May 2012

Inland Empire Business Journal

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Making “Made in America” Matter

By Rep. Mary Bono Mack

For the first time, America’s staggering $15.2 trillion national debt has exceeded the yearly production of the entire U.S. economy. In order to ensure prosperity for our children, grandchildren and future generations of Americans, I proposed a comprehensive economic plan to President Obama when I took over as chairman of the U.S. House Subcommittee on Commerce, Manufacturing and Trade on Jan. 1, 2011.

At the top of my list was passage of three long-stalled trade agreements with South Korea, Panama and Colombia. I told the President that years of lost opportunities had resulted in lost jobs all across the country. I also told him that we could actually make “Made in America” matter again by increasing jobs through expanded exports and trade.

Three months later, the White House sent Francisco J. Sanchez, Under Secretary of Commerce for International Trade, to appear before my Subcommittee, and he pledged the Administration’s support to get all three trade agreements approved.

Finally, on Oct. 21, 2011, the President signed them into law. But our work is far from finished. Last month, the United States racked up a staggering $47.8 billion trade deficit. While Washington rolls its eyes and wrings its hands, our competitors in Europe and elsewhere are busy signing on the dotted line and quickly moving into promising new markets. We need a con-
The Changing of the Guard—Connie Ransom Elected New Board President for Sam and Alfreda Maloof Foundation for Arts and Crafts

Connie has had many “lives”—professional artist, teacher, curator, gallery owner, community leader, garden lover, Maloof docent, and now realtor.

A graduate of Reed College, Connie was a studio potter at home for 20 years before obtaining her MFA in ceramic sculpture from Claremont Graduate University in 1984. She even studied with Paul Soldner and Peter Volkous, two artists collected by Sam Maloof. Her work was included in numerous solo and group exhibitions, including one early in her career that was juried by Millard Sheets. After graduate school Connie worked primarily in adobe and porcelain creating installations with an architectural quality.

Her art career took an unexpected turn in 1989 when she and her husband, Roger (an Emeritus Professor of History and Economics at UCR), built a studio in Riverside. It quickly morphed into The Art Works Gallery, a commercial gallery featuring contemporary art and fine craft by Southern California artists. During its nearly 10-year history, the gallery presented 55 major exhibitions, nine art fairs, and more than 125 artist talks and related events.

Connie has participated and served in support roles in numerous organizations and institutions in the Inland Empire, including the Riverside Art Museum, Friends of the Fox Theater, Inlandia Institute, and UCR’s Culver Center of the Arts. She is the current past chair of the Citizens University Committee, an advocacy and support group for UCR.

After closing the gallery in 1999, Connie entered the real estate profession with Beverly Wingate – now Maloof – as her mentor. While Connie had met Sam sometime in the 70s, she did not get to know him until after he and Beverly married in 2001. Thus began a fabulous few years of friendship with the most remarkable man. Connie’s vision is to share Sam’s unique, beautiful, and inspirational message, his work, and the compound with a larger audience. Connie believes that the more people know and understand art—the more they learn about themselves.

Longtime Board President, Joe Unis, steps aside for Ransom. Joe Unis, a dear friend of Sam Maloof’s for over three decades and president of his foundation (SAMFAC) for 10 years, has resigned his leadership role. He will continue to serve on the board of directors. Joe, a radiologist (now on the faculty of Loma Linda), met Sam through art circles that Joe’s wife, Georgette, an artist, continued on page 39.
Winners of NAWBO-IE Amazing Women Event Announced

April event honored women business owners and community leaders

It was a night of celebrating “Diamonds in Our Own Backyard” as winners of the Amazing Women Event (AWE) were crowned on April 19th. For the 9th year in a row, the National Association of Women Business Owners, Inland Empire Chapter (NAWBO-IE) recognized exceptional women business owners and community leaders. Congratulations to these outstanding women:

The Business Woman of the Year Award honors a woman who has demonstrated creative initiative in her business. This honor goes to Lynn Diamantopoulos, president and CEO of Athena Research Group, Inc., which specializes in healthcare, education, and the Hispanic market. Under challenging personal and economic circumstances, Lynn recently reorganized her business, which resulted in improved profitability and a team spirit that propelled Athena forward.

The Legacy Award recognizes a woman who has achieved a truly amazing goal that will impact her community for years to come. This honor goes to Cheryl Brown of Black Voice News, co-publisher of Black Voice News since 1980. The Brown family and Black Voice News have been recognized across the country for their tremendous contributions in the press arena. Cheryl is an active community member, having received several awards over the years.

Community Bridge Builder Award honors a woman who is deeply committed to her community and demonstrates an amazing passion for her particular cause. This honor goes to Yolanda Carrillo, CEO of the Corona-Norco Family YMCA since 1998, who effectively leads change by finding viable solutions to help with the complex problems in the lives of today’s children, families, and communities.

The Rising Star Award winner has successfully been in business at least three years and has shown a commitment to the success of her community. The honor goes to Breanne Houston, owner of T3 Fitness, which she has owned since 2011. She also owns two fitness franchises: Stroller Strides (2007) and Body Back (2010). Bre’s motto: “There is nothing you can’t do, unless you don’t try.”

The Trailblazer Award recognizes a woman who has blazed a trail which others can follow and use to create their own success. This honor goes to R.J. Jackson, “The Courage Giver,” who is an international

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Banks in the Inland Empire

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<th>City, State, Zip</th>
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<th>% Tangible Capital</th>
<th>% Risk Based Capital Ratio</th>
<th>% Risk Based Capital Ratio</th>
<th>Income $</th>
<th>Top Executive/Title</th>
<th>Address (Office)</th>
<th>Phone/Fax</th>
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<td>15.32%</td>
<td>15,248,000,000</td>
<td>James Dimon/CEO</td>
<td>1151 4th St. Ranchu Cucamonga, CA 91730</td>
<td>(909) 584-2603</td>
<td>270-1648</td>
<td><a href="mailto:janedmon@jpmorgan.com">janedmon@jpmorgan.com</a></td>
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<tr>
<td>Bank of America California 108 N. Tryon St., Charlotte, NC 28255</td>
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<td>7.05%</td>
<td>15.46%</td>
<td>544,531,000</td>
<td>Brian T. Moynihan/CEO</td>
<td>11511 4th St. Ranchu Cucamonga, CA 91730</td>
<td>(909) 980-0597</td>
<td><a href="http://www.bankofamerica.com">www.bankofamerica.com</a></td>
<td></td>
</tr>
<tr>
<td>Citibank 390 Park Ave., New York, NY 10043</td>
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<td>7.62%</td>
<td>16.97%</td>
<td>10,111,000,000</td>
<td>Vikram Shankar Pandit/CEO</td>
<td>11511 4th St. Ranchu Cucamonga, CA 91730</td>
<td>(800) 274-6800</td>
<td>984-7618</td>
<td><a href="http://www.citibank.com">www.citibank.com</a></td>
</tr>
<tr>
<td>Wells Fargo &amp; Company 420 Montgomery St. San Francisco, CA 94104</td>
<td>1,394,048,000,000</td>
<td>14.94%</td>
<td>11.67%</td>
<td>6.13%</td>
<td>14.16%</td>
<td>11,762,000,000</td>
<td>John G. Stumpf/CEO</td>
<td>1160 Montgomery St. San Francisco, CA 94121</td>
<td>(800) 243-8100</td>
<td>888-243-8100</td>
<td><a href="mailto:john.g.stumpf@wellsfargo.com">john.g.stumpf@wellsfargo.com</a></td>
</tr>
<tr>
<td>U.S. Bank 425 Walnut St. Cincinnati, OH 45202</td>
<td>330,470,810,000</td>
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<td>6.83%</td>
<td>12.40%</td>
<td>4,715,496,000</td>
<td>Richard E. Davis/CEO</td>
<td>2283 South Grove Ave. Oregon, CA 91951</td>
<td>(909) 367-4800</td>
<td>385-1756</td>
<td><a href="mailto:richard.e.davis@usbank.com">richard.e.davis@usbank.com</a></td>
</tr>
<tr>
<td>Union Bank, N.A. 400 California St. San Francisco, CA 94104</td>
<td>88,967,536,000</td>
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<td>14.14%</td>
<td>799,896,000</td>
<td>Masashi Oka/CEO</td>
<td>399 Park Ave.</td>
<td>(800) 544-5341</td>
<td>315-756-1602</td>
<td><a href="mailto:masashi.ooka@unionbank.com">masashi.ooka@unionbank.com</a></td>
</tr>
<tr>
<td>Bank of the West 180 Montgomery St. San Francisco, CA 94104</td>
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<td>J. Michael Sheppard/CEO</td>
<td>399 Park Ave.</td>
<td>(800) 274-6800</td>
<td>800-274-6800</td>
<td><a href="mailto:jmsheppard@bankofthewest.com">jmsheppard@bankofthewest.com</a></td>
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<td>172,324,000</td>
<td>Russell D. Goldsmith/CEO</td>
<td>135 N. Los Robles Ave. Pasadena, CA 91101</td>
<td>(800) 247-7041</td>
<td>213-935-0247</td>
<td><a href="http://www.cnb.com">www.cnb.com</a></td>
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<td>East West Bank 115 S. Los Robles Ave., Pasadena, CA 91101</td>
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<td>183,307,000</td>
<td>Dominic Ng/CEO</td>
<td>3237 E. Garvey Rd., Suite 150</td>
<td>Orange, CA 92864</td>
<td>(800) 248-4037</td>
<td><a href="mailto:dng@eastwestbank.com">dng@eastwestbank.com</a></td>
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</tbody>
</table>

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Ranked by Total Assets, 4th Quarter Data 2011

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Quotations on Economy
Economy has frequently nothing whatever to do with the amount of money being spent, but with the wisdom used in spending it.
—Henry Ford

Economic independence doesn’t set anyone free. Or it shouldn’t, for the higher up you go, the more responsibilities become yours.
—Bernard F. Gimbels

Economy is going without something you do want in case you should, some day, want something which you probably won’t want.
—Anthony H. Hawkins
More Americans Willing to Cross Borders for Health Care

Expert Says Big Business is Primary Culprit

Despite spending more than any other nation in the world on health care, Americans are increasingly willing to leave the country for medical treatment, polls suggest.

A Pew Research Center poll shows that only 15 percent of Americans believe the nation’s healthcare system is the “best in the world.” Additionally, a Gallup poll found that 29 percent of American adults are willing to travel outside the United States for medical treatment.

“Our health-care system is one with competing interests – financial profit versus health and well-being,” says J. Thomas Shaw, author of “The RX Factor” (www.thexxfactor.com), a novel dramatizing what many see as a crisis in our health-care system. “Believe me, I am not advocating some sort of communist-based system, but I do think there is a sort of out-in-the-open conspiracy where true medical solutions are tossed aside in favor of lucrative prescriptions that treat only symptoms.”

One of the wealthiest people in the country, Steve Jobs, reportedly traveled outside the country for treatment after being diagnosed with pancreatic cancer. The Gallup poll reveals nearly a quarter of Americans are willing to do the same specifically for cancer diagnosis and treatment. Experts attribute these high percentages to a steady increase in health-care costs and the rough estimate that nearly 48 million Americans remain uninsured, according to the Kaiser Commission on Medicaid and the Uninsured.

“Contrary to myth, the United States does not have the world’s best health care,” says physician Timothy Shaw, no relation to J. Thomas Shaw, in a report by www.healthreformwatch.com. “We’re No. 1 in health-care spending, but No. 50 in life expectancy, just before Albania. In Japan, people live four years longer than Americans. Canadians live three years longer. Forty-three countries have better infant mortality rates.”

Uninsured Americans are more likely to seek treatment abroad than those with coverage – 37 percent versus 22 percent, according to the 2009 Gallup poll.

“In a significant measure, the United States private health system has changed into ‘Big Business,’” says Timothy Shaw, recounting several experiences with fellow doctors. “In some measure the humanitarian emphasis has eroded.”

J. Thomas Shaw says the debate over health care has become a game of politics and money, leaving the “little guy” to suffer.

But he remains optimistic that the nation can create a world-class system for all, referencing Thomas Jefferson’s appeal for “unalienable rights:” “And for the support of this declaration,” Jefferson writes, “… We mutually pledge to each other our lives, our fortunes and our sacred honor.”

There are no “easy answers” to the problem of “Big Pharma,” Shaw says, referring to the nation’s most powerful pharmaceutical companies. “They are the entities funding most of the research, including that of universities. Research without the interests of ‘Big Money’ would be a good start, perhaps on a grass-roots level.”

About J. Thomas Shaw

J. Thomas Shaw believes fiction has the power to bring people from all walks of life together and focus on a single issue. Shaw started writing novels after a successful career in the mortgage industry, including co-founding Guaranteed Rate, Inc., which is now one of the fastest-growing independent mort-

continued on page 39
**Stock Chart**

**Five Most Active Stocks**

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<th>Reg. of Month</th>
<th>Point Change</th>
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**Monthly Summary 4/20/12**

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<td>New Lows</td>
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As president of a company that exports to more than 100 countries, Roy Paulson knows a few things about bringing products to markets abroad. Paulson Manufacturing Corp., in Temecula makes and sells public safety equipment to companies around the globe, making it a leader in foreign trade among businesses in Riverside County.

Now Paulson and other local business owners are helping to spread the word about opportunities available to local companies via international business.

