LRG completed the CVS, which opened Oct. 31, 2010, and in late February 2011, acquired the free-standing drugstore in a sale and leaseback transaction directly with CVS CareMark Corporation.

The drugstore is conveniently located fronting Palmdale Road (Highway 18), a main arterial within the trade area connecting the I-15 Freeway to the east and Highway 395 to the west, and is one of the busiest retail corridors in the Victorville and High Desert market area.

LRG was represented by Nicolas Coo and Dennis Vaccaro of Faris Lee Investments. The buyer was repped by Hamid Soroudi and Kimberly Roberts Stepp of Charles Dunn Company.

BlackRidge Closes Industrial Buys in Chino

BlackRidge Real Estate Group LLC recently acquired two industrial properties, one in Chino and another in Phoenix. The firm also announced that it has consolidated and expanded its operations and relocated its headquarters from Denver, CO and West Los Angeles to 4590 MacArthur Boulevard in Newport Beach.

The property BlackRidge acquired in Chino is located at 14275 Telephone Avenue and consists of a 125k-square-foot distribution building that is fully leased by three tenants. The sales price was $7.68 million, which equates to $61.4/sf. BlackRidge acquired the property from one of the tenants, a local distributor.

The building was constructed in 1988 on just over five acres and features 24 dock-high doors, three ground-level doors, 248 parking spaces and a fenced yard. It is located on page 14.

The event will include a two hour Export University workshop (9am-11am). Meet and learn from local export business experts. Panel of speakers representing agriculture, aerospace, construction, and automotive industries. The panel will feature success stories from some of the regions small- and medium-sized exporters, and examined key trade policy barriers to smaller companies wishing to sell their goods and services around the world.

Who Should Attend?
- Companies that are currently exporting but need guidance to further expand overseas markets and sales.
- Companies that are new to exporting and need the tools to begin and avoid costly mistakes.

How?
In this economy you cannot leave any stone unturned. Act now to learn the export basics or brush up on key export topics.

At this event, you will:
1. Learn export sales techniques
2. Learn the basics of the letter of credit and other international methods of payment.
3. Learn about pricing strategies and how to offer financing to your foreign buyers to increase sales.
4. Learn about the role of the freight forwarder.
5. Learn how export credit insurance can be used to decrease risk, reduce transaction cost and increase sales.
6. Hear from experts from the U.S. Department of Commerce, International Trade Administration, U. S. Small Business Administration, Export-Import Bank. Learn about government services and how to use the services to increase sales.
7. Network and learn from members of the California Inland Empire District Export Council, business executives who have extensive export experience.

Register at www.export.gov/california/ie/tradeevents/index.asp or call (909) 466-4134.

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The building was constructed in 1988 on just over five acres and features 24 dock-high doors, three ground-level doors, 248 parking spaces and a fenced yard. It is located on page 14.
This bill isn’t about protecting children, families or child-care providers; it’s about empowering organized labor.” (Editorial: A child-care bill that isn’t, Los Angeles Times, 14 September 2011)

“State labor leaders want to organize in-home child-care workers—even family members—in state-subsidized programs so they can collectively bargain with the state. This bill was yet another 11th-hour rush job by the ruling Democrats. Veto it.” (Editorial: On legislation to sign and veto, San Francisco Chronicle, 14 September 2011)

“Assembly Bill 101, by Assembly Speaker John Pérez, D-Los Angeles, a former union organizer, is sponsored by the SEIU and AFSCME unions. It’s the ultimate ‘nanny state’ bill because it would, literally, authorize nannies to join unions.” (Editorial: Sampler plate from Sacramento sausage factory, Orange County Register, 13 September 2011)

“The measure is a blatant handout to labor unions, and would let them increase their political clout at taxpayers’ expense.” (Editorial: A favor factory, Press-Enterprise, 9 September 2011) “Had this been good policy, the bill would have been introduced earlier in the session, and gone through a normal hearing process. But it’s not good policy. It’s an embarrassing payoff for powerful unions ... and legislative Democrats don’t want you to know about it. That’s why they’ve delivered it in a gut-and-amend special, at the end of session, in a desperate bid to avoid scrutiny ... Gov. Jerry Brown should veto it—especially if he wants to demonstrate that, as governor, he is willing to say yes to the good ideas unions have to offer, and say no to the bad ones.” (Editorial: Baby-sitter bill deserves some adult supervision, Sacramento Bee, 8

The numbers don’t lie. Death and disability are considerations that should be factored into all of our life plans.

If you incur a disability and you’re married, you just assume that your spouse will have the right to step in and take care of everything—right? Well your assumption may wind up with unintended consequences for both you and your family.

When an individual incurs a disability, life still goes on. Bills have to be made, checks have to be signed and agreements have to be observed. Although the healthy spouse may sign contracts and checks in the name of the ill spouse, the reality is that to do so is illegal unless there was explicit authorization from the ill spouse.

The law requires that unless there is a properly written power of attorney, the healthy spouse or anyone else who wishes to assume the care of the ill spouse should petition the court for conservatorship documents to assume control of the person and estate of the ill spouse. Upon doing so, the estate of the ill spouse is then put under the supervision of the court system and from that point until the time of recovery or the death of the ill spouse, everything having to with the ill spouse must be reported to the court for approval.

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Oftentimes, the court appoints another family member or even a professional conservator, neither of whom may have been the preference of the ill spouse. But at that point in time, the life of the ill spouse is no longer his own. All decisions concerning his life are only the concern of the appointed family member or the professional conservator who has been newly introduced to the ill spouse.

If the ill spouse is hospitalized, you might assume that the healthy spouse can automatically make decisions and receive information about the treatment and health of the ill spouse. In 1996 Congress passed a law to protect

The Consequences of Living and Dying Without an Estate Plan

By Attorney William K. Hayes

Everyone knows they’re going to die. They just don’t believe that it will be soon. They believe that they can ‘time the market,’ so to speak. They’ll handle everything that needs to be handled for themselves and their loved ones just before anything consequential happens.

Most of us expect that tomorrow will be another day like any other. But, as Euripides said, “No one can confidently say that he will still be living tomorrow.”

According to the Center for Disease Control and Prevention (CDC) and the National Center for Health Statistics (NCHS), the number of deaths in the United States for 2009 was 2,423,712. In fact an average of 6,640 people died in the U.S. each day during that year. Some of them died of long-term illnesses. However many of them died unexpectedly from accidents, heart attacks, and other tragedies.

Disabilities are another issue. Very few people anticipate incurring a disability. Although we know we’re going to die, disabilities are something that happens to the other guy. Statistics produced by the Council of Disability Awareness inform us that up to 30% of the people entering the workforce will incur a disability prior to their retirement. It is also estimated that approximately 15% of workers can expect to suffer from a disability for up to five years before they retire. Over 36 million Americans are now classified as disabled; about 12% of the total population. More than 50% of those disabled Americans are in their working years, from 18-64. In December of 2010, there were over 2.5 million disabled workers in their 20s, 30s, and 40s receiving SSDI benefits.

When an individual incurs a disability, life still goes on. Bills have to be made, checks have to be signed and agreements have to be observed. Although the healthy spouse may sign contracts and checks in the name of the ill spouse, the reality is that to do so is illegal unless there was explicit authorization from the ill spouse.

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If the ill spouse is hospitalized, you might assume that the healthy spouse can automatically make decisions and receive information about the treatment and health of the ill spouse. In 1996 Congress passed a law to protect
COMMUNICATION

9 Timely Tips for Pre-Presentation Preparation
By Patricia Fripp CSP, CPAE

The day has come for your first big speech or presentation. You know you are an expert in your chosen subject; know your presentation content; what could go wrong? After all, you have your presentation ready. You are feeling confident in your message and delivery. The thoughts of how a positive outcome will propel your career are exhilarating! You are ready to deliver your presentation.

If you ever find yourself invited to speak to a group, perhaps you have overlooked a few final details. These factors could derail your impact and your confidence. To guarantee your success there are still a few final steps to take before you face your audience and thrill your presentation.

1. Check in early: Arrive early to check out the logistics of the room in which you will be speaking. Is there a platform; where is it? Where will you be standing when you are introduced? How many steps for you to reach the lectern or center stage? Is the audience close enough to where you will be speaking to build intimacy? Is the light on you instead of the banner or the lectern if you are not standing behind it? Audience research proves if you put the sound up and the lights down the audience thinks they can’t hear!

2. Make friends with the stage: When the room is empty, walk on the stage and “block” your presentation, or plan where you are going to stand and when you are going to move during your speech. You do not want to distract from your message with unnecessary movement. Go through the outline of your talk. Imagine an enthusiastic response. The more time you spend feeling comfortable on stage the more you can relax and focus on the audience. This is what actors call “making friends with the stage.”

3. Take a clock: Make sure you have a clock you can see from a distance. To keep me on track and on time, I travel with a large kitchen clock that I can see from a distance without having to wear glasses. Very few people know how long they have been speaking. If you are including Q & A, have a dramatic close or the speech has a “must-end-by” time. Scheduling this adds to your professionalism.

4. Microphone: Do you have your preferred microphone: hand-held, lavaliere, or lectern? Practice talking into it; the proper placing is chin level for a handheld. Ask someone to walk around and check that you can be heard from all parts of the room. Make friends with the audio technicians. Make sure you are on time for your microphone check and thank them for their help when you have finished.

5. Audio visual: If you are using a PowerPoint presentation make sure the equipment is working well. Are your PowerPoint slides in the right sequence? Do you have a remote control to change them? This way you can move around and are not chained to your computer. Remember to turn the slide to black when you are not addressing what is on the screen. Is each slide visible from the back of the room or auditorium? Are the talking points presented as a “build” or “reveal”? Remember, your visuals aids are a tool, not a crutch. They are there to support you.

6. Connect with the organizer or emcee: Be clear about who will introduce you, and where you will be during their comments. Will you walk on from the wings or up from the floor? Will you shake hands with him or her, or will they exit once you hit the stage and before the applause dies down. I recommend you nod and mouth “Thank you.” If you are speaking at a banquet, check that you will have a clear path to the microphone without tripping over wires, chairs, or diners.

7. Pre-written introduction: In advance, send your pre-written introduction to the person delivering it. Carry another two with you. Have it written in an 18-point, bulleted list. This is easier to read than paragraphs. Be sure your introducer knows how to pronounce your name correctly. It is a good idea to confirm they have the introduction and are comfortable with what is written. Make sure your introducer knows the introduction is prepared in a certain way to set the tone for your presentation.

8. Be your own warm up act: Connect with as many audience members as possible before you speak. When they see you are extending yourself, they will return the favor of giving their attention. That only lasts a few minutes so make sure you grab their attention with a great opening.

9. Learn from the experience: Always follow any presentation with an After Action Analysis. Start with asking yourself what you did well. Next, what could be improved? Always record your presentation and listen to what you said. There are three speeches for every one you deliver. The one you planned to give, the speech you actually delivered, and the improved next presentation based on what you did right, would like to do better, and what can be added from what you learned from the experience.

Any speaking engagement continued on page 39
Real Estate... continued from pg. 11

Anthony Brent, a partner of BlackRidge, commented that, “this acquisition is in line with our strategy to acquire well-located industrial properties with the ability to increase value through management and repositioning of the asset. We’d like to recognize Pat Bogan and Steve Coulter of the Lee & Associates City of Industry office for their assistance on the transaction.”