Paulson is chairman of the Riverside County Manufacturers & Exporters Association, a new organization designed to increase the number of companies in Riverside County manufacturing goods and selling them outside the U.S.

“It’s a new world out there for the U.S. business,” Paulson said. “The amount of exporting that we could be doing in this country is absolutely enormous. Why not participate in the growth occurring in other parts of the world? If you are going to sell to Texas, why wouldn’t you sell to Brazil?”

The association is working on its by-laws and introducing itself to potential new members. It meets the first Wednesday of each month on the third floor of the county’s Economic Development Agency offices at 10th and Lime Streets in downtown Riverside. Anyone interested in joining the group is welcome to attend. The Riverside County Economic Development Agency’s Office of Foreign Trade is supplying support services and office space to the association.

The group also enjoys leadership from other business executives around the county with expertise in international trade. Kusum Kavia, co-owner of Corona-based Combustion Associates, which exports most of the power generation units it manufactures, is vice-chair of the group. Kevin Floody, international business manager for K&N Engineering, a manufacturer of automotive parts, is treasurer. The group’s secretary is John Ryan, president of Ryan Systems in Canyon Lake, which is developing products to monitor the temperature of food when it is being shipped.

The association has a database of all the manufacturers in Riverside County and increase the overall manufacturer’s base.

“We’re going to contact everyone, and they can join the organization for free,” Paulson said. “Our overall goal is to.

Paulson encourages manufacturers and other companies to attend a meeting of the association.

“No two people have the same experiences in life, and by getting these people togeth- er, they have the opportunity to cross-pollinate,” Paulson said. “You can’t do that on the Internet or through a webinar. All of sudden, the wheels start turning in their head, and they start coming up with things.”

Paulson said he realizes that foreign trade can be daunting at first, given the fact that most local businesses are not experts on the regulations and business practices in other countries. The biggest thing holding back local companies?

“It’s fear,” Paulson said. “They are afraid they won’t do it right, but you can start small, take baby steps and build it up.”

Paulson advises first-timers getting their feet wet with foreign trade to start with Canada. It’s close, they speak English in most of the country and many Canadian businesses have working relationships with American firms.

“It’s an easy market. You can drive to it,” he said. “It takes a little bit of handholding to get through the experience the first time, but once you get a couple of shipments under your belt, then you feel really confident and are willing to talk about it to other companies.”

Paulson encouraged manufacturers and other companies to attend a meeting of the association.

“People are always concerned that joining a new organization will mean added responsibilities for them,” he said. “But we’re trying to let people know that our organization can help you make money.”

The group also enjoys working with the U.S. Commercial Service, which has an office in Ontario and can help local businesses develop a marketing plan for countries in which they might want to do business.

“People are always concerned that joining a new organization will mean added responsibilities for them,” he said. “But we’re trying to help people know that our organization can help you make money.”

“Why not participate in the growth occurring in other parts of the world?”

—Roy Paulson

Exporting Their Way to Success

By Phil Pitchford
You spent your early career primarily working in the hotel and beverage industries. When did you come to Cal Poly Pomona?

I came in January 1990 and I never left! I like to say I came with the first Collins building as it opened around that time. Actually, I did not initially interview for a teaching position, but for a purchasing job that was open. However, I was really hoping I could squeeze my way into a teaching position – and somehow the faculty who interviewed me agreed by giving me a quarterly position to teach. I must have convinced them that I knew something about purchasing because my first assignment was to teach purchasing and supervision. That same quarter, I also taught wines, beers and spirits. While the purchasing class went well, I was better suited for the wine courses as I had worked for several years in a wine bar and had also been one of the graduate teaching assistants for the wine course in graduate school at Cornell. Most importantly, the wine course is where my heart is, and I have dedicated myself to learning everything I can about the subject and to continuously improve what and how I teach the class.

The Wines, Beers and Spirits and Wines of the World courses are among the most popular at the college and they attract students from across campus. What benefits do students gain from taking these classes?

I hope that they gain a lifelong appreciation for wine in both professional and social settings. And, the results haven’t disappointed me. I have students, typically in their 30s and 40s, now thanking me for exposing them to the world of wine, beer and spirits. Most of them think of wine as a pleasurable avocation, but I have also had many former students pursue careers in the beverage business. The introductory course is taken by students from many majors. In this introductory class, we try to set them up to better understand a restaurant setting for when they are interviewing or dining for professional purposes.

You are a Certified Sommelier, a Certified Wine Educator, and have passed the advanced course for the Wines and Spirits Educational Trust. You are a national board member with the Society of Wine Educators. You also work closely with the Guild of Sommeliers and the Court of Master Sommeliers to offer Level One and Level Two Master Sommelier exams at the college—did all that in addition to your teaching. How do these affiliations create opportunities for you, students and alumni?

I want our beverage curriculum to be state-of-the-art and the top in the nation. To achieve that, you have to take an active role in such organizations as the Society of Wine Educators and affiliate with professional organizations where possible. You have to put yourself out there, stay current, and be open to learning. I take advantage of as many opportunities as I can. Last year, I traveled to Bordeaux to attend the Bordeaux Wine School, and I have taken students on the Banfi Scholastic Scholarship program in Italy. I have been involved in the Los Angeles International Wines and Spirits Competition and the L.A. County Fair Wine Education Program at the Fairplex for over a decade. I am also lucky enough to judge for one or two wine competitions each a year. Understanding what the industry expects of experts is key for me, and for our students and alumni. The sommelier designations are well known in the industry and provide great additions to resumes; as such, I encourage and help earnest students to earn the sommelier certification and other notable designations.

You are instrumental in producing Horsehill Zinfandel and Zinfandel Rosé wines with Jon McPherson at South Coast Winery and the College of Agriculture. Even though our rosé regularly takes home gold medals and, in one case, earned a best of class medal, we sometimes get flack for making a “pink” wine. How do you respond to that type of criticism?

First of all, rosé can be fantastic, and Horsehill Rosé can be a perfect pairing. On a hot summer day with the right food, there’s nothing better than a glass of Horsehill. We teach that wine is made in the vineyard and at this time, the vineyard gives us excellent rosé. Some day we may have red Zinfandel, but for now it is better to make the best wine we can from what the grapes give us. We have a great winemaker helping us showcase this generous vineyard gift. The College of Agriculture has done an absolutely fantastic job to welcome these wonderful old vines from the De Ambrogio Ranch.

You are also the college’s liaison to the Club Managers Association of America’s (CMAA) Business Management Institute (BMI). What is BMI and how often do they frequent campus?

CMAA is known for offering great professional development education. We are one of six partner universities that offer a course within the Business Management Institute, and we have been doing it since 1991. The course we offer is Leadership Principles and approximately 40 club managers attend a five-day, 40-hour seminar series focusing on what leadership is and how to hone their skills. We love having club professionals on campus, and we hear that the product we provide is timely and rewarding.

Why does CMAA seek out The Collins College as a partner?

CMAA believes that partnering with universities is essential in keeping their professional development rigorous and current. Most of The Collins College faculty, who teach in this program, have been doing it for many years, and we consistently receive excellent marks from the participants. We are proud to be on the list with Georgia State, Michigan State, Cornell, UNLV and University of Houston.

Each fall, you also work on...
<table>
<thead>
<tr>
<th>Firm Address</th>
<th>City, State, Zip</th>
<th># Attorneys in I.E.</th>
<th># Partners in I.E.</th>
<th>Specialties</th>
<th>Clientele</th>
<th># Offices in I.E.</th>
<th># Offices Co. Wide</th>
<th>Office Manager in I.E.</th>
<th>Local Managing Partner</th>
<th>Title</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Bet &amp; Krieger, LLP</td>
<td>3390 University Ave., 5th Floor Riverside, CA 92501</td>
<td>87</td>
<td>33</td>
<td>Business, Labor Employment, Environmental, Schools, Litigation, Municipal, Special Districts</td>
<td>A variety of business and public agencies</td>
<td>3</td>
<td>9</td>
<td>Patry Hatajara</td>
<td>Cynthia Germani</td>
<td>Office Manager</td>
<td>(951) 666-1459/663-3835</td>
</tr>
<tr>
<td>Thompson &amp; Colegate, LLP</td>
<td>3610 Fourteenth St.P.O. Box 1299 Riverside, CA 92503</td>
<td>20</td>
<td>8</td>
<td>Civil Litigation, Real Estate, Construction, Estate Planning, Employment, Probate</td>
<td>Fleetwood Enterprises</td>
<td>1</td>
<td></td>
<td>Cheyly Yamoo</td>
<td>John Brod</td>
<td>Managing Partner</td>
<td><a href="mailto:info@tclaw.net">info@tclaw.net</a></td>
</tr>
<tr>
<td>Varner &amp; Brandini, LLP</td>
<td>3758 University Ave., Ste. 610 Riverside, CA 92501</td>
<td>16</td>
<td>3</td>
<td>Corporate, Business, Real Estate, Mining, Taxation, Litigation, Employment Planning, Mergers &amp; Acquisitions</td>
<td>N/A</td>
<td>2</td>
<td></td>
<td>Philippo Jump</td>
<td>Bruce Vaner</td>
<td>Office Administrator</td>
<td>(951) 376-4010/548-0796</td>
</tr>
<tr>
<td>Robins &amp; Sherrill</td>
<td>1930 Market St. Riverside, CA 92503</td>
<td>12</td>
<td>7</td>
<td>Condemnation &amp; Water Law, Civil, Business &amp; Tax Litigation, Real Estate &amp; Business Law, Tax, Mining &amp; Planning, Probate</td>
<td>WND</td>
<td>1</td>
<td></td>
<td>Kathy Hodes</td>
<td>Jerry Shoul</td>
<td>Office Manager</td>
<td>(951) 681-1128-452-1344</td>
</tr>
<tr>
<td>Rees, Klein &amp; Marius</td>
<td>3063 E. Inland Empire Blvd., Ste. 400 Ontario, CA 91764</td>
<td>7</td>
<td>2</td>
<td>Workers’ Compensation, Personal Injury, Asbestos Litigation</td>
<td>Individuals</td>
<td>1</td>
<td></td>
<td>Patti Melick</td>
<td>Robert J. Vines</td>
<td>Managing Partner</td>
<td>(951) 494-4141-441-1222</td>
</tr>
<tr>
<td>Covington &amp; Cresto, LLP</td>
<td>1131 West第六街, Ste. 300 Ontario, CA 91762</td>
<td>6</td>
<td>3</td>
<td>Municipal, General Civil Litigation, Real Estate, Tax, Employment, Employment Planning, Probate, Family, Business, Bankruptcy</td>
<td>Cara Colina Bobb. Hospital, City of Hemet, City of Riverside/Redevelopment,1 Chaffey Joint Unified School Dist., Coach Sports, J. Filipi Winery, WUSD</td>
<td>1</td>
<td></td>
<td>John S. Lowenthal</td>
<td>Frank Liszczczyk</td>
<td>Managing Partner</td>
<td>(951) 995-916-091/6762</td>
</tr>
<tr>
<td>Cranfill, Wade &amp; Law</td>
<td>1483 Homes Ave., Ste. 1 Rancho Cucamonga, CA 91730</td>
<td>5</td>
<td>4</td>
<td>Insurance Defense, Corporate Defense, Medical Malpractice, Products Liability, Insurance Coverage</td>
<td>Insurance Companies, Auto Companies,1 County of Riverside, County of Los Angeles,3 Financial Companies</td>
<td>1</td>
<td></td>
<td>Sharon Kasibah</td>
<td>Curtis L. Metzger</td>
<td>Office Manager</td>
<td>(909) 483-670-049-3670</td>
</tr>
<tr>
<td>Knobbe, Martens, Olson &amp; Bear, LLP</td>
<td>5043 Tenth St., Ste. 700 Riverside, CA 92506</td>
<td>15</td>
<td>4</td>
<td>Intellectual Property Law, Patents, Copyrights, Trademarks, Related Litigation</td>
<td>Loma Linda University Medical Center, Alfa Leisure, Inc.</td>
<td>1</td>
<td></td>
<td>Debbie Randall</td>
<td>Michael H. Trunablast</td>
<td>E-Mail Address</td>
<td><a href="mailto:michael@kobbe.com">michael@kobbe.com</a></td>
</tr>
<tr>
<td>Caldwell, Kennedy &amp; Porter</td>
<td>14786 W. Sand St. Victoriaville, CA 93062</td>
<td>3</td>
<td>2</td>
<td>Real Estate, Estate Planning, Probate &amp; Trust, Administration, Family Law, Personal Injury, Civil Litigation, Business Formation &amp; Transitions, Corporations</td>
<td>WND</td>
<td>1</td>
<td></td>
<td>Connie Robles</td>
<td>Jeanne Kennedy</td>
<td>Managing Partner</td>
<td>(760) 263-3674/245-1301</td>
</tr>
<tr>
<td>Callas &amp; Heine</td>
<td>942 W. FOOTBALL Blvd Upland CA 91786</td>
<td>2</td>
<td>0</td>
<td>Workers’ Compensation, Employment, Personal Injury,</td>
<td>Workers’ Compensation, Employment, Personal Injury</td>
<td>0</td>
<td></td>
<td>Michelle Grout</td>
<td>W. Steven Heine</td>
<td>Managing Partner</td>
<td>(909) 992-1234-942-2351</td>
</tr>
<tr>
<td>Holstein, Taylor &amp; Unit</td>
<td>3060 Latham Ave., Riverside, CA 92501</td>
<td>2</td>
<td>0</td>
<td>Personal Injury, Workers’ Compensation, Family Law</td>
<td>Insured Workers, General Public</td>
<td>1</td>
<td></td>
<td>Gail A. Furlong</td>
<td>Brian C. Unit, Esq.</td>
<td>Managing Partner</td>
<td><a href="mailto:info@csloblaw.com">info@csloblaw.com</a></td>
</tr>
</tbody>
</table>

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International Trade Key to Recovery in the Inland Empire

An Export Promotion Partner Memorandum agreement between California State University, San Bernardino’s President Karnig and Undersecretary of Commerce Sanchez was signed during a ceremony at the DoubleTree Hotel meeting in Ontario. CSUSB’s agreement is with the U.S. and Foreign Commercial Service, International Trade Administration and U.S. Department of Commerce. The partners will work together to increase awareness of exporting and foreign trade among the U.S. business community, particularly small- and medium-sized businesses, and the general public. They will cooperate on promotional activities and programs, including direct mail campaigns and trade show appearances.

The program hopes to educate the public about the economic benefits of exporting, including growth and job creation, as well as create awareness of the resources provided by the U.S. Commercial Service.

CSUSB’s role in the partnership continued on page 38

Riverside Law Firm’s Trust and Will Litigation Blog Listed as “Best in Law Blogs” for Tenth Time

In November, 2010, the Riverside based law firm of Albertson & Davidson, LLP launched the first law blog in California focusing on trust and will litigation. Since that time, the firm has posted over 100 articles and video on the topic of trust and will litigation, with a number of those posts, 10 to be exact, catching the attention of LexBlog Network’s Best in Law Blogs honors.

Albertson and Davidson’s latest offering, entitled “The Empty Will: Why a California Will or Trust May Not Control Your Asset After Death,” was named by the LexBlog Network as one of the best blog posts. This is the tenth time that articles posted on the firm’s law blog have received this honor.

The LexBlog Network helps to create and support nearly 6,000 authors of legal blogs through the nation. On any given day, there can be in excess of 160 law-related posts on LexBlog supported legal blogs.

Two of those authors, Keith A. Davidson and Stewart R. Albertson, contribute to the Albertson & Davidson Trust, Estate and Probate Litigation law blog. “We write all of our own articles from beginning to end, that way people see the expertise we have and the view we want to share,” says partner Keith A. Davidson. “And posts like ‘The Empty Will’ help to shed light on a very confusing area of trust and will law.”

Davidson is currently an adjunct professor, along with partner Stewart R. Albertson, at Chapman Law School where the pair jointly teach the wills and trusts course every year.

Albertson refers to his firm’s law blog as “a consumer’s best resource for trust and will litigation. Of course, there aren’t many trust and will litigation resources to choose from, but we are trying to change that by making our knowledge available for everyone to read and, hopefully, understand.”

The students, faculty and associates of both American Career College and West Coast University thank Rick John, “RJ” for his partnership with us and his extraordinary work locating exemplary campus locations. We congratulate RJ for his recognition, again as the top producer for Daum Commercial during 2011!

Congratulations RJ! Top Producer DAUM Commercial 2011
## Employment Services/Agencies

**Ranked by Number of Offices in the Inland Empire**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Offices I.E.</th>
<th>Employees I.E.</th>
<th># of Searches/Year</th>
<th>Avg. Candidate Salary Range</th>
<th>Services</th>
<th>Top Local Executive Title</th>
<th>Phone/Fax E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Staffmark</strong></td>
<td>8</td>
<td>26</td>
<td>1986</td>
<td>WND 20,685</td>
<td>I.E. Varies by Skill $10.25 Contingent</td>
<td>Clerical, Administration, Industrial, Technical, T/I, O-H</td>
<td>Lisa Pier</td>
</tr>
<tr>
<td><strong>Adeco Employment Services</strong></td>
<td>5</td>
<td>1,400</td>
<td>WND 14 Counties</td>
<td>Varies by Skill</td>
<td>Clerical, Light Industrial, Accounting, Management, Technical, Temp. &amp; Direct Hire</td>
<td>Julia Molenaar</td>
<td></td>
</tr>
<tr>
<td><strong>Manpower Inc. of San Bernardino</strong></td>
<td>5</td>
<td>4400</td>
<td>WND</td>
<td>Varies by Skill</td>
<td>Temporary, Direct Hire, Training Assessment Services</td>
<td>Evelyn Wixom</td>
<td></td>
</tr>
<tr>
<td><strong>Select Personnel Service</strong></td>
<td>7</td>
<td>50</td>
<td>WND 60</td>
<td>Varies by Skill</td>
<td>Industrial, Clerical, Management, Technical, etc.</td>
<td>Maggie Munoz</td>
<td></td>
</tr>
<tr>
<td><strong>Princeton Corporate Consultants</strong></td>
<td>8</td>
<td>24</td>
<td>1986 35 States</td>
<td>Varies by Skill</td>
<td>Medical Devices Pharmaceuticals Plastics</td>
<td>Howard Tarlow</td>
<td></td>
</tr>
<tr>
<td><strong>Robert Half Accountemps</strong></td>
<td>3</td>
<td>6</td>
<td>1977</td>
<td>WND 60000</td>
<td></td>
<td>Howard Tarlow</td>
<td></td>
</tr>
<tr>
<td><strong>Exact Staff, Inc.</strong></td>
<td>13</td>
<td>1,000+</td>
<td>1996</td>
<td>Varies by Skill</td>
<td>Light Industrial</td>
<td>Carrie Bay</td>
<td></td>
</tr>
<tr>
<td><strong>Ajlion Professional Staffing</strong></td>
<td>2</td>
<td>30</td>
<td>1982</td>
<td>Varies by Skill</td>
<td>Full-Time Placement in Accounting, Finance</td>
<td>Ronnie Boss</td>
<td></td>
</tr>
</tbody>
</table>

**N/A = Not Available**

**WND = Would Not Disclose**

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## Staff Leasing Companies Serving the I.E.

**Ranked by Number of Offices in the Inland Empire**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Offices I.E.</th>
<th>Employees I.E.</th>
<th>Year Established, I.E. Headquarters</th>
<th>Specialties</th>
<th>Top Local Executive Title</th>
<th>Phone/Fax E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Select Personnel Services</strong></td>
<td>6</td>
<td>S0+</td>
<td>1985 Santa Barbara</td>
<td>Clerical, Light Industrial, Engineering, Tech.</td>
<td>Steve Sorensen</td>
<td></td>
</tr>
<tr>
<td><strong>Ajlion Staffing Services</strong></td>
<td>2</td>
<td>20</td>
<td>1988 Upland</td>
<td>Engineering, Administrative, Clerical, Light Industrial, IT, Scientific &amp; Technical</td>
<td>Vijay Telikkar</td>
<td></td>
</tr>
<tr>
<td><strong>Princeton Corporate Consultants</strong></td>
<td>1</td>
<td>6</td>
<td>1986 Embarcadero</td>
<td>Medical Device/Pharmaceutical</td>
<td>Howard Tarlow</td>
<td></td>
</tr>
</tbody>
</table>

**N/A = Not Available**

**WND = Would Not Disclose**

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**Note:** The information above 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 2012 by IEBJ.
### Environmental Companies Serving the Inland Empire

**Listed Alphabetically**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Billings ($ Millions)</th>
<th>Regional Breakdown</th>
<th>Ye. Founded</th>
<th>Headquarters</th>
<th>Specialties</th>
<th>Clientele</th>
<th>Top Local Exec.</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerial Information Systems</td>
<td>112 First St., Reidsville, NC 28373</td>
<td>$1.4</td>
<td>L.O.A/CL/LE.</td>
<td>1975</td>
<td>Redlands</td>
<td>Geographic Information, Data Base Creation, Automation, GIS, Data Analysis</td>
<td>Government, Cities, Utility, Companies, Private, Consulting Firms</td>
<td>Toshie Haraun</td>
<td>(909) 793-9403/794-4330</td>
<td><a href="mailto:cvcen@atcsolutions.com">cvcen@atcsolutions.com</a></td>
</tr>
<tr>
<td>TRC</td>
<td>20-A Technology Dr., Irvine, CA 92618</td>
<td>WND</td>
<td>25%</td>
<td>1981</td>
<td>Irvine</td>
<td>Environmental Consulting</td>
<td>Major Oil Companies, Aerospace, Municipalities</td>
<td>Chris Vincenzi</td>
<td>President/CEO</td>
<td>(978) 970-5048/435-1995</td>
</tr>
<tr>
<td>Group Delta Consultants</td>
<td>4201 Santa Ana St., Ontario, CA 91761</td>
<td>$8.3</td>
<td>25%</td>
<td>1994</td>
<td>Anaheim</td>
<td>Due Diligence, Asbestos &amp; Lead, Soils, Site &amp; Groundwater Assessments, City &amp; County Agencies</td>
<td>Retail Chain, Commercial &amp; Industrial Developers, Fiber Optic &amp; Cell Phone Providers</td>
<td>John Thune</td>
<td>Env. Manager</td>
<td>(909) 665-6308/685-6602</td>
</tr>
<tr>
<td>AECOM</td>
<td>310 Brookside Ave., Ste. D, Rancho Cucamonga, CA 91730</td>
<td>$1.2</td>
<td>25%</td>
<td>1974</td>
<td>Rancho Cucamonga</td>
<td>Environmental Studies/Remediation</td>
<td>Government Agencies, Private, Consulting Firms</td>
<td>John Thune</td>
<td>Principal</td>
<td>(909) 665-6308/685-6602</td>
</tr>
<tr>
<td>Brickley Environmental, Inc.</td>
<td>975 W. Tew Dr., San Bernardino, CA 92411</td>
<td>$9.7</td>
<td>25%</td>
<td>1990</td>
<td>San Bernardino</td>
<td>Hazardous Waste, Asbestos, Mold &amp; Asbestos, Hazardous Material, Environmental Rem$ulation</td>
<td>School Districts, Colleges, Hospitals, Municipalities, Contractors, Private Parties</td>
<td>Tom Brickley</td>
<td>President</td>
<td>(909) 848-2100/313-8433</td>
</tr>
<tr>
<td>Tetra Tech</td>
<td>1360 Valley Vista Dr., Diamond Bar, CA 91765</td>
<td>$10.5</td>
<td>35%</td>
<td>1984</td>
<td>Diamond Bar</td>
<td>Solid Waste Planning &amp; Engineering, Hazardous Waste Site Investigation &amp; Remediation</td>
<td>Public Agencies, Industrial Firms, Developers</td>
<td>Bryan A. Sirota</td>
<td>President</td>
<td>(909) 860-7778/880-8007</td>
</tr>
<tr>
<td>Cameo, Inc.</td>
<td>1355 E. Cuely Dr, Co, CA 92324</td>
<td>$8.66</td>
<td>25%</td>
<td>1964</td>
<td>Colton</td>
<td>Environmental Phase I &amp; II Assessments, Geotechnical Engineering, Geology, Construction Inspection and Testing</td>
<td>Lending Institutions, Private Developers, Government Agencies</td>
<td>Robert Johnson</td>
<td>President</td>
<td>(909) 824-7103/2487-7269</td>
</tr>
<tr>
<td>Converse Consultants</td>
<td>10191 Corporate Dr, Reidsville, NC 28373</td>
<td>$25</td>
<td>50%</td>
<td>1996</td>
<td>Rancho Cucamonga</td>
<td>Environmental Geotechnical Engineering, Site Investigation, Remediation, Asbestos, Air Quality, Biological &amp; Hydrogeological Studies, Soils &amp; Materials Testing</td>
<td>Commercial/Industrial, Local State and Federal Agencies</td>
<td>Halim Qaumi</td>
<td>Regional Manager</td>
<td>(909) 790-6544/796-7675</td>
</tr>
<tr>
<td>Earth Systems Southwest</td>
<td>78011 Country Club Dr, Indio, CA 92203</td>
<td>$7.6</td>
<td>50%</td>
<td>1969</td>
<td>Indio</td>
<td>Environmental Phase I &amp; II Assessments, Geotechnical Engineering, Materials Testing, Construction Monitoring</td>
<td>Engineers, Developers, Indian Tribes</td>
<td>Scott Sturino</td>
<td>President</td>
<td>(760) 345-1803/345-7315</td>
</tr>
<tr>
<td>AEON</td>
<td>1461 E. Cooley Dr., Ste. 100, Co, CA 92324</td>
<td>$1.3</td>
<td>50%</td>
<td>1970</td>
<td>Long Beach</td>
<td>Environmental Studies/Remediation</td>
<td>Department of Defense</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Gabriel Environmental Services</td>
<td>PO Box 1361, Reidsville, NC 28373</td>
<td>$1.5</td>
<td>50%</td>
<td>1991</td>
<td>Reidsville</td>
<td>Environmental Consulting, Asbestos Mold, Phase I, Phase II</td>
<td>Property Management Companies, Banks, Developers</td>
<td>Hani Gabr</td>
<td>Principal</td>
<td>(913) 454-0250/790-4371</td>
</tr>
<tr>
<td>Jorgenson Environmental</td>
<td>1250 N. Main St., Ste. 212, Rancho Cucamonga, CA 91730</td>
<td>$9</td>
<td>25%</td>
<td>1988</td>
<td>Rancho Cucamonga</td>
<td>Regulatory Compliance, New Facilities, Site Investigation, Site Assessment, Permitting, Power Plants, Air Quality</td>
<td>Industry, Power Plants, Law Firms</td>
<td>Daren Jorgenson</td>
<td>President</td>
<td>(909) 448-3390/449-7522</td>
</tr>
<tr>
<td>Kleinfelder, Inc.</td>
<td>1220 Research Dr., Ste. B, Reidsville, NC 28373</td>
<td>$150</td>
<td>25%</td>
<td>1991</td>
<td>Reidsville</td>
<td>Geotechnical &amp; Environmental Engineering, Professional Services</td>
<td>Public Agencies, Developers, School, Public Schools</td>
<td>Joseph Aldinger</td>
<td>President</td>
<td>(619) 355-7063/56-3618</td>
</tr>
</tbody>
</table>

**Notes:**
- N/A = Not Applicable
- WND = Would not Disclose
- na = not available

The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729. Copyright 2012 by IEB.
Ye s

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• Today the world can be divided not into two distinctions (developed/developing) but three: developed, developing, and fusion.