FAA agrees to lease suite in Barstow’s Harvey House
Lee & Associates Inland Empire North Inc. facilitated a five-year lease of a retail/office suite at the historic Harvey House in Barstow. The Federal Aviation Administration will occupy about 2,100 square feet on the first floor annex of the Harvey House. Ron Barbieri and Carol Randall continued on page 15

### Interconnect/Telecommunications Firms Serving the Inland Empire

<table>
<thead>
<tr>
<th>Company Name</th>
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<th>Employees: Companywide</th>
<th>Year Established</th>
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<td>Adtran, Akai-Lucent, Cisco, Nortel</td>
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<td>Gail Kodona</td>
<td>NA</td>
<td>(800) 201-1452</td>
<td><a href="http://www.verizon.com/business">www.verizon.com/business</a></td>
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<td>Charter Business</td>
<td>300-</td>
<td>na</td>
<td>6</td>
<td>268</td>
<td>Charter Business Internet, Charter Business Phone, Charter Business TV</td>
<td>Gail Kodona</td>
<td>(626) 433-3552/(951) 509-7111</td>
<td><a href="mailto:gail.kodona@chartercom.com">gail.kodona@chartercom.com</a></td>
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<td>WND</td>
<td>Shawn McDermott</td>
<td>CS</td>
<td>VIP</td>
<td>(909) 481-9454/48255</td>
<td><a href="http://www.te%D0%BB%D0%B5%D0%BFacific.com">www.teлепacific.com</a></td>
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<td>75</td>
<td>WND</td>
<td>Dan Cross</td>
<td>CS</td>
<td>GM</td>
<td>(909) 605-5734/456-3650</td>
<td><a href="http://www.twtelecom.com">www.twtelecom.com</a></td>
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<tr>
<td>Edison Carrier Solutions</td>
<td>25</td>
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<td>3</td>
<td>600+</td>
<td>Fiber route mile network for high capacity data transport, SONET, Managed Wavelength, Dark Fiber, Cell Site Backhaul, and Wireless Site Development</td>
<td>Lisa Szwarc</td>
<td>(913) 272-3000</td>
<td>GM</td>
<td><a href="http://www.edisoncarrier.com">www.edisoncarrier.com</a></td>
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<td>Accent Computer Solutions Inc.</td>
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<td>1995</td>
<td>2</td>
<td>VoIP, Toshiba, Cisco</td>
<td>Mary Kaulman</td>
<td>President</td>
<td>(951) 272-3100</td>
<td>President</td>
<td><a href="mailto:info@teamaccent.com">info@teamaccent.com</a></td>
<td></td>
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<td>1</td>
<td>1</td>
<td>Shoretel, Toshiba, LC, Allworx, Avaya, Telrad</td>
<td>Larry Lavorgna</td>
<td>(909) 481-4366/414-4376</td>
<td>President</td>
<td><a href="http://www.businessinc.com">www.businessinc.com</a></td>
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<td>Extenda Communications, Inc.</td>
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<td>VoIP, MyIntel, Samsung</td>
<td>Russell Schmidt</td>
<td>Managing Director</td>
<td>(800) 640-2411/818-785-6623</td>
<td><a href="mailto:cs@teamextenda.com">cs@teamextenda.com</a></td>
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<td>Phone Systems Plus</td>
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<td>NEC, Microssoft, Novell</td>
<td>Ron Kohli</td>
<td>President</td>
<td>(888) 552-2600/(888) 679-3910</td>
<td><a href="http://www.paplus.com">www.paplus.com</a></td>
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<td>Triton Communications, Inc.</td>
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<td>NEC,</td>
<td>Vito M. Tanzelli</td>
<td>President</td>
<td>(909) 594-5895/596-2832</td>
<td><a href="mailto:vito@tritoncomm.com">vito@tritoncomm.com</a></td>
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<td>Costel Communications</td>
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<td>VoIP, Aspen, NEC</td>
<td>Bill Rodie</td>
<td>President</td>
<td>(877) 636-3485/(877) 636-3485</td>
<td><a href="mailto:bill@costelcommunications.com">bill@costelcommunications.com</a></td>
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<td>Inter-Tel, AVM, Active Voice, Toshiba, Mindi</td>
<td>Joe Wyard</td>
<td>Branch Manager</td>
<td>(714) 283-1600/283-2800</td>
<td><a href="http://www.mitel.com">www.mitel.com</a></td>
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<td>University Communications</td>
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<td>A&amp;T, Lucent, Novstar Mediain, Toshiba</td>
<td>Gabe Molina</td>
<td>President</td>
<td>(800) 244-2217/957-7198</td>
<td><a href="mailto:gamedina@verizon.net">gamedina@verizon.net</a></td>
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*NA = 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.*
CVEP’s Annual Economic Summit

The Annual Economic Summit will be held on Friday, Oct. 21 at the Renaissance Esmeralda in Indian Wells. The event promises to be a morning full of information, networking and regional strategy building. They have a website specific to the Summit this year, please check out this year’s program and register for the event by visiting cvepsummit.com. Registration is open—reserve your spot now!

CVEP Partners Offer Assistance to Local Business Owners

The following upcoming regional workshops and conferences are available to the business community. Several of our strategic partners work with business owners throughout the region on ways to improve their operations. Here are some workshops that may be of interest. Visit the following links for more details.

CVWBC - “Writing a Business Plan”
SCORE - “Preparing for Small Business Success”
SCORE - “What’s a Good Business Idea”

Nick DiCosola and Ron Barbieri Ph.D, CPA Join the Bradco Companies

Two heavy hitters on the commercial real estate scene have partnered with long time business leader and mega broker Joseph W. Brady to form a dream team that has over 100 years of combined experience in commercial real estate and a nationwide book of clients.

Nick DiCosola and Ron Barbieri both boast a laundry list of accomplishments in their long careers including having been founding members of Lee & Associates Inland Empire North. As co-principals and senior vice presidents of the newly formed venture, each brings a new dynamic to the Bradco Companies, which to date has more than $385 million in sales.

“The key to successful real estate investing is anticipating changes in local economic conditions and their impact on real estate trends,” said Barbieri, who joins Bradco as one of the leading minds in market research and an expert on regional trends in the industry. Bringing with him an MBA from Stanford University and a PhD in real estate and urban land economics from UCLA, Barbieri will co-edit the High Desert Bradco Report along with Brady. Barbieri saw the unique model of Bradco’s approach to combining analytical research with deal making as the perfect opportunity to benefit from his extensive research and knowledge.

Barbieri’s knowledge of finance and economics is unprecedented among brokers in the region. Throughout his 40-year career, he’s managed multi-million dollar investment funds, often reporting an annual internal rate of return of 20 percent or more for its investors. He also successfully developed a 125-acre business park complete with a mid-rise office building and biomedical lab for cancer research.

“From my perspective, I can combine my expertise with Joe’s to basically provide investment opportunities and insights,” Barbieri said.

DiCosola’s knowledge in corporate business from years as a successful data processing manager have helped him close large commercial real estate deals including leases with multiple tenants in Apple Valley’s thriving Jess Ranch Marketplace.

“To join a team of experienced professionals of this caliber is an opportunity that comes along once in a career,” says DiCosola. “We have a lot of experience and momentum behind us, and we intend to make a very positive impact on the economy throughout the region, bringing new businesses to the area, continued on page 25
Healthcare fraud hurts us all

By David Sayen

People talk a lot these days about the rising cost of healthcare. How much of a role does fraud play in this?

A significant one, unfortunately. The fact is that criminals steal billions of dollars each year from Medicare, Medicaid, and the Children’s Health Insurance Program (CHIP). This is taxpayer money that should be going to medical treatment for some of our most vulnerable citizens, including seniors, low income families, and kids.

Fraud hurts everyone by driving up healthcare costs. It also undermines the financial sustainability of federal healthcare programs upon which millions of Americans depend.

What’s the federal government doing to stop it? Plenty, especially with the new tools we have under last year’s health reform law.

For one thing, we’re becoming more proactive about keeping criminals out of federal healthcare programs in the first place. My agency, the Centers for Medicare & Medicaid Services (CMS), has adopted a more rigorous screening process for new providers and suppliers. This is intended to weed out crooks before they can start submitting fraudulent bills to the government.

Under the Affordable Care Act, we can now use sophisticated new technologies and innovative data sources to identify patterns associated with fraud. We also have the authority to temporarily stop enrolling new providers and suppliers when we detect patterns that may indicate a significant potential for fraud.

When there’s a credible allegation of fraud against a provider or supplier, we can temporarily stop payments to them while an investigation is undertaken. In other words, CMS is moving away from the old “pay and chase” model of doing business—paying out claims and then trying to recover the fraudulent ones.

Of course, we know that most providers—doctors, hospitals, nursing homes, home health care operators, and others—are honest. But we’re becoming more vigilant about the dishonest few. And those who defraud federal healthcare programs will face tougher penalties.

The Affordable Care Act increases the federal sentencing guidelines related to healthcare fraud offenses involving $1 million or more in losses to federal programs. The Act also allows the government to impose stronger civil and monetary penalties against those who commit fraud. And crooks kicked out of one state’s Medicaid or CHIP program will now be kicked out of all states’ Medicaid or CHIP programs.

Is Medicare making progress in the fight against fraud? Yes, we are. For example, the federal government recovered $4 billion last year from people who attempted to defraud seniors and taxpayers. That’s a record amount.

How can individuals help in the fight against healthcare fraud? If you have Medicare, here are some things you can do:

Guard your Medicare and Social Security numbers. Treat them like you treat your credit cards.

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The Legend of the Nigerian Interior Minister

By J. Allen Leinberger

This is a story I have told before, but it bears repeating. There are dishonest people out there who want to take your money. The easiest way to do that is by using the computer, and the best way to attract people on the computer is to dance money in front of them.

That’s why, several years ago people began getting messages from the Nigerian Interior Minister. He had access, according to his e-mail, to some $25 million U.S. dollars that he needed help transferring to an American bank. Somehow he had selected you for the job. In the end they will want to put the money into your account and they will need all of your access numbers to do that. But hey, you’re getting 25 million dollars.

Since then there have been any number of variations on the game. Many send you a notice that you have won a lottery. One Inland Empire credit union even had to go as far as to post signs saying that there was no such thing as a Canadian lottery.

Then there is the story of how Bill Gates, or AOL or someone is checking e-mails and will give you some amount of money for each message you send or receive. It’s not true. Sorry. I have personally been proposed marriage by a number of widows in foreign countries who want to bring their dead husband’s money to America.

Here is a selection, cut directly from my spam site of what one of these letters offers:

“I was orphaned at the age of four and was raised in an orphanage. I was married to my late husband Engr.Robert Williams for twenty years without a child. Robert had cardio-vascular condition and died of cardiac arrest few years ago. I am a fervent Believer and a God fearing woman just like my late husband.Robert and I lived in Nigeria for over 18 years,where my husband a petrochemical engineer by profession worked and rose through the ranks to become an executive director with a multinational construction and oil servicing conglomerate, before his demise.He also established huge private investments that I assisted in managing.

“Sequel to the unfortunate and shocking demise of my priceless husband, I decided not to re-marry when my cancer ailment became terminal & more so because I do not have a next of kin to bequeath all that ROBERT my late husband & I labored for; sold all off our choice properties and other inherited belongings comprising of a shopping mall,an hotel, shares, bonds,jewelries and other valuable family treasures and deposited the proceeds amounting to USD $10,000,000.00 (TEN MILLION DOLLARS ONLY) with First Inland Bank of Nigeria Plc. (Now FIN-BANK PLC) At present, this fund is still deposited with the bank.”

Notice the bad spelling and grammar. Notice also the heavy sympathy call here. Dead husband, heart attack, cancer, no next of kin. Notice also the ten million and all of the land holdings. It goes on but I am beginning to wonder if these things might be copy continued on page 35
The U.S. Environmental Protection Agency is ordering 13 Chino area dairies to comply with Clean Water Act requirements to prevent dairy manure waste and other pollutants from reaching local waterways.

Among the violations discovered at the dairies subject to EPA's orders were:
• failure to construct or maintain controls necessary to prevent manure and other contaminants from discharging into waterways
• failure to take reasonable steps to minimize or prevent discharges
• failure to develop and implement Engineered Waste Management Plans
• failure to conduct proper routine inspections of the facility

"To protect the Santa Ana River watershed, we’re taking action to ensure these dairies are prepared for the upcoming winter rains, when animal waste could flow from their dairies into nearby creeks and streams," said Jared Blumenfeld, EPA’s regional administrator for the Pacific Southwest. "We will also be evaluating whether monetary penalties are appropriate, pursuant to our authority under the federal Clean Water Act."

Inspections to evaluate permit compliance at dairies are an ongoing focus of the EPA and the Regional Water Quality Control Board. Between November 2010 and February 2011, Water Board representatives inspected dozens of dairies in the Chino area.

"The Santa Ana Regional Water Quality Control Board welcomes and benefits from its partnership with U.S. EPA in regulating waste discharges from dairies within the Santa Ana Region," said Kurt Berchtold, executive officer of the Santa Ana Regional Water Quality Control Board. "We look forward to continued cooperative activities with the EPA in the future to enforce Clean Water Act requirements at the dairies within our region."

Through its administrative process, the EPA is ordering the following dairies to immediately comply with their permit requirements issued by the Santa Ana Regional Water Quality Control Board:
• Bachoc Dairy #1
• Bollema Dairy
• Bosch Dairy
• Costa Dairy
• El Dorado Dairy
• Falloncrest Farms/
• Legend Dairy Farms
• Goyenetche Dairy #3
• John Weststeyn Cattle
• H&R Dairy
• Koot Dairy #2
• Legend Dairy Farms #2
• Syann Dairy #2

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The Five Essential Steps of a Successful Business Turnaround

By John Treace

I have taken part in many business turnarounds in my career, and time and again noticed the same problems, regardless of whether the reason for the turnaround was a relatively minor situation or a reorganization after bankruptcy. Here are the five steps that need to happen during any major business adjustment and some of the pitfalls to avoid along the way. While this article will focus on sales teams, these steps are of a universal nature and will apply to most departments within a company.

1. Assessing the Situation

Before a successful business turnaround can be implemented, it is crucial to understand what got the company where it is now. When businesses fail, it is most often due to ineffective management. Since management is usually the problem, it is difficult to use current management insight to determine what change is needed. As outside consultants, we often hear from ineffective management teams that they need greater funding to correct the sagging business, but we know that throwing money at a problem does not work. The people who created the problem in the first place will not know how to fix it. Providing them greater resources is a mistake: it wastes money and degrades employee morale. Also, failing businesses most often do not have good metrics in use to manage and guide the business. Metrics should not only tell company leaders where they have been but should also be used to gauge future performance. Management should be able to clearly describe how the metrics it uses will predict future results.

Providing that the company’s products or services are competitive, the issues affecting the performance of a sales team can range from an ineffective sales process to low morale, which is caused by any number of factors. In these situations, I have never seen a “bad” sales team, but I have seen plenty of lousy processes and plenty of low morale—both deal-killers that will destroy any company’s sales effort. Great insight can be gained by getting close to the company’s sales force, sales processes, and customers to determine why sales are not progressing to plan.

2. Defining a Winning Culture

Companies in need of a turnaround usually have ill-defined culture. We can test this by asking salespeople to describe the company culture as they perceive it. In failing businesses, employees will not be forthcoming, and answers will vary from person to person; you’ll find that no two sales reps share the same description. Especially when a company is charting rough waters, it is imperative that the sales team embrace a unified culture, one that will define success.

At the heart of culture are the core values a company embraces. Core values are like the Ten Commandments. They are simple action statements that define the principles the company believes in, not fuzzy declarations that can be interpreted at the whim of management. They should be published and posted throughout the company. Employees should understand the corporate commitment to them, and that disciplinary action will follow their violation.

“Tell the bad news first, not last” was a core value we used at one company. If we were not able to make a customer delivery on time or if we expected to miss our sales forecast, we were expected to give fair warning to the customer or the CEO respectively. This core value became a cornerstone of this company’s customer service. Another core value was “Do the right thing for shareholders, customers, and employees, and don’t take a position that favors one over another.” This core value ensures that the company will keep the playing field level for all and not sacrifice one group for another.

Many companies say they do the right thing—but do they? And do they do it all the time? Core values define corporate culture, and companies without them tend to wander and underperform.

3. Managing People

People are the most important component of any organization. Powerful investment groups don’t invest in companies; they invest in people. When companies fail, it is almost always due to ineffective management. In a business turnaround, it is important to identify who stays in his or her current position and who must find a position elsewhere. However, most failing ventures have poor methods of measuring individual results, so care must be taken in this selection process. Making this determination is critical; powerful managers surround themselves with high performers.

However, when looking at the long term, it isn’t so much who you hire as who you hire. To fill out a failing company with high performers, look for a track record of success. All high performers will have one. To retain them, you must ensure these valuable employees that they can trust management’s word, that management has their best interests at heart, and that management is committed to distinction in all that they do. High performers want to be on a winning team, and if they think management can’t accomplish this they will look for employment elsewhere.

4. Creating a New Vision of the Future

When companies fail, employee morale and confidence is degraded, and many high performers will look for employment elsewhere. Most employees in these situations want their company to prosper, but they don’t know how to accomplish it. They believe that they have done an admirable job and will resent those who say otherwise, especially if employees from other departments lay blame on their department. This not only creates low morale but also degrades teamwork, a necessary ingredient in success. In these situations it is imperative that a new vision for the company be formulated and effectively communicated to all employees.

Don’t expect this to be an easy task—it usually isn’t. Most employees believe they have been on the right course, and they see the company’s failure as due to the ineffectiveness of other departments, not theirs. When the new vision is communicated, expect employees to fall into three categories: those who embrace it with enthusiasm, those who sit on the fence to wait and see how things go, and those who do not buy in, who resist the change and are open and verbal in their opposition. The sooner management resolves these last two groups, the better. The fence-sitters and the resisters must quickly reverse their positions and enthusiastically support the new vision—or find employment elsewhere. The sooner management converts those groups, the better. Powerful companies have sales organizations that embrace a vivid vision of the future and continued on page 28
Orange County/Inland Empire Regional SBDC Lead Center Announces Release of RFPs for the Inland Empire and Coachella Valley Small Business Development Centers

The California State University, Fullerton-operated Orange County/Inland Empire Regional Small Business Development Center Network announces the release of its Request for Proposals (RFP) for the Inland Empire and the Coachella Valley Small Business Development centers. The lead center is seeking a host institution/partner that is fully committed to and invested in meeting the needs of small business owners in the Inland Empire.

The RFP is open to all non-profit organizations, state/local city governments and educational institutions that serve Riverside and San Bernardino counties. The RFPs are available online at www.leadsbdc.org. Interested organizations will have the opportunity to respond to the RFP in an eight week period and once the responses have all been received and evaluated, it is anticipated that the selected organization will join the network in January 2012.

There will be a bidder’s conference on Monday, Oct. 17, 2011 from 10:00 a.m. - 12:00 p.m. for the Inland Empire SBDC RFP at the San Bernardino Economic Development Agency, 201-B, North E Street, Suite 200, San Bernardino, CA 92401. The Coachella Valley SBDC bidder’s conference will also be at the same location on Monday, Oct. 17, 2011 in the afternoon from 1:30 p.m. to 3:00 p.m. A review of the proposal and questions regarding the proposal will be provided at the bidder’s conference.

“The challenges today are plain to see,” said Priscilla Lopez, network regional director. “We are seeking a host that will build on past successes and bring the level of commitment that is required to help businesses in the region on a larger scale than ever before. This transparent RFP process is needed to allow for open competition among local institutions and help bring the small business community and the people of the Inland Empire and the Coachella Valley the level of assistance and service they need in today’s economic climate.”

For additional information contact Priscilla Lopez, regional director of the Orange County/Inland Empire Regional Small Business Development Center Network, at 657-278-2719 or plopez@fullerton.edu.

Join A Wedding Procession March!!
Saturday, October 29th, 11:00 A.M.

WHO: Community Cupid is a local non-profit project created by Inland Empire Business Journal Publisher Bill Anthony and Founder Ryan Orr at Operation Community Cares, Inc. which includes volunteer corporate, business and community leaders from Riverside and San Bernardino Counties in California.

WHAT: Community Cupid will provide Weddings for 15 military couples returning from Iraq or Afghanistan. Each of the five branches of the military: Air Force, Army, Navy, Marines and Coast Guard will refer three couples to the project. The event will be video recorded and a free template created for sharing with other groups in the country so that they can also honor their returning military in a similar manner.

Project Cupid will provide a free all expense paid wedding, which will include:

- Events begin with a one-mile parade with veterans’ organizations, military marching bands, Patriot Guard Riders motorcycle honor guard, wedding parties in limousines, hundreds of spectators, surprise celebrities and community leaders and more.
- Wedding gowns, tuxedos, limousines, flowers, wedding cakes, champagne, gourmet wines, hair, makeup, haircuts, pre-event music provided by string quartets at Hilton Ontario Airport Hotel.
- Location: Hilton Ontario Airport Hotel hosting wedding party (with seating for 600) and guests with reception which includes hors d’oeuvres and sit-down gourmet dinner for 500. Dance music provided by vocal selections from legendary musicians. (Sorry we cannot name them at present. Think legends.)

WHERE:
North Haven Avenue, just south of Arrow

DATE:
Saturday, October 29, 2011 at 11:00 A.M.

CONTACT:
Please email to confirm your attendance to Bill Cortus at bill.cortus@thrivent.com
Grants for Veterans Training for JOBS
By Sandy Harmsen

The San Bernardino County Workforce Investment Board has worked diligently to secure the following three workforce training grants to prepare and support veterans who are re-entering the work force and reimbursing employers who hire permanent employees.

The Workforce Investment Act (WIA) Multi-Sector Partnership National Emergency Grant is designed to help laid-off workers. Approximately 200 positions are open to a pool of residents who were laid off from specific businesses including construction, manufacturing and transportation. This grant aims to help employers in vital economic sectors with talent location and employee development. Eligible participants will receive on-the-job training, supportive services, paid work experience, customized training and internships.

The Desert Green Veterans Training Grant is available for 100 veterans to participate in free job-training programs. These training programs will teach the skills needed for green jobs available with local employers. Jobs may include solar panel maintenance and installation, sustainable and recycled products manufacturing, transportation and logistics using alternative fuels and hundreds of other industries.