• A fusion country mixes: First-world financial capacity, with Third-world challenges.

• Done right, affordable community developments are not just good policy, they are also good financial investments.

• Maintaining appropriate financial returns is an essential component of a well-designed and effectively functioning system.

• As the aspirant population rises, it becomes both better educated (stronger work force) and more affluent (increases customer/customer base).

• Rising-capability populations in low-cost labor markets (fusion countries) invite the developed world to outsource skill and skill-support jobs.

• Thus community development contributes to economic growth and benefits leading corporations who can expand beyond their own borders.
Environmental Companies Serving the Inland Empire

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Billings ($ Millions)</th>
<th>Regional Breakdown</th>
<th>Ye. Founded</th>
<th>Headquarters</th>
<th>Billings &amp; Specialties</th>
<th>Clients</th>
<th>Top Local Exec.</th>
<th>Phone/Fax</th>
<th>City/State</th>
<th>E-Mail Address</th>
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<tbody>
<tr>
<td>Leighton Consulting</td>
<td>$3</td>
<td>15,000,000</td>
<td>1996</td>
<td>Irvine</td>
<td>Environmental Engineering &amp; Construction Services, Remediation Technologies</td>
<td>Public Developers, Oil Maj. Industries</td>
<td>Tom Benson</td>
<td>(949) 250-1421/250-1114</td>
<td>Irvine, CA 92664</td>
<td><a href="mailto:thebon@leightongroup.com">thebon@leightongroup.com</a></td>
</tr>
<tr>
<td>Liburn Corporation</td>
<td>$1.5</td>
<td>0%</td>
<td>1989</td>
<td>San Bernardino</td>
<td>Mine Reclamation Planning, Land Use Permitting, Landfill Assessments &amp; Permits, EIRs</td>
<td>Public Agency, Private Landowners, Utilities</td>
<td>Steve Liburn</td>
<td>(909) 800-1814/800-8109</td>
<td>1905 Business Center Dr, Rancho Cucamonga, CA 91729-1979</td>
<td><a href="mailto:steve@liburngroup.com">steve@liburngroup.com</a></td>
</tr>
<tr>
<td>MARC Remodeling, Inc.</td>
<td>$55</td>
<td>30%</td>
<td>1980</td>
<td>Baltimore, MD</td>
<td>Asbestos, Mold &amp; Lead Abatement, Facility Decontamination, Environmental Remediation</td>
<td>Commercial/Industrial Properties, Aerospace, Utilities</td>
<td>Tim Miller</td>
<td>(962) 923-1393/923-2838</td>
<td>16027 Carmelita Rd, Santa Ana, CA 92705-0010</td>
<td><a href="mailto:tim@marcor.com">tim@marcor.com</a></td>
</tr>
<tr>
<td>Medlin, Inc.</td>
<td>WND</td>
<td>50%</td>
<td>1982</td>
<td>Santa Ana</td>
<td>Toxicology/Risk Assessment, Industrial Hygiene &amp; Safety, Env. Eng., Env. Health Serv., Training, Asbestos, Geotechnical</td>
<td>City of San Bernardino, IVDA, Riverbend Waste Management, ARCO, Flour Load-Bound Paint Mgmt.</td>
<td>David Eaton</td>
<td>(714) 480-0114/409-0222</td>
<td>550 N. Park Center, Ste. 102</td>
<td><a href="mailto:david.eaton@medlin.com">david.eaton@medlin.com</a></td>
</tr>
<tr>
<td>Michael Brandman Associates</td>
<td>$13.5</td>
<td>5%</td>
<td>1982</td>
<td>Irvine</td>
<td>Natural Resources Mgmt., Wetland &amp; Water Issues, CEQA/NEPA, Cultural &amp; Paleontological, Air Quality &amp; Noise Studies</td>
<td>Public &amp; Private Developers</td>
<td>Michael Brandman</td>
<td>(909) 884-2255/884-2113</td>
<td>221 E. Carnegie Dr., Ste. 100</td>
<td><a href="mailto:michael@brandmanassociates.com">michael@brandmanassociates.com</a></td>
</tr>
<tr>
<td>Oates Environmental Services</td>
<td>$69.2</td>
<td>65%</td>
<td>1973</td>
<td>Oakland, CA</td>
<td>Collection, Transportation, Treatment &amp; Disposal</td>
<td>Aerospace, Public Utilities</td>
<td>Chris McGraw</td>
<td>(714) 379-6000</td>
<td>3035 Ocean Dr, Huntington Beach, CA 92649</td>
<td><a href="mailto:cmg@oates-ens.com">cmg@oates-ens.com</a></td>
</tr>
<tr>
<td>PCR Services Corp.</td>
<td>WND</td>
<td>50%</td>
<td>1974</td>
<td>Santa Monica</td>
<td>CEQA/NEPA Documentation, Consultants, Air Quality/Environmental Acoustics, Biological, Cultural Resources Mgmt., Res., Commercial, Real Estate, Health Care, Manufacturers</td>
<td>Educational Entertainment, Museums, Landfills, Superfund Sites, Roads, Waterworks</td>
<td>Gregory J. Broughton</td>
<td>(310) 411-4401/411-0279</td>
<td>233 Whitleire Blvd., Ste. 103</td>
<td><a href="mailto:g.broughton@pcrcorp.com">g.broughton@pcrcorp.com</a></td>
</tr>
<tr>
<td>Atkins</td>
<td>$12.6</td>
<td>50%</td>
<td>1968</td>
<td>San Francisco</td>
<td>Environmental Documentation, Planning, Resource Management</td>
<td>Local Governments, Law Firms, Private Industry</td>
<td>Terri Villar</td>
<td>(310) 888-5345/888-6175</td>
<td>12301 Wildwood Blvd., Ste. 430</td>
<td><a href="mailto:tvillar@atkins.com">tvillar@atkins.com</a></td>
</tr>
<tr>
<td>RES Environmental Inc.</td>
<td>WND</td>
<td>50%</td>
<td>1986</td>
<td>Long Beach</td>
<td>Regulatory-Compliance Monitoring, Air Toxic Tests, PM-10 Particulate Testing, Air Quality Instrument Repair, Weather Forecasting</td>
<td>Landfills, Testing, Oil Refineries, Industries, Government &amp; Regulatory Agencies</td>
<td>Rick Roberts</td>
<td>(800) 422-1001/422-0377</td>
<td>3040 Fourth St., Ste. 200</td>
<td><a href="mailto:rickroberts@resenvironmental.com">rickroberts@resenvironmental.com</a></td>
</tr>
<tr>
<td>SCS Engineers</td>
<td>$146</td>
<td>0%</td>
<td>1986</td>
<td>Colton</td>
<td>Environmental Assessments &amp; Remediation, Solid Waste Management, Stormwater Management, Air Quality Instrument Repair, Weather Forecasting</td>
<td>Developers, Government Agencies, Redevelopment Agencies, Banks, Attorneys, Land Owners, Gas Stations, Car Dealerships</td>
<td>Robert Johnson</td>
<td>(800) 373-7057</td>
<td>18000 Fourth St., Ste. 200</td>
<td><a href="mailto:rjohnson@scsengineers.com">rjohnson@scsengineers.com</a></td>
</tr>
<tr>
<td>Tetra Tech, Inc.</td>
<td>WND</td>
<td>50%</td>
<td>1966</td>
<td>Pasadena</td>
<td>Environmental Science &amp; Engineering, Hazardous Waste Mgmt., Remediation</td>
<td>DOE, U.S. Airforce, Cal EPA, County of San Bernardino</td>
<td>Thomas Villanueva</td>
<td>(909) 361-1254/901-1691</td>
<td>34 W. Hospitality Ln., Ste. 100</td>
<td><a href="mailto:tvillanueva@tetratech.com">tvillanueva@tetratech.com</a></td>
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<tr>
<td>TRC</td>
<td>$368</td>
<td>0%</td>
<td>1969</td>
<td>Winfield, CT</td>
<td>Environmental Assessment/Remediation, Biological &amp; Cultural Resources, CEQA/NEPA, Proprietary Services</td>
<td>City, County &amp; State Agencies, Private Sector, Land Owners, and Developers</td>
<td>Leonard Squares, P.E.</td>
<td>(949) 727-8339</td>
<td>21 Technology Dr, Irvine, CA</td>
<td><a href="mailto:lsquares@trcinc.com">lsquares@trcinc.com</a></td>
</tr>
<tr>
<td>Ultratech Environmental Services</td>
<td>$3.2</td>
<td>95%</td>
<td>1994</td>
<td>Irvine</td>
<td>CEQA/NEPA, Technical Assessments (Biological, Air Quality)</td>
<td>Public Agencies, Private Co.</td>
<td>Betty A. Lindsey</td>
<td>(714) 784-4900/784-4901</td>
<td>105 Pacifica, Ste. 250</td>
<td><a href="mailto:blindsey@ultratech.com">blindsey@ultratech.com</a></td>
</tr>
<tr>
<td>URS Corporation</td>
<td>WND</td>
<td>25%</td>
<td>1905</td>
<td>San Francisco</td>
<td>Comp. Environmental Svcs., Multi-Disciplinary Eng Construction Mgmt., Water &amp; Waste</td>
<td>Federal Government</td>
<td>Brian E. Wynne</td>
<td>(949) 980-4000</td>
<td>3900 porcelain Way, Ottawa, ON T1S 5E6</td>
<td><a href="mailto:pwin@urscorp.com">pwin@urscorp.com</a></td>
</tr>
<tr>
<td>Waste Management - Inland Empire</td>
<td>$65</td>
<td>0%</td>
<td>1955</td>
<td>Corona</td>
<td>Solid Waste Collection</td>
<td>Municipal</td>
<td>J. Alex Bruessow</td>
<td>(951) 280-5400/280-2545</td>
<td>800 S. Temescal St, Corona, CA 92879-2020</td>
<td><a href="mailto:jbruessow@wmsolutions.com">jbruessow@wmsolutions.com</a></td>
</tr>
</tbody>
</table>
How to Build a Better Mousetrap With Social Media

Ever play the game Mouse Trap? The goal is to build a contraption that’s set into motion when a player turns a crank. The crank spins gears that push a lever that smacks a boot that kicks a bucket that spills a marble that rolls down a chute, hits a pole … well, you get the idea.

In the end, it catches a mouse – if you’re lucky.

Seeing how media has evolved reminds me of Mouse Trap. Get a mention in a newspaper article and find an online link to share on Twitter. Your followers retweet it to their followers, who post it on Facebook, where someone finds it and mentions it on a talk-radio fan page and, before you know it, you’re a guest on a show!

Of course, that’s a simplified scenario with a dream outcome, but it gives you the picture.

Connecting these different platforms integrates your publicity with social media. At EMSI Public Relations, we have Jeni Hinojosa, our social media campaign manager, turning the crank. She writes and posts blogs and comments, and tweets updates, on behalf of clients to build a large, credible following for them. I asked her to share a couple of the ways she has spread our clients’ messages and to give you a few tips for handling your own social media.

Jeni, by the way, has a bachelor’s degree in anthropology with a specialty in social media. She studied the “social-sphere,” how it evolved into its own subculture and how we interact with it. In short, she knows how it works – and she knows how to work it.

Here’s what she wrote:

People who casually use social media may send a few Tweets, update their Facebook status and write a weekly blog post. They connect with people whose content they’re interested in: family and friends, coworkers, fellow hobbyists, groups with shared interests or causes.

If you have serious goals, however, such as building an audience for marketing purposes, you need to do all of that and more. One strategy I use for our clients is generating “third-party conversations.” Instead of simply posting on our clients’ own social networking sites, I visit blogs, websites and fan pages of people with similar interests. I comment on their content in hopes of engaging their audience in a conversation that ultimately brings new traffic to our clients’ websites.

Here’s a for instance: We have a client whose message involves maintaining healthy romantic relationships. I found a great article on this topic and shared it with a comment on other sites. The article prompted conversations and I stayed involved in the discussion. When it seemed appropriate, I shared a link to our client’s blog. In this case, she got new followers on Facebook and Twitter through that one action.