Participants can enter training certificate courses paid for by this grant, or on-the-job training, where a portion of their wages are reimbursed during a specified period. Welding and HVAC certification courses are currently being launched. Other training courses will be determined based upon the job interests of the participants. Post-training job placement assistance is also available.

Both the WIA Multi-Sector Partnership National Emergency Grant and the Desert Green Veterans Training Grant offer job placement services. The county’s goal is to make sure that all participants have job offers at the end of their training programs.

The National Emergency Grant On-The-Job Training (NEG-OJT) has a significant amount of funds available for subsidized contracts to assist residents unemployed for at least 21.5 weeks whose unemployment period began on or after Jan. 1, 2008. This program reimburses participating employers from 50 percent to 90 percent of the wages paid for an agreed upon period during the time an employee is trained in a new job.

This program has been very successful because it is designed for permanent employment after the training period ends. Employers who have hired through this program all report that not only do their trainees get up to speed quickly and at a lower cost, but they also have a

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Grants for...

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Located in Rancho Cucamonga, San Bernardino and Hesperia, the ERCs are the junction point for job seekers and employers who need to hire. Staff at all three locations work closely with our county Business Resource Team to conduct job fairs and employee recruitments for employers such as Home Meridian, Ross Stores and many small businesses. Our county is remarkably successful not only in getting people back to work, but in providing qualified and skilled candidates to area businesses.

If your business has positions that need to be filled, contact our Business Resource Team. They will work with you to identify your hiring and recruiting needs at no cost. The Business Resource Team can be reached by calling 800-451-JOBS.

Job seekers interested in these training opportunities need to be San Bernardino County residents and enrolled at one of the county’s three Employment Resource Centers. Contact the nearest Employment Resource Center by calling (800) 451-JOBS or visiting www.sbcounty.gov/csb-wio.htm.

Sandy Harmsen is executive director of the Workforce Investment Board and director of the County of San Bernardino Workforce Development Department.

U.S. EPA...

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- Three D Dairy

The EPA orders are intended to improve the dairies’ environmental performance as quickly as possible by bringing them into compliance with the basic requirements of their permits.

Investment...

continued from pg. 10

federal government advises that only 17 percent of businesses seeking a loan last year actually received funding. Our effort in this instance is to encourage domestic and overseas investment in Riverside County-based businesses.

The first three businesses that have indicated they wanted to participate in the program are located in Temecula, Riverside, and Banning. All three are locally owned small businesses. Companies wishing to participate in this program will be screened by staff at the Office of Foreign Trade to see if their business is a candidate for this program. Investors are also encouraged to carefully review any investment opportunity with qualified attorneys and or certified public accountants.

Information on the “Investment Opportunities” will be found at www.rivcoeda.org/oft.usa.ca.

For information on adding your company to the list of those looking for investment or if you are interested in investing please email dsloan@rivcoeda.org or call us at 951.955.1308.
Heritage Victor Valley’s own, Dr. Mohan Mallam was recently elected president of the San Bernardino County Medical Society (SBCMS). Mallam sees patients in the Victor Valley, including Desert Valley Hospital, Victor Valley Community Hospital and St. Mary Medical Center. Mallam, 56, who began his own practice shortly after moving to Barstow, said he is glad he has this opportunity to serve as president. His goals for his one year term as president are to recruit new members for the medical society and the California Medical Association, to review the bylaws of the medical society and achieve better communication between similar societies.

“I started in the society from scratch as a member,” Mallam said. “I climbed the ladder gradually from position to position.”

Desert Health...

income, uninsured district residents through the Suzanne Jackson Breast Cancer Fund, and help underwrite case management services.

The district also awarded $225,000 to Family Services of the Desert for mental health services in Desert Hot Springs. Typically, participants in these programs have been touched by domestic violence, child abuse, neglect, or maltreatment. Family Services of the Desert is the only agency to provide domestic violence and anger management programs that are required by probation and parole programs for the residents of Desert Hot Springs. An estimated 720 district residents will benefit from this funding.

Desert Healthcare District is a government agency, established by the state of California in 1948, to improve and support community health programs within a 457-square mile service area in the Coachella Valley. The district also owns and oversees the lease of Desert Regional Medical Center in Palm Springs.

Palm Desert Business Expo

Come on out to Fantasy Springs Resort Casino on Thursday, Oct. 6th, from 4 p.m. to 7 p.m. at the Palm Desert Area Chamber of Commerce—Joining Together for Success Business Expo presented by Costco.

Over 100 exhibitors, car displays, and 12 food exhibitors will be on hand to meet you! Looking for a particular service? Find it locally at Fantasy Springs at the expo—and it’s fun! Admission is only $5 and includes a 2 for 1 buffet coupon, admission, a raffle ticket, and a spin on wheel of madness to win more tickets, and to win great prizes. Meet exhibitors, have a great evening, relax at the desert business interiors lounge space, and then join us at the Fantasy Springs LIT lounge after-party.

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Real Estate... continued from pg. 15

Simpson Strong-Tie Expands Into 396k Square Foot Inland Empire Facility

Here’s an update on a couple of Inland Empire industrial deals. In one, Simpson Strong-Tie purchased an existing 396k-square-foot industrial building in the Agua Mansa redevelopment area of the County of San Bernardino for a major expansion in the area. Simpson, a leading manufacturer of structural products for the building industry, is moving from its existing Brea location to this facility to increase plant capacity and improve efficiency. The new expanded location houses more than 184 office, manufacturing and warehouse staff.

The manufacturer will be taking advantage of the San Bernardino Valley Enterprise Zone (SBVEZ) initiatives which provide qualified businesses with substantial state tax credits and benefits, including hiring tax credits and sales or use tax credits, among others.

The new facility is adjacent to the cities of Fontana and Colton near the 10, 60 and 215 Freeways. Simpson Strong-Tie executives chose the location to service its customers throughout the southwest. The Pleasanton California-based Simpson Strong-Tie has several manufacturing plants and distribution centers in the U.S. as well as operations in more than a dozen countries worldwide.

Erik Wanland and Tom Dorman of CB Richard Ellis represented Simpson Strong-Tie in the move. According to Wanland, large industrial occupiers are increasingly looking at opportunities to consolidate product, reduce costs and continued on page 33
Executive... continued from pg. 15

DiCosola also brings a large book of business in the Antelope Valley to the table. His regional network has led to the sales of several bank-owned restaurants in the Lancaster and Palmdale region.

“When you look at the experience these guys bring to the table, creating a team like this was an opportunity I had to jump at,” Brady added. “We’re looking forward to some big things ahead.”

Inland Empire Economic Partnership’s 20th Anniversary Celebration

The Small Business Development Center (SBDC), a division of the Inland Empire Economic Partnership, will be celebrating 20 years of helping small business owners through the evolution of business from start to growth. Small business has been recognized as being the backbone of our economy and the Inland Empire has truly benefited from the efforts of the SBDC.

Join them on Tuesday, Oct. 18, 2011 for hors d’oeuvres and networking as the SBDC celebrates the past, present, and future of small business. Festivities will be held at the California Theatre in Downtown San Bernardino from 4:00 pm - 6:00 pm. Mingle with business leaders, elected officials, and partners of the SBDC while you enjoy fun trivia, the history and evolution of the SBDC, and celebrate the successes of clients, both past and present.

Register online at celebrating20years.eventbrite.com.

Nathan Heyde Joins Gresham Savage

Nathan Heyde joins Gresham Savage as an associate in the transactions department. Heyde is skilled in the area of business law and has advised publicly and privately-held businesses in entity formation and dissolution, asset and stock acquisitions, venture financing, real estate acquisitions and intellectual property protection and licensing. He has guided his business clients in forming venture capital funds and domestic and international investments, private placements, and exempt securities offerings.

Heyde also has experience specific to financial institutions. He has assisted financial entities with regulatory compliance, corporate governance, contract negotiations, financial privacy, and advertising. He has negotiated and drafted agreements for electronic banking, payment systems and non-deposit products and has led regional clients in multi-million dollar national money transmission licensing projects.

University of Redlands Announces Endowed Chair of Institute for Spatial Economic Analysis

Dr. Johannes Moenius has been appointed as the William R. and Sue Johnson Endowed Chair of Spatial Economic Analysis and Regional Planning at the University of Redlands.

In this position, Moenius will provide valuable leadership to the School of Business’s Institute for Spatial Economic Analysis (ISEA) as its founding director.

“In his role as chair, Dr. Moenius will lead ISEA in its efforts to promote sustainable communities in the Inland Empire, across the state, and nationally through expert regional economic analysis that supports public policy decisions and planning models,” said Dr. David Fite, vice president of academic affairs at the University of Redlands. “We are proud to have the support of Bill and Sue Johnson for this important new venture,” he added.

“Dr. Moenius brings impressive skills and a wealth of experience to the Johnson chair,” Fite continued, “and is what one might call a ‘new style’ economist combining comparative statistical tools with Geographic Information Systems in order to present and analyze economic phenomena at the most tar- continued on page 30

Dutton... September 2011

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• SB 126 (Steinberg) would make it easier for farm workers to unionize by giving the politically appointed members of the Agricultural Labor Relations Board authority to certify a union if there is “employer misconduct,” a term open to interpretation. Steinberg’s earlier card-check bill was vetoed by the governor for overreachig, so the pro tem pushed through this bill as a “second-best” for the farm workers.

“… agriculture organizations testified in late legislative hearings about serious concerns with the bill’s provisions as well as the ‘gut-and-amend’ process that avoids meaningful public review and debate of legislation. … Of particular concern is the bill’s failure to define ‘employer misconduct’…” (California Legislative Wraps up for 2011, Western Growers Spotlight, 9 September 2011)

“Currently, the Agricultural Labor Relations Board simply orders a new election if intimidation or other interference occurs. [SB 126] … would instead allow unionization to move forward in such cases. The measure … was passed over objections from Republicans, who noted that the bill was only introduced last week.” (Calif. farm worker bill, gun open-carry ban advance, Marisa Lagos, San Francisco Chronicle, 9 September 2011)

“Similarly, SB 126 … hadn’t changed since January. It got out of both houses as a bill setting guidelines for the California Transportation Commission, but it found new life as a labor bill sought by the United Farm Workers and others.” (Late amends leave advocates punched in the gut, Malcolm Maclachlan/Alisen Boada, Capitol Weekly, 15 September 2011)

• SB 202 (Hancock) would reclassify June primary elections so they are not considered statewide elections, thus moving all initiatives to the November General Election ballot, including a union-opposed rainy day fund measure currently scheduled for the June 2012 ballot. An SEIU legislative alert memo dated Sept. 9, 2001 even acknowledges that an effect of the bill would be to dilute the influence of “whiter and more affluent” voters who turn out in greater numbers for primary elections than do voters “who are young, people of color or low-income.”

Even worse, by moving the rainy day fund measure (ACA 4) this bill would undo another bipartisan budget compromise negotiated in 2009 – yet one more example of the Democrats failing to honor their agreements.