Another strategy I use is promoting our clients when they’re featured in traditional media, such as newspapers, radio and TV, which all seem to have an online presence. We recently had a client who was also on board for our talk radio campaign. I promoted her upcoming interviews to her friends and followers. Then I visited the stations’ websites for links to their Twitter accounts and Facebook pages. I joined their networks, friended their friends, and plugged the upcoming interviews there, too, e.g. “I’m so excited to be chatting with host’s name here on Friday about topic here.”

As a result, this client made lots of new connections among the stations’ listeners.

These are all strategies anyone can use; all they require is time and imagination. To help ensure your success, here are some tips:

• Don’t over-promote yourself. That’s the No. 1 rule. People are turned off by those who seem interested only in selling a book or product. A good rule of thumb is to make sure 80 percent of your content is light, interesting, informative or fun.

• Don’t bury your followers in an avalanche of content. Limit Facebook status updates and Tweets to three or four a day.

• People new to social media often regard those with similar content as rivals or competitors. Actually, these can be your new best friends. When you promote Chef Shane’s cooking blog, he’ll likely tweet about the great chocolate cake recipe on your website. Become a partner in sharing with online personalities where messages are similar to yours and you’ll soon have a vast support network.

Integrating publicity and social media takes some thinking, some effort and, as Jeni says, some creativity. But isn’t that always true when you’re trying to build a better mouse-trap? And this marketing costs nothing—not with free Wi-Fi available almost everywhere you turn.

For additional information, visit www.emsincorporated.com.
**CORPORATE PROFILE**

Ivy-It—Battling Graffiti Using Eco Friendly Products

Ivy-It Inc. was founded in 2009, in the city of Claremont by Sergio Martinez and Sam Pedroza. The initial purpose of the products was to deter the destruction effects of graffiti while maintaining the product as green sustainable and eco friendly. Martinez had a background in real estate development, while Pedroza's background was in civic policy as a councilman for the city of Lynwood.

They decided that the municipalities and public agencies would be a perfect target due to their constant battles with graffiti and their ever tightening graffiti budgets. Ivy-It figured that if they could save the cities money in their graffiti abatement budget, then they could survive through the recessionary startup period.

After the expected trials and tribulations, the product took off. Cities like Anaheim and Lynwood quickly adopted it as a graffiti deterrent tool. Other cities followed suit. The various industrial strength products also changed. Due to the fact that Ivy-It products are made of 100 percent recycled polyethylene and maintenance free, the cell tower industry purchased it to replace their live walls. They save money on water, maintenance and elevated graffiti abatement cost.

Commercial clients like Ruby’s solicited Ivy-It products for aesthetics—lush green all year benefits. Commercial businesses need to attract and preserve as much customer loyalty as possible. Customers need to feel safe in stores where graffiti and vandalism is minimal. Ivy-It provides creative and practical solutions to deterring graffiti which ultimately preserves as much loyalty as possible.

The products are easy to install requiring fasteners, screws, and zip-ties, depending on the installation. Pricing ranges from $25 for their 6 foot by 1 foot strand to $10 per square foot for their 1 foot by 1 foot tiles with wholesale and distributor pricing available.

Ivy-It Inc. set out to produce a nonexistent industrial strength, outdoor resistant, recycled product, that would be easy to install. Now the obstacle is to keep the research and development team—creating new and improved products in deterring graffiti and beautifying areas.

**Real Estate... continued from pg. 15**

PALM SPRINGS MIXED-USE PROPERTY SELLS FOR OVER $2 MILLION

Las Palmas Villas, a 35k-square-foot, mixed-use property located in Palm Springs, recently sold for $2.075 million ($59/sf). Located at 140 West Via Lola, the property features four retail stores on Palm Canyon Drive, and 38 apartment units consisting of 18 singles, 18 one-bedroom and two two-bedroom units. The property was constructed in 1953, and has two on-site laundry rooms, a swimming pool, and ample parking for both the retail and apartments.

Clyde Isaacson, an investment specialist in Marcus & Millichap’s Encino office, had the exclusive listing to market the property on behalf of the seller, a private investor. The buyer, a partnership, was also secured and represented by Isaacson.

INLAND EMPIRE EAST VALLEY INDUSTRIAL MARKET LOOKING AT POSITIVE ABSORPTION

The East Valley industrial market in Southern California’s Inland Empire should continue to stabilize, with positive absorption is expected by year-end 2012, according to The Riverside office of Lee & Associates’ first quarter 2012 Industrial Market Summary for the region. Here’s a quick summary of the firm’s latest market data.

Gross activity in the first quarter neared 2.5m square feet, with investment purchases and lease renewals accounting for almost 60 percent of the total. Vacancy rates increased slightly this quarter to 8.66 percent while current indicators suggest that there are more tenants actively looking for newer product than there is existing supply. Average sales prices are stabilizing as well and investors are still actively bulkling up their

continued on page 29
FOREIGN TRADE ZONES

Business owners who are considering relocating to Riverside County to access the lucrative California marketplace can choose from among the county’s four Foreign Trade Zones (FTZ), the most available in any city or county in the state.

With a fifth Foreign Trade Zone opening soon, Riverside County offers unparalleled access to the benefits an FTZ can offer, benefits that can help cut the cost of doing business and increase profits.

Riverside County and its board of supervisors have worked to create such savings solutions for companies that import products from overseas to be assembled at plants operating in Riverside County because assisting such companies will add new jobs and maintain existing jobs for county residents.

For example, the Skechers North American headquarters and distribution center in the Riverside County community of Moreno Valley is expected to save more than $3 million per year because the 1.8 million-square-foot facility is in a Foreign Trade Zone. Another major employer in Riverside County, Abbott Vascular, located in the city of Temecula, took advantage of San Diego Foreign Trade Zone #153’s expansion into southwest Riverside County to help with their import and export costs.

Such opportunities exist around Riverside County. For example, FTZ #244 was expanded to include the cities of Corona, Eastvale, Jurupa Valley, Moreno Valley, Norco, Perris, and Riverside. The expansion of FTZ #153 brought in the cities of Murrieta and Temecula. There are ongoing efforts to expand the FTZ #236, which currently covers the Palm Springs Airport, but is expected to include all of the cities of the Coachella Valley and also the cities of Beaumont, Banning, San Jacinto and Hemet. The Four Winds Tribal Council also is seeking to establish another FTZ on its land.

The Riverside County Economic Development Agency’s Office of Foreign Trade is proud to offer manufacturers the opportunity to expand their exporting efforts and reduce costs to import materials for final assembly through the Foreign Trade Zone program.

“Our foreign trade zones are here to help our manufacturers save money and time. Our board of supervisors continue to support policy that expands and brings additional foreign trade zones to the county. With four foreign trade zones activated and operational and a fifth in the processing stages, we offer more choices to our business community to give business owners a competitive edge in the global marketplace.”

—Robert Field, Assistant County Executive Officer/EDA
Foreign Trade & Foreign Direct Investment Will Play a Major Role in Our Economic Recovery

By the Riverside County Board of Supervisors

Today more than ever before products exported from our county to places around the world are playing a major role in our region’s economic recovery and job creation. Riverside County and its surrounding region ranks in the top 23 regions in the entire nation in exports.

In 2009, the Riverside County Board of Supervisors authorized the formation of the Office of Foreign Trade within the Economic Development Agency to assist the business community. Since that time our Office of Foreign Trade has earned a worldwide reputation as the place to go if you need trade assistance or are interested in investing in business within our county. We have crafted unique partnerships with a number of nations and these relationships are resulting in increased exports and record numbers of investors coming to the county from other countries. The bottom line is that our efforts have paid off and we are adding jobs and bringing significant investment to our county at the same time.

We are told that our exports from the region totaled $11.5 billion in 2010, and we expect that number to increase significantly in the next few years. Exports directly account for 90,000 jobs in our county and region. This success is because our manufacturers, growers, and service providers are reaching overseas to help grow their businesses. Economists tell us that our economic recovery depends on a robust export market and that means we must bring jobs back to our country from overseas.

The Riverside County Office of Foreign Trade is doing just that. We provide export financing, assistance with diplomatic relations with foreign governments, and we’ll help you identify markets that are looking for your products. We also find investor financing, both foreign and domestic, and will assist you with our fast track processing of your business expansion or start up. We will serve as your one-stop location for all you exporting and trade needs.

Please contact our Commissioner for Foreign Trade, Tom Freeman at
U.S. Commercial Service
Trade Advocacy for U.S. Companies

Level the Global Playing Field for International Procurement.
International business is easier today than ever, and exporting to foreign government customers is one of the most lucrative opportunities. That is unless your company encounters an unfair evaluation of your proposal, aggressive foreign government support of competing offers, a questionable procurement process, or bureaucratic red tape. We’re here to help.

Count on the U.S. Commercial Service’s Advocacy Center to level the playing field for your company. With offices across the United States and in U.S. Embassies and Consulates in nearly 80 countries, our global network of trade professionals opens doors that no one else can.

We coordinate strategies for focusing U.S. Government resources to engage foreign governments and ensure that U.S. products and services have the best possible chance to compete abroad. Our goal is to ensure that international contract awards are based on a fair and fair evaluation of the commercial and technical merits of all offers.

U.S. Commercial Service—Connecting you to global markets.

Trade Advocacy Services
- Receive government-to-government support in promotion of U.S. exports and employment.
- Counter foreign government advocacy and political pressure.
- Benefit from transparency and fairness in the tender processes.
- Leverage partner U.S. government agencies in the Trade Promotion Coordinating Committee.

A Compelling Strategy
Our process is designed to ensure credible support of the national interest and engagement of U.S. Government officials, leading to more effective advocacy for your firm. The steps include:
1. Your firm submits an Advocacy Questionnaire and Anti Bribery Agreement.
2. We vet companies to ensure that only reputable and legitimate businesses receive U.S. Government support.
3. We coordinate interagency determination that providing advocacy is in the U.S. national interest.
4. We work with the U.S. Embassy to create the best Advocacy strategy.
5. Your firm receives coordinated U.S. Government support for your International bid.

Proven Trade Expertise
The U.S. Commercial Service helps U.S. businesses succeed in markets around the world. Whether you’re looking to make your first export sale or expand to additional international markets, we offer the trade counseling, market intelligence, business matchmaking, and commercial diplomacy you need to connect with lucrative business opportunities.

Contact us today to connect with a world of opportunity. Visit export.gov/advocacy or call (202) 482-3896.

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- No annual card fee
- Credit lines up to $50,000
- No foreign transaction fees

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Together we’ll go far

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Lost in the Digital Age
By J. Allen Leinberger

Years ago, homes had drawing rooms or parlors. After the floor model radios were added, they became living rooms. That stayed true with the addition of the TV. Of course, the furniture was moved so that attention was turned towards the screen and away from the fireplace.

Today we have entertainment rooms, or home theater rooms. Some even get to call them our man cave. What about the living rooms? Those also turned towards the screen and entertainment panel for downloading and playing music that’s controlled by vocal command.

Don’t forget phone communication. Keyless entry gets almost forgotten in the crowd. Attached to your belt or down in your purse is the now mandatory smartphone. It can put you into instant communication with people at home or around the world. It can start your car at a distance; it can control the TV, the home security system, the microwave—and even a kid’s radio controlled car. It can find out the acting career of the girl in the pink dress in the T-Mobile commercial or Maxwell the pig in the GEICO commercial.

Has it changed your life? Of course. Ask any jeweler. Few of us wear watches these days. Some of us may wear one as an accessory or a piece of jewelry, but we no longer need one to tell time. We can simply look at the front page of the smartphone. Or ask SIRI if she works for you.

Maps are no longer needed to find a particular address. Even the AAA tripýchts, which my dad swore by—advising him of upcoming construction detours driving across country—serve little purpose today. Now you can get that info on the smartphone. Come to think of it, you don’t need a phone book anymore. Your smartphone has all the information you could need. The reason that many local newspapers are slowly dying is that most all of the news and information you could want, you already know by the time the paper is delivered tomorrow—sports’ scores, city forecasts, or the stock market’s fluctuations.

Attached to your belt or down in your purse is the now mandatory smartphone. It can put you into instant communication with people at home or around the world. It can start your car at a distance; it can control the TV, the home security system, the microwave—and even a kid’s radio controlled car. It can find out the acting career of the girl in the pink dress in the T-Mobile commercial or Maxwell the pig in the GEICO commercial.