“… a thank-you note from Democratic lawmakers to their labor supporters.” (Editorial: Initiative bill ignores need for wider overhaul, Ventura County Star, 17 September 2011)

“On a more partisan front, Democratic leaders put Brown in a sticky corner when they jammed through a bill to limit initiatives to the November ballot only. The bill would be helpful to labor and Dems.” (Gov. Jerry Brown and three telling bills, Debra Saunders, San Francisco Chronicle, 13 September 2011)

“Specifically, labor unions want to shift an initiative now being circulated—making it more difficult for unions to use dues, which are paid through automatic payroll deductions of its members, for political purposes—from June to November 2012. And, next June’s ballot could include initiatives on government-worker pension reform and redistricting, also opposed by public-sector unions … This bill is all about the politics of 2012, not about the merits of such a change … Gov. Brown should veto it.” (Editorial: Veto the ban on primary election initiatives, Orange County Register, 12 September 2011)

“The proposal’s real goal is to give Democrats’ labor allies an electoral boost … And tweaking the law to help a politically powerful group offers a bizarre prescrip- continued on page 30
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My name is Joseph W. Brady, CCIM, SIOR, president of The Bradco Companies and I’m proud to be the newest member of the Victor Valley College Board of Trustees. As a long-standing businessman, an educated workforce is of paramount concern to me, and became the reason I sought the appointment to VVC.

In my 23 years in the High Desert, my wife and I have seen ups and downs, but one thing I can assure you is that when education suffers, we all suffer. Despite the struggling High Desert economy, there are still opportunities, but they’re generated by an educated workforce, and communities that make education their paramount issue.

I’m a fiscal conservative. The community college system does not receive its fair share of monies, but like the businessman, I’ve learned to live within my budget, and we must leverage the school’s income with the businesses and the community to ensure the highest results.

We need to challenge all the trustees and senior management at VVC to ensure a higher than average graduation rate, a higher than average transfer rate and an increased amount of communication between the school, the business community, our residents, but most importantly, the taxpayers, who in 2008 passed a $297 million bond.

It’s important that through these challenging times that we “think outside the box” and do things differently than we’ve done in the past. Throughout the Inland Empire, less than 20% of adults have a B.A. or higher degree for those that are 25 years and over. In the High Desert, it is only 10.9%.

We need to remember that VVC is about our students, who are our stockholders and our shareholders. It’s not about special groups or special issues. I want to be a part of a board of trustees that are held accountable. We’re responsible for a budget of nearly $60 million, 14,000 students, a 238-acre facility and a newly proposed campus in Hesperia. To quote Dr. John Husing, “there is no such thing as a poor well-educated community.” The opposite is also true! The Inland Empire is currently the opposite.

We need to affect change.
Companies need to first understand what it is they are trying to achieve before thinking about which technology vendor to deploy. Are they trying to streamline communication between business units or geographies? Are they looking to roll out a collaboration application that will eventually replace their intranet? Or, are they planning to use social CRM and weave it into their sales and marketing initiatives?

The challenge with technology is that there are so many software vendors in the space to choose from. Organizations need to think strategically before making significant investments into technology, and consider scale, integration, support and maintenance costs, and the current suite of applications that are already deployed within the enterprise.

The foundation for social business transformation is culture and leadership. All the technology in the world deployed in the enterprise; and all the process/compliance documents created are useless if organizational behaviors aren’t changed. Change starts from the top and business leaders are the ones responsible for facilitating this change.

For additional information, please contact Brito through www.thesocialbusinessbook.com.

Legal Notes...

The health insurance benefits of employees when they transferred from one company to another. The law is known as the Health Insurance Portability and Accountability Act of 1996 (also known as HIPAA). However, in 2006, the privacy protection of the law was expanded to almost all medical information to the point where now everything about your medical condition and treatment is considered highly confidential.

Without a HIPAA Authorization and Release, your spouse, children, and family may be unable to obtain any information about you, including whether you are even in a particular hospital! A HIPAA Authorization and Release allows you to decide who has authority to request and receive your personal medical information. There is no standard federal authorization and release form. As a result, many institutions have developed their own particular form. Often times, unless you sign a form that the particular institution believes to be standard federal authorization and release form. As a result, many organizations have developed their own particular form.

Without a HICPAA Authorization and Release, your spouse, children, and family may be unable to obtain any information about you, including whether you are even in a particular hospital! A HICPAA Authorization and Release allows you to decide who has authority to request and receive your personal medical information. There is no standard federal authorization and release form. As a result, many institutions have developed their own particular form. Often times, unless you sign a form that the particular institution believes to be standard federal authorization and release form. As a result, many organizations have developed their own particular form.

Let’s look at what would happen if you died without planning in advance. First, if your death were preceded by a period of incapacity, your family might not be able to access funds that were needed during your illness. Without a Durable Power of Attorney for Property, financial institutions and other companies and organizations (Social Security Administration, utility companies, etc.) will not speak with anyone trying to assist you. Next, if you had not legally expressed your wishes with regard to your end-of-life care, your family might not be able to carry out your wishes. A Health Care Power of Attorney, Advance Health Care Directive, Health Care Proxy or Living Will would be needed to empower the person whom you designate to assist you.

After your death, the probate court would appoint an executor or administrator for your assets. In some states this can be a time-consuming and expensive process. Often, this process can be made less burdensome if you had planned with a trust. But, in the absence of planning, there are no legal instructions with regard to the disposition of your assets. In other words, you were “intestate” (i.e., died without prior planning).

When you die intestate, the distribution of your assets is set by a pre-determined list for intestate succession that varies from state to state. Typically, it is some combination of your spouse, descendants, and family of origin. But, without a valid will, you do not get to specify who gets how much. You have to rely on what the state of California has set as the default for distribution. This may be far from what you have in mind. For example, if you have an unmarried partner, he or she would get nothing.

Even more importantly, without a will, you would have no input into who will raise your minor children or provide assistance for an adult child with special needs. State law and the judge will determine that for you. Of course, the judge would not be privy to your experiences and may make a different decision without the benefit of your guidance.

Unfortunately, the question is not if you will die, but when will you die. When you die, you can leave a plan to achieve your goals and care for your family or you can leave it to chance. Your family and your hard-earned assets are too important to pass without your direction. Contact a qualified estate planning attorney today. They can prepare a plan for you which achieves your goals of passing your assets to whom you wish and
CSUSB...

continued from pg. 1

rates among his proudest achievements the university’s key role in successfully educating students in a two-county region that has the lowest percentage of college graduates of any U.S. metropolitan area with a population of more than one million residents.

“You open the doors of opportunity to those underserved in the past – with an astonishing 70 percent of our graduates the first in their families to finish college, and that after their education at CSUSB in which the value added is at the 96th percentile,” he told the audience. “Let me assure you that those two successes trump most anything else that can be placed on the higher education agenda.”

Karnig pointed to recent results from the Collegiate Learning Assessment – employed by hundreds of colleges and universities across the nation to test freshmen and seniors – to serve as an evaluation of value added by a college education. The 2010-2011 data indicates that students entered CSUSB with an assessment score in the 31st percentile, which reflects the university’s mission of providing broad access to many students. Senior year CSUSB student scores were 25 percent higher, at the 56th percentile, which placed Cal State San Bernardino in the top 4 percent nationally for the degree of learning students acquired while in college, scoring at the 96th percentile.

CSUSB has significantly improved its student persistence rates, ranking among the leaders for first-to-second year retention among all California State University campuses, and it is among the leading CSU schools in retaining African American and Latino students.

“Our 86 percent first-to-second year retention rate is far higher than predicted on the basis of 70 percent of CSUSB students requiring remediation in math, English or both, though it’s pleasing that 90 percent of those students are remediated within one year of entering the university,” Karnig said.

Cal State San Bernardino has continued to improve its national rankings from U.S. News and World Report, Forbes and the Princeton Review. For the fifth straight year, the university was named to the President’s Community Service Honor Roll, and it included in the 2011 list of Military Friendly Schools and Top 200 Colleges for Native Americans. And CSUSB was one of only four U.S. institutions and 18 in the world designated as Most Innovative Business Colleges by European CEO Magazine.

He created the President’s Academic Excellence Scholarships, and since its beginning in 2002, more than 300 of the top 1 percent of San Bernardino County high school students have accepted the scholarship to attend CSUSB.

The university has established more than 500 community partnerships, ranging from founding a $35 million campus in Palm Desert, to agreements with various hospitals and health districts in graduating more nursing students, to contributing to numerous other efforts, including efforts to advance successful elementary and secondary education and nurture the STEM (science, technology, engineering and mathematics) fields.

In recent years, CSUSB launched its first doctoral program in educational leadership, and it added its inaugural engineering program in computer science and engineering, as well as its first two Master of Fine Arts programs in creative writing and visual arts.

Under his leadership, the campus has constructed or expanded more than 1.5 million square feet of facilities, and the most recent addition, the Murillo Family Astronomy Observatory, will open this fall on the north side of campus. In addition, CSUSB has erected four buildings at its permanent branch campus in Palm Desert entirely without state funds. CSUSB’s Palm Desert Campus was built with more than $40 million raised during the Karnig years.

Cal State San Bernardino has continued on page 38
Congratulations…You’re Hired” (www.congratsbooks.com) for recent college graduates. 

“Students and parents alike spend their valuable time and hard-earned money to get into the right school and earn their college degree,” said Sadar, an adjunct professor at Florida International University. “It seems as though they forget the big picture—landing the job.”

That’s an even greater challenge in today’s market, which can be especially hard to crack for young workers. Sixty percent of recent college graduates do not have full-time jobs in their fields of study, according to a spring CNN Money report citing the job-placement firm Adecco Group. Sadar’s CliffNotes-style books answer burning questions, break through myths, and point students towards the career fast lane! All books are written to be read in an hour and put to use today!

Each book offers a checklist of strategies and a road map to travel the simplest, fastest, and most direct route for students to land the job of their dreams. Some tips include:

• Tailor your résumé to the job: Recruiters often simply scan resumés, so be sure the experience and skills being sought are easy to spot, and the same information is repeated in your cover letter. Include a professional summary, competencies, strengths and accomplishments all focused on the position for which you’re applying.

• Prepare for the interview—what you do before, during and after counts: Know how to get there and allow extra time so you don’t arrive late. Don’t use strong cologne or tobacco products, and don’t drink coffee beforehand, all of which can be smelly turn-offs. Do pop a breath mint—not chewing gum, which has no place in an interview. If your palms are sweaty, wipe your hand discreetly before giving a firm handshake. Follow up with a thank-you note to the interviewer within 24 hours.

• Be truthful when asked about weaknesses: People often avoid these questions or answer by presenting what they consider to be a strength as a weakness, such as “I’m a workaholic” or “I’m a perfectionist.” The interviewer wants to know if you can recognize your weaknesses and how you’re working on them, or whether you can admit mistakes and learn from them. Be prepared to honestly discuss one weakness and one past mistake.

• Ask questions, but not about salary, benefits, sick or vacation time: Go prepared to ask three to five questions about the company, the department or the position. You might ask the interviewer to describe the ideal candidate for the job, what he or she most enjoys about working for the company, or what the company’s biggest challenges will be in the coming year.

• Remember, mealtime interviews are not about the food: Order a conservatively priced meal...continued on page 39

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• SB 922 (Steinberg) would cut off state funding for a public works project of a charter city if it has not used project labor agreements (PLAs). PLAs are estimated to jack up costs between 12-18 percent.

“PLAs require union wage scales. As a result, they inhibit competition and unnecessarily boost the cost of taxpayer-funded public projects, but that is of little concern to sponsors of this bill.” (Editorial: Four bills need Gov. Brown’s veto, Contra Costa Times, 13 September 2011)

“[PLAs] effectively keep nonunion firms from competing, since those firms typically pay less than union wages ... Moreover, the ‘gut and amend’ process is inherently unhealthy … the tactic has no place in a transparent democracy, and in this case flies in the face of local home governance … The lesson in all this? Meet the boss in California: It wears the Union Label.” (Editorial: Meet the boss in a transparent democracy, and in this case flies in the face of "gut and amend" process is inherently unhealthy … the tactic has no place in a transparent democracy, and in this case flies in the face of local home governance … The lesson in all this? Meet the boss in, The Press-Enterprise, 31 August 2011)

• SB 931 (Evans) would ban payroll cards as an option for employees unless employers agree to fund the employees’ bank fees, as well.

“Where SB 931 stretches the bounds of reasonableness is where it attempts to buffer the worker from personal responsibility. The California Legislature should not be micromanaging bank policy on customer behavior.” (Honest work, honest pay, John Diaz, San Francisco Chronicle, 18 September 2011)

“Instead of the awesome power that unions wield among majority Democrats in the Legislature.” (Editorial: Gut-and-amend bill needs to be stopped, Sacramento Bee, 7 September 2011)

• SB 1005 (Party Politics) would require a voter registration application to include a social security number or other identifying information, and requires counties to verify voters’ identity. (Editorial: Four bills need Gov. Brown’s veto, Contra Costa Times, 13 September 2011)

“Steinberg and Pérez should be ashamed of themselves. Rules designed to insure transparency and fairness have been ignored. The bill is another disquieting example of the awesome power that unions wield in California.” (Editorial: Four bills need Gov. Brown’s veto, Contra Costa Times, 13 September 2011)

“...the Legislature appears more determined than ever to pass bills that empower and enrich unions while adding new costs and burdens to private employers, taxpayers and local governments alike.” (Editorial: Four bills need Gov. Brown’s veto, Contra Costa Times, 13 September 2011)

“Moreover, the ‘gut and amend’ process is inherently unhealthy … the tactic has no place in a transparent democracy, and in this case flies in the face of local home governance … The lesson in all this? Meet the boss in California: It wears the Union Label.” (Editorial: Meet the boss in a transparent democracy, and in this case flies in the face of "gut and amend" process is inherently unhealthy … the tactic has no place in a transparent democracy, and in this case flies in the face of local home governance … The lesson in all this? Meet the boss in, The Press-Enterprise, 31 August 2011)

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Moenius has been an economics professor at the University of Redlands School of Business since 2005, and has served as director of its International Business Initiatives program.

Moenius’s research is broadly interdisciplinary and extends from international trade analysis to industrial organization and political science. His work has been published in many venues, including the Review of Economics and Statistics, the Journal of Development Economics, the International Journal of Industrial Organization, and Party Politics.

County Executive Officer Bill Luna steps down

The Riverside County Board of Supervisors accepted the resignation of Executive Officer Bill Luna. Luna notified the board in a letter on Sept. 15 that he would step...continued on page 33
### Internet Service Providers Serving the I. E.

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<td>David Hievert VP (909) 3650693-3660</td>
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<td>10,000 1993</td>
<td>Steve Caster VP (909) 972-700972-7211</td>
<td>DSL/16x1 Cap Service, Dial-Up Service, Web Page Hosting</td>
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<tr>
<td>Qwest Communications Int’l</td>
<td>445 S. Figueroa St., Ste. 2920 Los Angeles, CA 90071</td>
<td><a href="mailto:john.coughlin@qwest.com">john.coughlin@qwest.com</a></td>
<td>WND 1996</td>
<td>John Coughlin Director of Marketing (213) 784-6000</td>
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<td>TelePacific Communications</td>
<td>9166 Anaheim PI., Ste. 100 Rancho Cucamonga, CA 91730</td>
<td><a href="http://www.telepacific.com">www.telepacific.com</a></td>
<td>WND 1996</td>
<td>Shawn McDermott VP (909) 945-821-045-8225</td>
<td>Broadband, Managed Firewall, Hosting</td>
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<tr>
<td>Ultimate Internet Access, Inc.</td>
<td>4120 Juniper St., Ste. 212 Ontario, CA 91761</td>
<td><a href="mailto:info@uia.net">info@uia.net</a></td>
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One Person Can Make A Difference—and Now This Charity Needs Your Help

By Robbie Motter

Did you know that, per the U.S. Department of Justice, it is estimated that 14,500 to 17,500 children are trafficked every year? Human trafficking has grown from a $9 billion to a $33 billion a year industry. Riverside police officer James Barret said, “It rivals drug and arms trafficking for the most profitable criminal enterprise.”

If we can stop the people who are exploiting the children and raise awareness to young teens, we can make a big difference. The average age of a victim is 12-14 years old. Human trafficking is a growing problem in the Inland Empire. Young teens are being kidnapped weekly and then sold to human sex trafficking. The predators prey on teens on the Internet, Facebook and right outside of their school. They often prey upon children’s vulnerabilities.

One person can make a difference. Darlene Tarnoski in November 2010 was selling her jewelry at a local wine weekly craft fair when she met an FBI agent whose business was rescuing children. The agent described to Darlene how fatherly looking guys find young girls and offer them a place to stay giving the girls the impression that they would be safe. However, once in place, the girls would be sold for sex over and over again. The agent made rescuing those girls and getting them to a safe place his personal project.

As soon as Darlene heard there was little to no help for these young girls, she was filled with compassion. “What are your needs she asked?” His response was “they need dignity bags.” Darlene had no idea what he was talking about. The agent explained that when the children are found, they are taken to a hospital or safe house. Everything they have or are wearing is taken for evidence at the FBI interrogation room. The dignity bags, are backpacks (containing clothing, toiletries, water and snacks), help the rescued teens have something of their own as they move to the next place. Darlene immediately understood the need and decided if the FBI could not provide the dignity bags, then she would find a way to do it.

Quickly Darlene was put in touch with Operation Safe House a local 18 bed sanctuary for rescued girls who made available seven beds for this project. Did you know that in the whole U.S. there are only five shelters for rescued child trafficked victims. There are none in this area other than Operation Safe House who stepped to the plate seeing the need.

The scenario goes like this on a rescued victim: When the sheriffs or FBI rescue a victim, they call Darlene and request emergency shelter, and this could be at midnight which makes it too late to take the victim to a shelter—so this means that a temporary emergency shelter for the night is required—so is feeding them, providing them with a dignity bag until they can be placed.

The awareness on this project began with Darlene networking and SHOWING UP everywhere to talk about what’s happening and what the needs were. She saw the need to also start a 501 c3 Women Against Child Trafficking which she has done, and now serves as the program director. She also started asking for donations of either money or supplies. She reached out for volunteers as she knew that more people helping her could spread the awareness quicker. She started speaking at groups and asking for help. Darlene and her volunteers assemble dignity bags and deliver them to the safe house.

In addition to donations from others, Darlene also began donating a portion of her jewelry sales to the charity. Some of the first heartfelt groups to step forward were the Murrieta For You / N A F E Network, the Menifee Valley Chamber of Commerce, The GFWC Menifee Woman’s Club who has picked Woman Against Child Trafficking as their charity for this year, The Wildomar Rotary, who is writing a grant for the project for her La Cresta Neighborhood Watch, The Murrieta Lions Club and the Murrieta Rotary, as well as June Davidson of ASLA who donated funds for sweats, and Robbie Motter, who showed Darlene how to get the information out and where to show up as well as help to assemble volunteers. A big help also has been the local media who has helped to spread the word. Recently Boston Billie’s, a restaurant in Menifee, offered their banquet facility for Darlene to hold fund-raising events the 2nd and 4th Friday nights of the month which she calls Karaoke and dancing night, and two talented DJ’s generously offered their services—Tom and Lindy of Abbondanza Entertainment Karaoke DJ.

If they rescue more than five youth victims in a night, it is difficult to place them in a shelter immediately. What is much needed is a 72-hour emergency shelter until we can find placement for each child. What would be wonderful is if a major hotel chain would offer to donate a room for the first 48 hours until placement could be found.

Another great need of the shelter is for a van to be able to take these youths to their doctors, counseling and court appointments. These two immediate needs are very important for Darlene to find, and so she is reaching out to the community for help. In addition, there is always a need for food and teenager clothing. Call for drop off locations.

Go to www.WomenAgainstChildTrafficking.org where you will find a wish list of this 501 c3 non-profit organization. Because of her hard work Darlene already has received awards from the California U.S. Senate and the California State Legislator, and the Victorious Woman Award. She serves also on the Riverside County Against Human Trafficking task force that was formed in March 2011. To Darlene it’s not about winning awards but in touching a life, something she does everyday.

If you can help or want more information contact Darlene Tarnoski at 951-440-6330 or e-mail adifference@live.com.

Darlene is also available to speak for groups relating to these topics to spread more awareness.

Did you hear the latest news? You can always find the Monthly Coupon Book throughout Southern California. The Coupon Industry is thriving with 75% of the United States population using coupons. Coupons have evolved and are more useful when they become the focal point of national and local marketing programs. The Coupon Book provides a valuable advertising opportunity with the most local traffic. Go to www.monthlycoupons.com
Real Estate... continued from pg. 24

improve efficiencies. The recession has, in a sense, prompted companies to re-examine their manufacturing and supply chains to yield greater results.

In a sizable recent lease from the Inland Empire, Selco Associates, a full-service third party logistics provider, inked a deal for a 93,5k-square-foot industrial building located at 14277 Ramona Avenue in Chino. Selco Associates had been subleasing the space from Las Vegas Express for the past 15 months.

Jones Lang LaSalle’s Southern California Industrial Tenant Representation Team lead by Executive Vice Presidents Mike Fowler and Tim O’Rourke represented Selco Associates in the transaction. The property owner was represented by Steve Belletti and Josh Hayes of Colliers International.

“Selco’s strategy to enter the West Coast market in 2010 has proven to be a successful one,” said Fowler. “Jones Lang LaSalle was able to negotiate favorable terms on a long-term lease commitment for Selco by leveraging the current economic condition. The Inland Empire industrial market is one of the most active in the United States with rents expected to show upward movement in coming quarters as demand outpaces supply.”

WESTERN STATES TECHNOLOGIES ANNOUNCES LEASE-SIGNING WITH SKY TECH WORLDWIDE

Western States Technologies Inc. (www.westernstatetech.com) has signed a lease for $1 million with Sky Tech Worldwide Inc. (www.skytech-ww.com). The lease transaction is for 50,000 square feet at 1975 E. Locust Street, a 90,000-square-foot industrial building near Ontario International Airport in Ontario.

Sky Tech Worldwide, currently headquartered in Chino, manufactures high performance cables that connect audio/video components for homes, automobiles and professional uses, in addition to cables for computers and computer games. The company has a worldwide customer base, and plans to move its headquarters to the new Ontario space. The building will also be used for the company’s distribution and warehouse operations.

Sky Tech’s new space is 29-foot clear height and features 19 dock-high loading doors. Approximately 7,000 square feet will be used for office space, with the balance configured for warehouse and distribution. The warehouse lighting offers T5 High Energy Efficiency with on/off motion sensors.