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<table>
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<th>Bank Name</th>
<th>Top Executive/Title (E.L.)</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank of Hope</td>
<td>Kevin R. Farrenkopf</td>
<td>(951) 268-2000</td>
<td><a href="mailto:kfarrenkopf@bankofhope.com">kfarrenkopf@bankofhope.com</a></td>
</tr>
<tr>
<td>American Security Bank</td>
<td>David T. Blankenhorn</td>
<td>(951) 739-7171</td>
<td><a href="http://www.amsec.com">www.amsec.com</a></td>
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<tr>
<td>Security Bank of California</td>
<td>James A. Robinson</td>
<td>(951) 906-2222</td>
<td><a href="mailto:cjabinson@securitybank.com">cjabinson@securitybank.com</a></td>
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<tr>
<td>Community Commerce Bank</td>
<td>William M. Lasher</td>
<td>(951) 625-7890</td>
<td><a href="http://www.commercebank.com">www.commercebank.com</a></td>
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<td>CommerceWest Bank, N.A.</td>
<td>Jon A. Tjems</td>
<td>(949) 211-0741</td>
<td><a href="http://www.commercewestbank.com">www.commercewestbank.com</a></td>
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<td>Commerce National Bank</td>
<td>Mark E. Simmons</td>
<td>(949) 231-0012</td>
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<td><a href="http://www.icbbank.com">www.icbbank.com</a></td>
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<td>Pacific Premier</td>
<td>Steve Garbure</td>
<td>(760) 324-4442</td>
<td><a href="http://www.ppbi.com">www.ppbi.com</a></td>
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<td>First National Bank of California</td>
<td>John R. Carten</td>
<td>(951) 734-9011</td>
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Note: The above list was obtained from the companies listed. The accuracy and thoroughness of the list, omission, and typographical errors sometimes occur. Please send corrections or additions in company letterhead to The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Michael R. Natzic with Crowell Weedon  & Co./SNL Securities. Copyright 2012 by IEBJ.
Aspen Logistics, Inc. Appoints Christopher Ticknor as Executive Director of Business Development

Aspen Logistics announced the appointment of Christopher Ticknor as executive director of business development. In his new role, Ticknor will report to Connie Anderson, CEO, and will be responsible for leading Aspen’s efforts to increase market share and brand recognition.

Ticknor’s key focus will be performance management, defining the most efficient way to drive the growth of their industry leading solutions and customer acquisition. His focus will be on creating analytics and corporate strategies that impact Aspen’s business results. Ticknor will also manage the company’s marketing, branding, and public relations strategies.

With 10 years of sales and marketing experience across various industries, Christopher brings strong leadership and innovative strategies to his new role at Aspen, overseeing both the sales and marketing departments.

Christopher started at Aspen Logistics in 2008 as marketing manager. He was tasked with designing best-in-class campaigns that would allow Aspen to be an industry leading brand in their core customer markets. After numerous awards and accolades Aspen is now recognized as a leading provider in the western United States. Ticknor has launched social media programs and marketing campaigns that were notable, and at the time essentially unheard of within the industry. On top of many media interviews, he was asked to speak at the annual industry conference put on by the Warehouse Education Research Council, as well as received an award by the Internet Marketing Association for his marketing efforts.

Prior to joining Aspen, Ticknor worked for four years with Mazda USA under their marketing division. He worked in customer and dealer relations before moving on to Sprint Nextel (currently Sprint). In the two years at Sprint, Christopher managed business-to-business sales among small- to medium-sized companies in Orange County—one of the cell service provider’s most profitable markets.
Winners... continued from pg. 5

speaker and author who has encouraged people around the world, from the Virgin Islands to Barbados. She is a domestic violence counselor, mentor, and active community volunteer (police, prison ministry, hospital).

Hilda Kennedy, current president of NAWBO-IE was presented with the Acknowledging NAWBO Individuals That Achieve (ANITA) Award for her dedication and outstanding service to NAWBO-IE. Hilda is the founder/president of AmPac Tri State Certified Development Company (CDC).

Three well-deserved young ladies received scholarships: Nicole Kabath Johnny, a finance major at Azusa Pacific University, along with Ashley Patnode and Yukasa Shida who are graduate students at California State University, San Bernardino.

About NAWBO: One of 70 chapters nationwide, NAWBO-IE is the organization of choice for women business owners in the Inland Empire, and is also a strong voice in Sacramento for public policy issues affecting women-owned businesses. To find out more about the vision and objectives of NAWBO-IE, the benefits of joining or becoming a corporate partner, please visit www.nawbo-ie.org

Pellson Lau

Pellson Lau is the regional manager of the Export Solutions Group in the Office of International Trade for the United States Small Business Administration (SBA) located at the United States Export Assistance Center (USEAC) in the city of Ontario. The region includes Southern California and the State of Arizona.

Pellson has extensive experience in the international commercial banking industry in Hong Kong, San Francisco and Los Angeles. His expertise includes international trade operations, small business and commercial lending, credit review/administration, and various United States government guarantee loan programs; SBA 7a, SBA Export Loans and Export-Import (EX-IM) Bank of the United States.

He holds a masters degree in business Administration from the University of Southern California, a banking diploma from (ifs) School of Finance in the United Kingdom and is an enrolled agent licensed by the International Revenue Service (IRS).

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(909) 581-1680

Temecula Office
(951) 296-2422

Pellson Lau, Regional Manager, Export Solutions Group
Inland Empire U.S. Export Assistance Center
3110 East Guasti Rd., Ste. 465,
Ontario, CA 91761
Tel: 909-466-4136

California Bank & Trust

calbanktrust.com
Paying to play in Mexico

The bribery scandal involving Walmart in Mexico could open a window into the culture of corruption that pervades the country and retards its economic progress.

If we’re lucky, the retail giant allegedly paid at least $8.5 million to “gestores,” people who work as facilitators to secure government permits and see that transactions are completed. Many people suspect that at least some of that money was used to bribe officials. The New York Times, which broke the story, has reported that Walmart might have paid an additional $16 million directly to local government officials.

Most people believe the allegations, and aren’t surprised. Bribery and extortion at all levels of Mexico’s government are as well known as the sloth with which officials usually process requests for permits. Even local postal carriers have been known to knock on doors and ask for handouts. Those who don’t “ cooperate” don’t get their mail.

So people widely believe Walmart did something to enable it to open more than 2,000 stores in Mexico the past two decades with such little trouble. The company reportedly opened a new store in Mexico every day last year.

U.S. observers are scandalized by the allegations, and Congress has opened an investigation. In Mexico, where the bribery allegedly occurred, however, no official investigation has been called, at any level, and no local government has made any move to prosecute, or even officially investigate.

Could it be that they’re afraid?
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5-7 p.m. VIP Reception
8-9 p.m. Special Guest Speaker Dr. Ken Morris and much more...

Join us in walking the Red Carpet for an evening of education through art and spoken word. View captivating images and multi-media presentations as you sip wine, enjoy live music and learn from prominent activists speakers about this terrible issue and how we can make a difference.

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A frequent refrain of top managers is “we need to do a better job of holding people accountable.” Accountability seems to be the mantra for organizational get-well programs these days. One can agree with this in part, and yet there is an aspect of accountability that feels like a cop-out.

The key to leadership is to create an environment whereby people do the best they can because they want to do it. When employees know it is clearly in their best interest to give their maximum discretionary effort to the organization, managers don’t have to crack the whip as often.

Imagine working in an environment where people do the right things not because they are expected, but because it is in their best interest. In that atmosphere, holding people accountable would nearly always be a positive occurrence rather than negative.

How refreshing!

It is the actions, attitudes, and intentions of leaders, not the rank and file, that make the environment of either reinforcement or punishment the habitual medication for individual performance issues. Let’s examine 8 attitudes or behaviors of leaders that can foster a culture where holding people accountable is a precursor to a feeling of celebration instead of a sentence to the dungeon.

1. Be Clear About Your Expectations. It happens every day. The boss says, “You did not file the documents correctly by client; you totally messed up.” Then, the assistant says, “You never told me to file them by client, so I used my initiative and filed them by date because that is what they taught us in Record Retention.” Holding people accountable when the instructions are vague is like scolding an untethered horse for wandering off the path to eat grass.

2. Be Sure of Your Facts. A manager learned this painful lesson early in his career. He gave his administrative assistant a letter to type for a customer. When he got it back, the letter was full of obvious errors. He immediately held her accountable for the sloppy work and called her into a conference room to let her know of his disappointment. When he told her about the errors, she said, “Well if you had taken the time to notice the initials on the bottom of the letter, you would have seen that I farmed that work out to Alice because I was busy with other things. I did not type that letter.” Gulp. The manager tried to cover with, “I am glad, because your work is usually higher quality than that,” but the irreversible damage had been done. If you are going to accuse someone of sloppy work, make sure it was done by that person.

3. Be Timely. If there is an issue with performance versus stated expectations, bring the matter up immediately. If you wait for a couple days before trying to bring up the issue, it just tends to cloud and confuse the person who did not meet expectations. If a boss says, “You did not answer the phone in the proper way last week,” how is the employee supposed to even remember the incident?

4. Be Kind. Always apply the Golden Rule liberally. If you had a lapse in performance, justified or not, how would you want to get the information? Keep in mind that some people are more defensive than others, so if you like your feedback “straight from the shoulder,” tone it down when dealing with a particularly sensitive individual.

5. Be Consistent. If you are a stickler for certain behaviors, make sure you apply the discipline consistently. Coming down hard on Mike for being late for work can seem unfair if you habitually let Mary waltz in 45 minutes after the start of the shift. Always avoid the appearance of playing favorites. Recognize that, as a human being, you do have differences in your attitudes toward people, but when holding people accountable, you must apply the same standards across the board.

6. Be Discreet. Embarrassing a person in public will create a black mark that will live for a long time. If there is an issue of performance, share the matter with the individual privately and in a way that upholds the dignity of the person. This issue also refers to the Golden Rule.

7. Be Gracious. Forgiving a person who has failed to deliver on expectations is sometimes a way to set up better performance in the future. Get help for individuals who need training or behavior modification. A leader needs to be mindful of his or her personal contribution to the problem through past actions, like not dealing with a problem when it is small. If the current infraction is a habitual problem or one born out of laziness, greed, or revenge, then stronger measures are needed. People cannot be allowed to continually fail to meet expectations. The corrective measures will be based on the severity and longevity of the problem. One caveat: gracious behavior cannot be faked, so be sure you are calm and have dealt with your own emotions before speaking to the employee.

8. Be Balanced. This is an incredibly important concept. There is nothing written on a stone tablet that says all forms of accountability must be negative. In fact, most people love it when someone holds them accountable for all the wonderful things they have done along the way. If we view accountability as both a positive and a corrective concept, then we can remove much of the stigma associated with the word. When we hear a top manager say, “We need to hold our people accountable,” it means negative feedback in most cases. This is an easy thing to change by simply modifying our pattern of feedback.

Holding people accountable is a great concept if it is used in a consistent, kind, and thoughtful way. Try changing the notion of accountability in your work area to incorporate the 8 “Be-Attitudes” above, and you will see a significant improvement in your culture.

For additional information, contact Bob Whipple at bwhipple@leadergrow.com, (585)-392-7763, or through his website, leadergrow.com or blog, thetrustambassador.com.
Ramona Season... All fourth graders in the Hemet and San Jacinto Valley enjoyed a full performance at the Ramona Bowl. Although it was warm, the students were enthusiastic about the show. Before the actual performance, there were demonstrations of wool spinning and panning for gold as well as performances by dancers and gunslingers.

The fourth grade has been invited to this free performance since 1964 because the California State Standards for fourth grade history covers the Native Americans in California and how they were made homeless by the incoming Spanish and Americans.

The story of “Ramona” was written by Helen Hunt Jackson in 1884 to show the plight of the Native Americans—when her report on the needs of the Native Americans did not get the response from the government that she wanted. She hoped “Ramona” would do for the Native Americans what “Uncle Tom’s Cabin” had done for the African Americans. A playwright, Garnet Holme, was hired by the citizens of Hemet and San Jacinto to write a play based on the novel written in 1923. Since then, well over a million visitors have been entertained and educated by the hundreds of cast members and volunteers that come together each year to bring to life a story of early California that is so important and compelling that it has endured for almost nine decades. For those out-of-state and international visitors who want to have a unique experience while visiting the Inland Empire region of Southern California (Riverside and San Bernardino Counties), the Ramona Pageant is a once in a lifetime experience you will never forget!

The Ramona Pageant has been presented in the Ramona Bowl for 89 seasons and is our nation’s longest running outdoor drama. “Ramona” is performed every spring in April and May. We invite you to experience the excitement, the drama, the passion and the pageantry that is “Ramona”!

Three University of Redlands Students Receive Fulbright Awards

University of Redlands students Kevin Jamison, Ricardo Anzar and Emily Brown have been selected as Fulbright scholars from the university and will travel to Japan and Spain this summer to conduct research and teach, respectively. In addition, Joanna Lalas has been chosen as an alternate Fulbright scholarship recipient to teach in Malaysia.

This year’s recipients continue the strong showing of Fulbright scholars at Redlands, which has sent students abroad on such scholarships each year for the past five.

University of Redlands Business Administration Professor Jack Osborn, who assists interested students in the application process for a Fulbright, said, “When you compare our ratio of applicants to awards, Redlands is highly competitive with the major research institutions.”

Anzar, who is the first member of the university’s Pi Chi fraternity to receive a Fulbright scholarship, will teach in Spain. Anzar excels in the classroom where he majored in Spanish and Latin American studies but also is an outstanding athlete, part of the university’s track and field team.

Brown, who is pursuing a degree in global business and Spanish, will be teaching students in Spain for her Fulbright grant. She is extremely involved in the university as a tutor in the School of Business and as an assistant at the office of Alumni Relations. Jamison, a global business and Asian studies graduate was awarded a Fulbright to do research in Japan.

Twelve Redlands students have
Making “Made...” prehensive economic blueprint.
continued from pg. 3
My plan calls for Congress to:
• Dramatically reduce non-essential federal spending and restore fiscal sanity to give American businesses the stability, certainty and confidence they need to expand and hire new employees.
• Enact sweeping regulatory relief that will repeal hard-to-justify, job-killing regulations.
• Lower the U.S. corporate tax rate to no more than 25%.
• Strengthen and make permanent the Research and Development tax credit from 14% to 20% to give companies a long-term incentive to expand and produce products here in the United States.
• Develop a bi-partisan, comprehensive, national manufacturing strategy to create well-paying American jobs and to promote U.S. innovation, economic growth, sustainability and competitiveness.
• Identify current impediments to manufacturing. Make “Made in America” matter again.
• Embrace an “all of the above” approach to domestic energy production.
• Promote a global trade policy that opens more international markets to U.S. goods by reducing

Real Estate... continued from pg. 18
portfolios while rental rates are expected to increase slightly in 2012. The base for the first quarter represented 4.9m square feet under construction and represents a 20 percent increase over the previous quarter. This year is expected to see more speculative construction starts, especially in the big box type buildings.

“There are promising signs of stabilization this year despite this quarter’s activity and absorption being down from the same time last year,” said Lee & Associates Riverside President David Illsley. “We are still seeing investors actively pursuing assets and existing tenants renewing leases, which is a good indication of things looking up this year.”

Other report highlights, which were prepared by Caroline Payan, marketing and research director of Lee & Associates Riverside, include market absorption, vacancies, sales prices and lease rates and projects under construction. The report is divided into three market segments: East Valley, Corona/Norco and Southwest Riverside County.

CABLE COMPANY KEEPS ITS INLAND EMPIRE PIPELINE
continued on page 38

Employment Services/Agencies
continued from page 13

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<td>200 1, E., O.C. Counties</td>
<td>$7,100,000</td>
<td>Lt. Industrial, Medical</td>
<td>Vijay Telikhir Director Phone/Fax: 935-5079/20-5040 <a href="mailto:anvigor@yahoo.com">anvigor@yahoo.com</a></td>
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<td>17100 Wochster Rd. Ste. L Terrace, CA 92590</td>
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<td>200 1, E., O.C. Counties</td>
<td>$50,150,000</td>
<td>Permanent Executive Recruitment</td>
<td>Lisa Fuss President Phone/Fax: 951-660-1400/1446 <a href="mailto:lisa@ce-staffing.com">lisa@ce-staffing.com</a></td>
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<td>Gage &amp; Associates</td>
<td>17100 Palisade Crt. Riverside, CA 92506</td>
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<td>Arthur M. Gage President Phone/Fax: 951-664-4200/465-5070</td>
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<td>Helplutes Staffing Services</td>
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<td>9 1972</td>
<td>200 1, E.</td>
<td>N/A</td>
<td>Clerical Administrative</td>
<td>Sonya Westerman Regional Director Phone/Fax: 909-444-7648/764-2969</td>
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<td>JM Staffing</td>
<td>540 E. Foothill Blvd., Ste. 200 San Dimas, CA 91773</td>
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<td>$15,150,000</td>
<td>Temp-to-Hire, Clerical, Technical, Accounting, Maintenance, Light Industrial</td>
<td>Chiquita Belle Contract Manager Phone/Fax: 909-560-0420/999, 899-3596 <a href="mailto:cbelle@jmsstaff.com">cbelle@jmsstaff.com</a></td>
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<td>MacNaughton Associates</td>
<td>1155 Via Villara Riverside, CA 92506</td>
<td>1</td>
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<td>6-10 1, E.</td>
<td>$150,000</td>
<td>Executive Search Permanent</td>
<td>Dr. Gregory Grat Chancellor, RCCD Phone/Fax: 951-784-4919/784-4953</td>
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<td>Mgmt. Recruiters, I.E. Agency</td>
<td>10 E. States St. Riverside, CA 92506</td>
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<td>Construction/Eng. Arch.</td>
<td>Maurice M. Meyers Manager Phone/Fax: 909-335-3572/4954 <a href="mailto:maurice@nwrecruitors.com">maurice@nwrecruitors.com</a></td>
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<td>Olympic Staffing</td>
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<td>Temporary Staffing</td>
<td>Michael J. Lamp President Phone/Fax: 909-985-2399/924-0729</td>
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<td>Resume Recruiters</td>
<td>191 S. Archibald Ave. Ontario, CA 91761</td>
<td>1</td>
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<td>1,000 1, E., O.C.</td>
<td>$40,000-120,000</td>
<td>Direct Hire</td>
<td>Chalana Potts President Phone/Fax: 951-264-5472/150, 855-5487 <a href="mailto:chalana@resumerecruiters.com">chalana@resumerecruiters.com</a></td>
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<td>Riverside Personnel Services, Inc.</td>
<td>3900 Central Ave. Ste. 200 Riverside, CA 92506</td>
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<td>40,000 1, E., O.C.</td>
<td>$25,000-75,000</td>
<td>Full/Part time, Temporary, Accounting/Office Support, Direct Hire</td>
<td>Susan Mitchell/Zelda Brand Manager Phone/Fax: 951-788-7900/186-1776</td>
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<td>Spheron</td>
<td>34021 Inland Empire Blvd., Ste. A130 Ontario, CA 91764</td>
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<td>Stephanie Mitchel Branch Manager Phone/Fax: 909-691-1904/911-5709</td>
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<td>Ultimate Staffing Service</td>
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<td>David Lillic Service Manager Phone/Fax: 909-466-6099/464-2301 <a href="mailto:inland@ultimatestaffing.com">inland@ultimatestaffing.com</a></td>
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The most common management mistake has an easy remedy: don’t keep employees in the dark. In a new Accountemps survey, 41 percent of chief financial officers (CFOs) interviewed said lack of communication between staff and management is the most frequent misstep companies make in managing their teams. Lack of recognition and praise was cited by 28 percent of respondents.

The survey was developed by Accountemps, the world’s first and largest specialized staffing service for temporary accounting, finance and bookkeeping professionals. It was conducted by an independent research firm and is based on interviews with more than 1,400 CFOs from a stratified random sample of U.S. companies with 20 or more employees. “Employees want to be kept in the loop and feel appreciated,” said Max Messmer, chairman of Accountemps and author of “Human Resources Kit For Dummies® 2nd edition.” An organization can only be successful if its employees have the information and support they need to do their jobs well and a forum for two-way communication.”

Accountemps highlights five things managers should say to employees on a regular basis:

1. “Here’s what’s happening.” Whether it’s updates on the company’s financial performance, department initiatives or group projects, keep staff abreast of organizational information that affects them and their responsibilities. Keeping people in the dark will lead to tension and rumors.

2. “Do you have what you need?” Take the time to find out if your team members have the right resources to perform their work effectively.

3. “Thank you.” Thank and praise staff who go above and beyond. Call attention to successes by highlighting them in staff meetings and sending a groupwide email recognizing those who helped and copying relevant managers.

4. “What challenges are you facing?” Often, employees are hesitant to voice concerns when problems arise. It’s essential to proactively ask staff members what they’re going on and how you may be able to help.

5. “How can we improve the company?” Invite staff members to suggest things they can do to help achieve business objectives. You may be pleased to discover how innovative and resourceful your employees are.

CFOs were asked, “What one mistake do companies make most in managing their employees?” Their responses:

- Lack of communication between staff and management: 41%
- Lack of recognition and praise: 28%
- Lack of training, development and/or educational opportunities: 11%
- Lack of flexibility in work schedules: 8%
- Lack of authority given to employees: 6%
- Don’t know/no answer: 6%


Fragmented Recovery Materializing, but Weighted Toward Infill, Class A Buildings

A significant upturn in space demand remains several quarters away for the Inland Empire office market as tenants backfill underutilized space, limiting improvements in 2012. Office-using firms will grow this year, but given the extent of layoff during the recession, a sizable share of jobs created will only refill spots previously eliminated, restricting the need for additional space. While overall conditions will remain weak, lower rents and a wide availability of inventory should entice financially strong firms to upgrade, and in a few instances, expand their footprint to lock in current terms for future growth. Core hubs west of Interstate 15 that are saturated with newer, discounted space will capture the attention of businesses motivated by competitive rates. This movement has already taken shape and reduced Class A vacancy from recessionary highs in the Rancho Cucamonga/Ontario/Fontana and Corona/Riverside/Moreno Valley submarkets, which combined received the bulk of supply during the building boom. However, sites farthest from core job centers will require several years of meaningful growth to fill the dark office space.

Sales activity will rise through 2012 as banks release assets at reduced prices, encouraging opportunistic investors and owner-users to step up purchases. Last year, these buyers accounted for a dominant share of sales and pursued assets between $500,000 and $2.5 million located in urbanized hubs. Given the region’s volume of nonperforming assets, these trends will again characterize the metro in 2012. Depending on location and property condition, deals involving owner-users will transect between the $75- to $125-per-square-foot range, with shell buildings to trade toward the lower end of the scale. Meanwhile, private investors pursuing well-located, multi-tenant buildings will generally command cap rates starting in the 9 percent territory, though return expectations will also vary by lease term, tenant mix and location.

2012 Market Outlook

- **2012 NOPL Rank: 41, Down 6 Places.** The Inland Empire continues to struggle with dark space, resulting in a four-spot decline in the NOPL.
- **Employment Forecast:** Total employment will rise by 25,000 spots this year, or 2.2 percent, with office-using payrolls accounting for 4,400 jobs.
- **Construction Forecast:** Office builders will complete 166,500 square feet this year, following two consecutive years of no supply growth.
- **Vacancy Forecast:** Vacancy will edge down 60 basis points in 2012 to 24.1 percent, after retreating a mild 10 basis points last year.
- **Rent Forecast:** Asking rents will tick up 0.1 percent to $21.38 per square foot as effective rents increase 0.2 percent to $17.12 per square foot.
- **Investment Forecast:** Buyers continue to seek future revenue upside, but single-tenant deals secured by credit tenants under long-term leases will typically trade at cap rates between 7 and 8 percent.

**2012 Market Forecast:**

- **Employment:** 2.2% **Construction:** 167K **Vacancy:** 60 bps **Asking Rents:** 0.1%
U.S. Small... continued from pg. 3

Specialty Baby & Toddler Boutique, Home-Based Small Business of the Year – Tustin, CA

Region IX Award Winners:
Jeff Estep, Heritage Global Solutions, Inc, Veteran Small Business Champion – San Juan Capistrano, CA
Lily Otieno, Infinity Business Solutions, Minority Small Business Champion of the Year – Buena Park, CA

State of California Winner:
Ara Tchaghlassian, American Tire Depot, Entrepreneurial Success – Riverside, CA

District Award Winners:
Marcos and Carmen Montalvan, Montalvan Sales, Inc., Small Business Persons of the Year – Ontario, CA
Todd Chism, PatioShoppers.com, Inc., Small Business Person of the Year Runner Up – Murrieta, CA
Natividad Jaime, Robin Hood Archery, Exporter of the Year – Indio, CA

The Santa Ana District covers the counties of Orange, Riverside, and San Bernardino.

These individuals will be recognized at the 49th Annual National Small Business Week Awards event on June 5th at the City National Grove in Anaheim. The National Award Winner has also been invited to participate in the National Small Business Week Awards activities taking place the week of May 20th in Washington, D.C. For more information about the local awards’ event, please contact Doug Dare at (714) 560-7476. To RSVP or sponsor the event, please visit www.49annualsbwwards.eventbrite.com. For information about National Small Business Week, please visit www.nationalmallbusinessweek.com.