According to Todd Miller, vice president of Western States, Sky Tech Worldwide was attracted to the Locust building because it offered a 50,000-square-foot property in the Ontario submarket along with the clear height, number of docks and proximity to the airport desired by the company.

Walt Arrington and Jeff Linden from the Ontario office of CB Richard Ellis represented Western States in the transaction, with Mitch Fisher at Jones Lang LaSalle... continued on page 35

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down effective Oct. 4. The board accepted his resignation during a special closed session and reported after the session that former Executive Officer Larry Parrish would serve as interim executive officer while Luna’s successor is recruit-ed. No timetable has been set for selecting a permanent successor.

Luna, 57, was named to succeed Parrish in July 2008 and had been assistant county executive officer since 2007. The executive officer oversees general operations in a county with about 18,000 employees and an overall annual budget of $4.7 billion.

Luna first joined Riverside County as a project manager in the Department of Community Action in 1982. He was an administrative manager in the county’s administrative office from 1986 to 1990 before transferring to the sheriff’s department. He rose to chief deputy sheriff/director of administrative services, and returned in 2004 to what is now called the executive office as county finance director.
RESTAURANT REVIEW

Pasta Cucina Rustica—Simply the Best!
By Ingrid Anthony

It’s tough these days finding an affordable, fiscally prudent restaurant that serves enticing and creative meals. Well, if you enjoy Italian cuisine, those who live in La Verne and surrounding foothills of the San Gabriel-Pomona Valleys, you are in luck. Within Italian-food circles, fancy, big-ticket dinners used to be in fashion, but now neighborly, old-fashioned home cooking is the thing. Most neighborhood Italian restaurateurs, however, still offer basic Italian foods and don’t go the extra mile for creativity and variety—not this restaurant.

It is important first to give you a few background details of Pasta Cucina Rustica. The restaurant is a country Italian version of owners Valerie and Tom Aruffo’s 27-year-old venture, the popular Aruffo’s Italian Cuisine. Like the Claremont Village location, Pasta Cucina Rustica replicates an early Italian-style ristorante of Philadelphia by period lighting from the 1900s, and mirrors and stained glass salvaged from the early 1900s. If you wish to brush up on your Italian, visit the lavatory and hear the instructor giving customers a few lessons—nice touch.

Pasta Cucina Rustica offers a private banquet room in a vintage Italian setting for parties from 10 to 85. Check it out for your next event.

Now let’s get to their thoughtful and unique menu—an accomplished list of old-fashioned, home-style Italian cooking—a tasty menu that actually tastes good.

What Italian eatery serves soft Italian pretzels with sea salt and Italian mustard? Not being a big fan of mustard, this may change my mind—very tasty. Other antipasti dishes include Vongole Con Crostini (clams lightly seasoned and fried crisp); Fonduta Italiano (provvolone, mozzarella, parmigiano, melted with sweet cream, sundried tomatoes and baby spinach—served with brushet-

ta). If you’re in the mood for pizza, you’ll find the Pizza Rustico Italiano (roasted chicken, Tuscan olives roasted garlic, sweet bell peppers, basil pesto and mozzarella) fits the bill.

As in any self-respecting Italian kitchen, however, the main attractions are the handmade pastas. Check out the Little Italy Favorites such as tortellini della nona (spinach and egg tortellini baked with sweet peas, parma ham and parmigiano cheese in a delightful cream sauce). We tried the Eggplant Pomodoro (fresh eggplant with parmigiano cheese in a rich Romano tomato sauce and baked with mozzarella) — this dish was so large it could serve two or more people.

Other items on the menu continued on page 35.
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include panini sandwiches; seafood items such as scampi, sea scallops, calamari and grilled Pacific salmon. Their Carni Del Paese (country meats) list offers beef stew, braised in olive oil; Pollo Al Rosmarino (chicken breast sautéed with fresh rosemary, pinot grigio wine, virgin olive oil, hint of cream and Tuscan cured olives served with creamy polenta); charbroiled prime cut flat iron steak; and Italian country sausage with roasted sweet bell peppers.

What I can’t get out of my mind is the bread at Pasta Cucina Rustica—a warm loaf with a touch of sun-dried tomatoes and basil on top—outstanding.

This wouldn’t be a complete review without mentioning their elegant and sweet treat desserts. I ordered the lemoncello cake (clouds of fluffy cream, nestled between three scrumptious layers of exquisitely tender cake and tangy Meyer lemon curd)—when I arrived at home I quickly Googled the recipe—an absolute must for the next dinner party. Other desserts include typical Italian fare—tiramisu, cannoli, truffle mousses and Italian wedding cake.

Pasta Cucina Rustica has a complete bar, and for Monday Night Football in the Familia Room, happy hour specials continue with the addition of bottomless parmigiano cheese popcorn with any beer purchase. They also offer Italian creme soda selections—Italian cream, chocolate Tuscan orange, etc. This is a well thought-out menu as I mentioned in the beginning of this article. If you are over 60 (don’t know if ID is necessary) entrees in smaller portions are offered.

Service is attentive, prices are in par with other Italian restaurants, and the food is simply delicious. Visit Pasta Cucina Rustica, and you can thank me later!

Pasta Cucina Rustica is located on 2086 Foothill Boulevard, Suite D in La Verne (corner of “D” Street and Foothill Boulevard). Call 909-593-8800 for reservations.

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In the latest large lease signing at the Southern California Logistics Centre in Victorville, United Furniture Industries (UFI) agreed to a deal to occupy 505,2k square feet of space in a 1 million-square-foot facility that was built in 2009. UFI, a manufacturer of furniture that is sold primarily under the Simmons brand name, plans to take occupancy in November 2011 and is expected to generate 400 new jobs in the region over the next 36 to 48 months.

The transaction will provide UFI, a Mississippi-based company, with a West Coast manufacturing and distribution facility to better serve Southern California and Western U.S. markets. The firm plans to have hired more than 100 people by the first quarter of 2012 with the expectation of significant growth in the months to follow. The County of San Bernardino’s Department of Workforce Development will assist UFI in the hiring process.

UFI conducted an exhaustive search throughout the six western states and chose Victorville for its home due to the quality of available space, attractive workforce, a pro-business atmosphere and the proximity to major West Coast markets from California’s High Desert," said Bob Cottam, spokesperson for UFI.

Joseph W. Brady, CCIM, SIOR of the Bradco Companies, represented UFI in the transaction. The property owner, Stirling Capital Investments, was represented by Jay Dick and Mark Latimer of CB Richard Ellis.

The UFI commitment follows in a trend of recent leasing activity at SCLC. To date in 2011, leases have encompassed more than 1.08 million square feet with such companies as a major confectionary firm, Sparkletrans@ Water, Embry-Riddle Aeronautical University and Southern California Aviation (SCA). These companies join an extensive roster of companies located in the High Desert that includes Boeing, GE, Dr Pepper Snapple Group, ConAgra Foods, Plastipak and Goodyear.

SCLC is master planned for 60 million square feet of commercial and industrial development and is undergoing a 6.5 million square feet first phase. Approximately 3 million square feet has been constructed to date.

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written, and I don’t want her lawyer calling. (Actually, some letters are from solicitors, representing these people and their money.)

Of course, there are also the semi-harmless “Urban Legend” e-mails. Weird Al Yankovic just recorded a song on his new album called, “Stop Forwards That Crap to Me,” in which he says he’s been getting everything from the Neiman Marcus cookie recipe to the story of Mr. Rogers fighting the Viet Cong. (I’ve gotten that one also. It never happened.) These stories and the other conspiracy theories are fairly harmless but they spread and they take up a lot of room on the old computer. I delete about 75 percent of my mail every morning and that’s after the rather effective SPAM filter that AOL provides.

So, why bring all of this up again? Well, first because identity theft remains a major threat to any computer user. New technology allows people to be hacked when they use the websites, when they buy online and even when they go on Facebook or Twitter or other social network sites.

As young people get online more and more, the threat to the vulnerable grows. Grade school kids with smart phones may fall victim to online predators. Senior citizens, who are trying out the computer just to keep up with the grandkids, may be drawn into a new scam.

Programs as harmless as Google Analytics, which is free to the user, can tell not just which website you go to, but what you look up on that site.

And let’s not forget that Rupert Murdoch’s people have become very adept at hacking. I’d bring up the FBI and CIA, but then I’d sound just like the people I’m talking about.

Many people here and in Washington are questioning just how much security we need to add to the web; but, having grown up in an age where people worried about phone taps, it begins to look like anyone with web access is living in a glass house. Be afraid. Be very afraid.
“A Manager’s Guide to Virtual Teams,”
By Yael Zofi; AMACOM Books, New York, New York; 2011; 264 pages; $27.95.

In the unlikely event that you’ve been asleep for the past 10 years, consider this: most corporate organization charts are more likely to be structured into any shape except the once-traditional pyramid. These days they’re more likely to be organized into teams, or as author Yael Zofi calls them, virtual teams (VT for short).

Even as recently as the 1990s, most team members tended to operate out of the same suite of offices, or at the very least, within a very few miles of each other. Thanks to great leaps forward in the combined fields of information technology and knowledge management, team members regularly work in different states and countries, as well as different continents. In addition, teams are frequently composed of people from different companies that combine their talents on a project-by-project basis.

Ms. Sofi points out that the growth of virtual teams has not only radically reduced the cost of doing business, it has also changed how business is done. She states:

“Virtual team arrangements have become increasingly popular as companies rethink their human capital resources and real estate expenditures. Of course, teamwork has long been a common work value, with many companies using teams organized around successive tasks; so, the virtual team is only the latest accommodation to the realities that govern work process. The virtual team is unique, however, because the most appropriate expertise is pulled together from many locations and even organizations—and yet team members may never meet in person. With virtual work arrangements, recruiting talent and expertise is possible, regardless of where people are based.”

Reduced to its essence, Ms. Zofi’s book is an excellent primer on creating a virtual team that is productive, effective, and cost efficient. More importantly, the book takes a realistic look at a variety of challenges faced by VT managers, and how to resolve them. One example of this is the author’s consistent exploration of the pitfalls of managing VT deliverables. Here’s one example:

“The difference between ‘good’ and ‘great’ team management is in the delivery. Strong deliverability capability is the result of effective planning, sound processes, and careful monitoring, all of which translate strategy into action. Over the years I’ve observed many virtual teams, and in every case—no exceptions—they run more smoothly and stay competitive if they plan wisely, maintain ongoing communication among members, and have clearly delineated deliverables.”

Zofi also deals with problem areas that arise from cross-cultural interaction on virtual teams, especially those that become counterproductive. Citing a five step series of strategies she calls L E A R N (Listen…Effectively communicating…Avoid ambiguity…Respect differences…No judgment), Zofi highlights the meaning of each strategy and offers examples of how they might be used to resolve issues that may appear among VT participants. Toward the book’s close, the author focuses on issues of leadership that affect virtual teams. She comments:

“Leadership issues always surface in my consulting and coaching engagements. Over the years, working internally in organizations and as an external practitioner, I have facilitated discussions about what makes one leader more successful than another and worked with executives to sharpen their capabilities in this area. At the beginning of my career the concept of ‘managing change’ was at the core of these sessions. However, about a dozen years ago I began shifting my focus from viewing the leader as an Agent of Change to what I have come to call an Agent of Connection. ...A different kind of leadership is emerging, which focuses on connection and collaboration and encourages people to rise above their differences and connect at the human level.”

“A Manager’s Guide to Virtual Teams” is a very different kind of primer and ought to be required reading for company executives who are serious about marketing growth outside their city limits.

Henry Holzman

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

1. “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.

2. “The Little Book of Leadership: The 12.5 Strengths of Responsible, Reliable, Remarkable Leaders That Create Results, Rewards, and Resilience,” by Jeffrey Gitomer & Paul Hersey (John Wiley & Son…$22.00) (2)

A concise look at the fundamental traits of leadership.

3. “EntreLeadership: 20 Years of Practical Business Wisdom From the Trenches” by Dave Ramsey (Simon & Schuster…$26.00) (4)

Experienced advice on business leadership.

4. “Reckless Endangerment: How Outsized Ambition, Greed, and Corruption Led to Economic Armageddon,” by Gretchen Morgenson (Times Books…$30.00) (3)

The why and how of America’s fall from economic grace.

5. “Nothing to Lose, Everything to Gain: How I Went From Gang Member to Multimillionaire Entrepreneur,” by Ryan Blair (Penguin Group…$16.00) (7)

How goal setting and total focus takes you from zero to 100%.


Creating savings and equity in a new world of investment.


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


Why it’s essential to reinvent your marketing approach right now.


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


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

*(1) -- Indicates a book’s previous position on the list.
** -- Indicates a book’s first appearance on the list.
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<td>GoldenWest Dental Clinic Inc.</td>
<td>202 W. Foothill Blvd. Rialto, CA 92376</td>
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<td>Hispanic Media &amp; Marketing</td>
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<td>684 PINE KNOT AVE.</td>
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<td>Sweet Treats</td>
<td>1841 KINGSBURY DR. Redlands, CA 92374</td>
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<td>The Handmade Express</td>
<td>2029 La PALMA Upland, CA 91784</td>
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<td>The Upper Room Cards &amp; More</td>
<td>12915 BORDEAUX CT. Rancho Cucamonga, CA 91730</td>
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**New Business County of San Bernardino**

continued on page 41
created more than a dozen highly active research and service centers over the past 15 years, including Watson and Associates Literacy Center, the William and Barbara Leonard Transportation Center, Inland Empire Entrepreneurship Center, Palm Springs Center for a Sustainable Environment and others focused on issues as diverse as water, economics education, developmental disabilities, global economics, hate and extremism, Middle Eastern and Islamic studies, child development, indigenous peoples, health disparities, criminal justice, learning, public opinion, recidivism, and many more.

Karnig previously served as provost at the University of Wyoming and associate vice president for academic affairs at Arizona State University. He also directed ASU’s School of Public Affairs, which was ranked among the nation’s 10 leading public policy and administration programs. He has published two books, more than 60 refereed articles and numerous monographs as a public affairs and political science professor.

He received a bachelor’s degree from Augustana College, where he became a member of Phi Beta Kappa. He was a Woodrow Wilson Fellow, an N.D.E.A. Fellow and a Kendric Babcock Fellow at the University of Illinois, where he was awarded a master’s and Ph.D. degree in political science.

He and Marilyn have three grown sons. The Karnigs live in San Bernardino.

“As I start this last year, let me say as I did at my first convocation. I deeply appreciate your confidence and support,” Karnig said in closing. “I’m proud to serve as your colleague.”
MBDA... continued from pg. 9
Africa through his church. In addition, he supports his church’s mobile medical unit that does basic health checks, and its food bank which feeds 5,000 families a month in San Bernardino County—the largest food distribution in the county according to Robertson. He also supports a training program that helps people transition off welfare services.

“I thought if I had money I could help out more. That’s why I started the business.” Just as important as it is to be a success in business, Robertson said he strives to be just as successful in life by living by the motto, “Do unto others as you would have them do to you.”

Supervisor... continued from pg. 8
require all applicants for this permit card to be screened through the E-Verify program administered by the federal government.

Unemployment rates in the Inland Empire hover around 15%. However, formulas for calculating unemployment rates significantly underreport the number of individuals that are out of work or underemployed. In California, the teen unemployment rate exceeds 34%.

“These food service jobs were work opportunities our youth could rely upon in years past,” Supervisor Derry stated. “I believe that many of these jobs are being occupied by individuals who are not legally authorized to work in this country and that is wrong.”

In a time when jobs are scarce, government should be engaging in efforts that not only promote job growth and economic expansion, but also ensuring that current jobs go to American workers and those legally authorized to work in this country.

“I believe in American jobs for American workers,” Supervisor Derry stated.

9 Timely... continued from pg. 13

or presentation can be intimidat- ing. Remember, your goal is to present the most valuable information possible to the members of the audience. Keeping focused on the positive impact of the presentation, preparing and paying attention to these details will help you deliver the best speech possible. Delivering a dynamic presentation is not rocket science; however, it is a lot more complex than most people realize.

Contact Patricia Fripp at www.Fripp.com, (415) 753-6556, or PFripp@ix.netcom.com for additional information.

Sarita... continued from pg. 9
Pomona” has been achieved by listening to the needs of the city and helping its residents achieve financial success. One of the ways Sarita and her team at the Pomona branch strive (in order to bring more money to cities) is by providing financial solutions to businesses in the form of small business loans. In 2011, Wells Fargo Bank was named America’s #1 SBA 7(a) lender in dollars to small business owners by the U.S. Small Business Administration.

The Chamber of Commerce has been a strong force in helping Sarita build her customer relationships and achieve Wells Fargo’s mission of community reinvestment.

College Grads... continued from pg. 30
that doesn’t have a strong smell and that you can eat without making a mess. Don’t order an alcoholic beverage, even if your interviewer does, and mind your table manners.

• Be courteous to every- one you meet, from the parking lot to the restroom: Don’t underestimate the importance of parking attendants, receptionists and security guards, who often have influence with decision-makers. The person in the eleva- tor or at the lavatory could be the CEO or a potential future boss.

Legal Notes... continued from pg. 28
make sure that your selection of guardians for your children are heard by the court. The plan- ning can even help minimize or avoid estate taxes.

William K. Hayes is a mem- ber of the American Academy of Estate Planning Attorneys. The Hayes Law Firm specializes in Trusts, Probate and Asset Protection planning. For free information or to request a free estate planning seminar for your business or social organi- zation, contact attorney Hayes at 626-403-2292 or visit the Hayes Law Firm website at www.LosAngelesTrustLaw.com. This article is provided for edu- cational purposes only and is not meant to provide legal advice as the circumstances for each individual will differ. Please seek the advice of ex- perienced legal counsel.

Healthcare... continued from pg. 16
Criminals use these numbers to send the government bogus medical bills—in your name. Hang up the phone if someone calls and asks for your Medicare number, Social Security num- ber, or bank or credit card infor- mation. Medicare will never call and ask for this information, and we will never call you or come to your home uninvited to sell Medicare products.

Be suspicious of anyone who offers you free medical equipment or services and then requests your Medicare number. It’s illegal, and it’s not worth it!

Don’t let anyone borrow or pay you to use your Medicare ID card or your identity.

Check your Medicare claims for errors. Look at your Medicare Summary Notice or statements from your Medicare plan.

If your Medicare Summary Notice shows billings for goods or services that you never received, call us at 1-800-MEDICARE (1-800-633-4227). The sooner you see and report suspected fraud, the sooner we can stop it. TTY users should call 1-877-486-2048.

David Sayen is Medicare’s regional administrator for California, Arizona, Nevada, Hawaii, and the Pacific Trust Territories. You can always get answers to your Medicare ques- tions by calling 1-800-MEDICARE (1-800-633-4227).
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**ANMCO USA**
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**TRACER ELITE**
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**WHOLESOME SALADS**
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SAN BERNARDINO, CA 92407

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PALM SPRINGS, CA 92262

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October 2011
EXECUTIVE TIME OUT

Chicago in the summer—nothing quite like it

By Brian Hoerning

There’s a reason why Chicago, in spite of its harsh winters, is the third largest city in the United States, and a visit to the windy city in the middle of summer will give you a very pleasant understanding of why so many call it home.

Like a lot of cities in our country, Chicago’s roots can be traced back to the Indian tribes who saw its location as a great gathering place for trade. Now I knew that Chicago was situated on the banks of Lake Michigan and, as such, is connected through the Great Lakes to the Saint Lawrence Seaway and thus to the Atlantic Ocean. And, of course, if you’ve watched any movies filmed in Chicago, you will almost always see part of it filmed by the beautiful Chicago River which flows through the center of town, but you may be unaware (as I was) that the only connection in the U.S. between the Great Lakes and the Mississippi River also runs right through Chicago.

On Aug. 12, 1833 the town of Chicago was incorporated with a population of just 350 people; by 1837 that population has swelled to 4,000, and by 1857, it was the nation’s second largest city with a population of over 90,000.

Chicago’s development benefited from having wonderful farm land to its north, and with the addition of a road system, came grain elevators and the opportunity to move produce via ship. In 1848, the Illinois and Michigan Canal allowed shipping from the Great Lakes through Chicago to the Mississippi River. Railroads entered the picture in the 1850’s and by the 1860’s Chicago had become the trans-shipping and warehousing center.

The Great Chicago Fire of 1871, which destroyed 18,000 buildings, gave the city an opportunity to re-build—and re-build they did; however, this time wooden buildings gave way to masonry construction and steel support and the skyscrapers of Chicago were born.

My trip took place in early August, and I must say if you are traveling to Chicago flying into Midway as opposed to O’Hare, it has its benefits with Midway being smaller and closer to the city. Arriving at Midway at about noon via Southwest from LAX we were whisked via cab to our destination with almost no traffic.

We stayed at the world-class Peninsula Chicago, which is an unparalleled experience in pampering. The 20-story hotel has been rated #1 in North America by Travel + Leisure Magazine and Zagat and is one of only three 5 Star hotels in Illinois. I can say, from personal experience, that it exceeds its reputation. Now, how does a hotel do that? Furnishing? Location? Food and beverage? While the Peninsula has all of these, the defining difference for me was service—there is nothing the mind can conger up as needing that the hotel staff will not gladly try to supply.

Our room was as beautifully furnished as you would expect, but it was the little things that made it stand out. An example? Electric cords on the bathroom appliances were delicately moved by hand so as not to just hang in place, but to flow with the décor of the room. A string quartet placed in an alcove high above the restaurant serenaded you through dinner. Hotel staffers were placed strategically in areas where foot traffic was to naturally occur with no other task than to offer a smiling greeting and to answer any question one might have. Breakfast served in the room was an experience and not just a meal.

If all one did was to fly into Chicago, take a cab to the Peninsula and stay there and never leave the hotel, it would be a memorable and extremely enjoyable experience; however, and even greater experience awaits those who venture out into the city to see the “sites.” The Peninsula Chicago is located on North Michigan Avenue with a view of the historic Water Tower on the Magnificent Mile. That Magnificent Mile runs from the Chicago River to Lake Shore Drive and is a shopper’s haven of over 3,100,000 square feet of retail stores. You name it, and it’s most likely there. It also runs parallel to Rush Street which is known for its nightlife.

So, for a lazy summer weekend trip to remember, take it from me—you’ll have a tough time beating Chicago and the Peninsula Chicago.
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