Law Firms

continued from page 11

Ranked by Number of Attorneys in the Inland Empire

<table>
<thead>
<tr>
<th>Firm Address</th>
<th># Attorneys in I.E.</th>
<th>Specialties</th>
<th>Cliente</th>
<th># Offices in I.E.</th>
<th>Office Manager in I.E.</th>
<th>Local Managing Partner</th>
<th>Title</th>
<th>Phone/Fax</th>
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<tr>
<td>Roth Carney Kamboe, LLP</td>
<td>3</td>
<td>3</td>
<td>Litigation, Labor and Employment Law, Land Use, Zoning, Employment, Media Law, Trademark Law</td>
<td>WND</td>
<td>1</td>
<td>Richard D. Roth</td>
<td>Richard D. Roth</td>
<td>(951) 682-6500/(951) 6591</td>
<td><a href="mailto:rmh@rothcarney.com">rmh@rothcarney.com</a></td>
</tr>
<tr>
<td>Kring &amp; Chung, LLP</td>
<td>2</td>
<td>3</td>
<td>Construction Law, Business Law, Insurance Law, Employment Law, Family Law, Estate Planning</td>
<td>Growing Inland Empire Businesses, Construction Contractors</td>
<td>1</td>
<td>Kim Carrall</td>
<td>Office Manager</td>
<td>John R. Blakely, Esq.</td>
<td>Partner</td>
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<td>DeMaggio and Pavan, LLP</td>
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<td>Civil &amp; Business Litigation, Real Estate, Bankruptcy</td>
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<td>2</td>
<td>Carmen Gil</td>
<td>Office Manager</td>
<td>Michael DeMaggio</td>
<td>Partner</td>
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<tr>
<td>Dickman &amp; Holt</td>
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<td>2</td>
<td>Civil Litigation, Construction, Real Estate, Employment, Business Litigation, Premises Liability Defense</td>
<td>Owners, Contractors, Design Professionals, Equipment Suppliers, Engineers</td>
<td>1</td>
<td>Monica D. Holt</td>
<td>Partner</td>
<td>John G. Dickman</td>
<td>Partner</td>
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<tr>
<td>Epstein Grinold &amp; Howell, APC</td>
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<td>0</td>
<td>Community Assoc., Enforcement Litigation CC&amp;RA Counsel, Assessment Correction Services, Common Area Construction Defect Litigation, Reconstruction Support</td>
<td>Home Owners Associations, Corporate</td>
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<td>Linda Ardin, Esq.</td>
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<td>Jon Epstein</td>
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<td>The Miller Law Firm</td>
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<td>Construction Defect</td>
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<td>Rachel Miller</td>
<td>Attorney</td>
<td>Thomas E. Miller</td>
<td>CEO</td>
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<tr>
<td>Anderson &amp; Keiger</td>
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<td>1</td>
<td>Construction Defect, Litigation</td>
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<td>Barbara Povetti</td>
<td>Office Administrator</td>
<td>Bill Sickinger</td>
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<td>1</td>
<td>Govt. Relations, Civil Litigation, Land Use, Contract Disputes, Solid Waste</td>
<td>Lornin Outdoor Auction, Fairway Outdoor Advertising, Matts Communications, Florida Power Light</td>
<td>1</td>
<td>N/A</td>
<td>James Cato Ferguson</td>
<td>Partner</td>
<td>(760) 786-8233/(760) 823-5595</td>
</tr>
<tr>
<td>Law Office of John T. Hranek</td>
<td>1</td>
<td>1</td>
<td>Probate, Estate Planning, Wills, Trusts, Family Law, Bankruptcy, Real Estate, Mediation</td>
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<td>N/A</td>
<td>John T. Hranek</td>
<td>Attorney</td>
<td>(951) 879-6774/(951) 6834</td>
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<tr>
<td>Law Offices of Sal Briguglio</td>
<td>1</td>
<td>0</td>
<td>Corporate and Business Law, Probate, Family and Criminal Law</td>
<td>WND</td>
<td>1</td>
<td>N/A</td>
<td>Sal Briguglio</td>
<td>Partner</td>
<td>(909) 940-1000/(818) 801-1015</td>
</tr>
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</table>
San Manuel Band of Mission Indians Honors Four Non Profit Organizations at Their Annual Yawa Awards Luncheon

The San Manuel Band of Mission Indians recently hosted their Fourth Annual Forging Hope Luncheon to honor four outstanding non-profit partners who have demonstrated the principles of Yawa’—“a call to manifest one’s beliefs through action” while serving the community.

With a longtime history of charitable giving throughout San Bernardino and Riverside Counties, the San Manuel Band of Mission Indians supports the belief in four specific program areas: education, health, economic development, and special projects. Chairperson-elect of the San Manuel Band of Mission Indians, Carla Rodriguez, shared that their Yawa’ Awards “recognizes four organizations each year that we felt we have done the most for the community.”

In the education program area, the San Manuel Band of Mission Indians presented the 2012 Yawa’ Award to the American Indian Science and Engineering Society. In order to better Native Americans’ success in the sciences, AISES provides resources to Native American pre-college, college, and graduate students, as well as aiding early, mid, and executive-level professionals. Chair of the Board of AISES, Mary Jo Ondrechen, expressed that “San Manuel has been very supportive of [AISES]…and we’re very grateful for today’s honor.”

Another recipient of the 2012 Yawa’ Award in the area of health was the American Diabetes Association. As a non-profit, ADA is devoted to life free of diabetes and all its related hardships. Stan Morrison, a representative of ADA commended the San Manuel Band of Mission Indians’ charitable giving as “one of the most significant pieces of philanthropy I have ever seen.”

Family Service Association of Redlands received the 2012 Yawa’ Award in the area of economic development. For the last 114 years, Family Service has assisted low-income and homeless families living throughout the East Valley. Cheryl Heesen, executive director of Family Services Association of Redlands, shared that receiving support from the San Manuel Band of Mission Indians is “critical because non-profits are losing significant amounts of government grants… and for organizations like San Manuel to step up to the plate to make that difference is everything to us.”

Lastly, the San Bernardino Symphony Association received recognition in the special projects division of the San Manuel Band of Mission Indian’s charitable giving program. The Symphony Association works to introduce school-age children to music throughout the San Bernardino County region, and give them the opportunity to meet and speak with professional musicians. Valerie Peister, executive director of the San Bernardino Symphony Association claimed: “the support of the San Manuel Band of Mission Indians is crucial and deeply appreciated. Through the generous support of the San Manuel Band of Mission Indians, many non-profit organizations have been able to survive and bring their services to those in need. Given that governmental funding has been drastically pulled from non-profits, Rodriguez recognizes that “with the economic weaknesses we have now, it’s very important that San Manuel support non-profits because they are the ones that are making a difference in the community.”

Rodriguez went on to share that a deeper importance to hosting the Yawa’ Awards and calling attention to the San Manuel Band of Mission Indians’ support of non-profit groups was “to show [other organizations] exactly what we’ve done, and encourage them to do the same.”

The Regional Outlook

The Outlook provides brief quarterly snapshots of California’s major regional economies, including forecasts of where indicators such as employment and home prices are headed in the near-term future. Visit Beacon Economics’ Regional Outlook website to see what’s happening with a wide variety of economic indicators in the Inland Empire.

Positive Trends Continue for Labor Market

The labor market in the Inland Empire has shown positive growth into 2012. Total nonfarm employment in the region posted gains each consecutive month from July 2011 to January 2012—before dipping slightly in February 2012. But even with this minor drop, which is not necessarily a trend, the Inland Empire added approximately 25,000 nonfarm payroll jobs and reached a level of employment not seen since 2009.

Consumer Spending on the Rise

Consumer spending in the Inland Empire region closed out 2011 on an upward trend. Indeed, between the second quarter of 2009 and the fourth quarter of 2011, taxable sales in the region have risen each consecutive quarter—growing over 20% overall during that time frame.

“TIME OUT”

With Bill Anthony

Thursday’s at 5:30 a.m.

Join Bill “The Ambassador of Good Taste” along with Joe Lyons as they review gourmet food, travel and world famous restauranteurs—plus guest interviews with award-winning chefs and renowned wine connoisseurs.

FINANCIAL NEWS & TALK

AM 1510

INLAND EMPIRE – ORANGE CO.
• The Chinese economic stimulus package of $585 billion announced in 2008, focused nearly 40% of its spending on environmental and energy-efficient projects.

• U.S. EPA announces $90 million in funding will help eliminate unsafe water sources, build infrastructure, and create jobs in Native American and Alaska Native communities.

• $9.3 billion World Bank’s new commitments for transport projects worldwide in fiscal year 2010 (July 1, 2009-June 30, 2010).

• ADB will increase its operations, including co-financing, to an annual average of $17.5 billion in 2010-2012 to respond effectively to the demands from its developing member countries, noting that Asia and the Pacific is home to two-thirds of the world’s absolute poor. Infrastructure sector increase to 77% in volume in 2010-2012. The share of investment in urban areas will expand, with emphasis on water supply, sanitation, and urban transport. Compared to 2006-2008, lending in education, agriculture, and health will increase by as much as 100%.

JERRY D. MEADS NEW WORLD INTERNATIONAL WINE COMPETITION

Presents

A WINE EXTRAVAGANZA • GOLD MEDAL SHOWCASE & AUCTION

HILTON ONTARIO AIRPORT
700 N. HAVEN AVE., ONTARIO CA 91764
Sunday, May 6th, 2012 • 4:00 P.M. to 7:00 P.M.
DONATION: $65.00 • AT THE DOOR: $75.00
Please make checks payable to:
Pomona Valley Habitat for Humanity
(Building Houses, Building Hope)

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

For Planning 2012 Advertising, Marketing, and Publicity With The Inland Empire Business Journal

2012 EDITORIAL SCHEDULE

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<td>• High Technology</td>
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<td>• Employment Agencies</td>
<td>• Golf Resorts</td>
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<td>• Home Health Agencies</td>
<td>• Senior Living Centers</td>
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<td>• Economic Development (San Bernardino County)</td>
<td>• What’s New in Hospital Care</td>
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<td>Marketing/Public Relations</td>
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<td>• Health &amp; Fitness Centers</td>
<td>Women in Commercial Real Estate</td>
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<td>• Caterers</td>
<td>Who’s Who in Banking</td>
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<td>• Mortgage Banking</td>
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<td>• SBA Lending</td>
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<td>• Independent Living Centers</td>
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<td>• Lawyers/Accountants-Who’s Who</td>
<td>Telecommunications</td>
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<td>• HMO/PPO Enrollment Guide</td>
<td>Office Technology/Computers</td>
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<td>• Economic Development Temecula Valley</td>
<td>International Trade</td>
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<td>• Financial Institutions (2nd Quarter, ‘12)</td>
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<td>• Retail Sales</td>
<td>Human Resources Guide</td>
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<td>• Industrial Real Estate</td>
<td>Executive Gifts</td>
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<tr>
<td>• Commercial R.E./Office Parks</td>
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<td>• Educational Services Directory</td>
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<td>• Top Ten Southern California Resorts</td>
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<td>• Temporary Placement Agencies</td>
<td>2013 “Book of Lists”</td>
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• 2013 “Book of Lists” • Business Brokerage Firms
This month I wish to introduce you to Emma Jean’s Holland Burger Cafe in Victorville. Then let’s take a quick look at a few popular casual chain restaurants and see if we can agree on which have improved the most or went the other way. I am not going to waste your time discussing mashed potatoes or smiles——just the bottom line——that is the good, better and best or the worst and worst of the worst.

Now for Emma Jean’s——home of the famous Brian Burger located on Old Route 66 in Victorville. The restaurant was built in 1947 by Mr. and Mrs. Bob Holland, thus the name Holland Burger Cafe. Emma Jean passed away in 1996 and her traditions still live on in the restaurant today. Her husband still runs the little cafe with his son, Brian, and wife, Shawna. They serve homemade food made from scratch, just the way Emma Jean would have done it.

The cafe is favored by locals for its generous portions and old-fashioned home cooking. Try the biscuits and gravy, chicken-fried steak, or the famous Trucker’s Sandwich, chock-full of roast beef, bacon, chilies, and cheese.

So...if you’re driving on the old road, stop by and experience this old-weathered diamond in the rough.

Guy Fieri, from “Diners, Drive-ins and Dives” TV show on the Food Channel did, and he liked it! Sooo much so he did a TV show on the place. My best stop between Newport Beach and Las Vegas!

Now for the chain restaurants!

GO! Best 24-hours a day, 7 days a week “place” is Norm’s. It has the best fresh food, best prices, and real friendly staff. Visit their website for locations and menu.

GO! Best improved menu, improved decor, servers, etc. is Romano’s Macaroni Grill.....my wife and I like it enough to go there about twice a month....and can you imagine wine by the honor system? they bring you the bottle and you tell them how many glasses you drank.

continued on page 35
BBQ....ham, turkey, pulled-pork, pork ribs, brisket, sausage, and for local locations. Nothing fancy, nothing tricky....just good
by the Dickey family, and is still open today.  See their web site

good.

fried okra, and don't leave without some Jambalya—spicy and
toe and the grits......deep in corn meal fried shrimp....Southern
never had these dishes, try the fried pickles, the fried green toma-

Very good tri-tip, fair prices.  Don't miss the biscuits with apple
however, good desserts and nice pasta soup.

This and That...  continued from pg. 34

Caution:  Think before going—
The Cheesecake Factory.....almost all menu items are high in
calories and carbs....high sodium and prices on, you guessed it, the high side. Hard for me to understand why they are always
busy. It must be that lots of calories, carbs, fat and sodium tastes
good. Not my choice to stay fit.

Caution, Again:
Red Lobster. How can over-sauced, so-so cooked fish with
cheese muffins be popular?  They are not giving the stuff away,
and it's not cheap.

Third Caution:
Applebee’s. Nothing, absolutely nothing to write home
about—and don’t worry about your socks, this place won’t knock
your socks off.....unless you like real chewy tough steak. However, they do pour good drinks.

Finally, the last Caution:
The Olive Garden. This is not an Italian restaurant. The best
that I can say is “Italian Style”; in fact, I got food poisoning at
one of their locations, and when I called them, the next day (hop-
ing they could find the cause and prevent anyone else for having
the same event) they could have cared less.  On the bright side, however, good desserts and nice pasta soup.

Go to the following BBQ Spots:
Go! Famous Dave’s BBQ.  You will not be disappointed.
Very good tri-tip, fair prices.  Don’t miss the biscuits with apple
butter and their drunkin’ apples.
Go! Lucille’s Smokehouse.  This place is great, and if you
never had these dishes, try the fried pickles, the fried green toma-
toes......deep in corn meal fried shrimp....Southern
fried okra, and don’t leave without some Jambalya—spicy and
good.
Go! Dickey’s Barbecue Pit. Opened in Dallas, Texas in 1941
by the Dickey family, and is still open today.  See their web site
for local locations. Nothing fancy, nothing tricky....just good
BBQ ....ham, turkey, pulled-pork, pork ribs, brisket, sausage, and
chicken but “no” beef.
Good eating this month, and Bon Appetit!

Paying to play...  continued from pg. 25

that Walmart has the money and muscle to assemble a legal team
that can literally blow the lid off the widespread corruption that everybody knows but nobody
wants to officially acknowledge?
The company has issued public statements that did not deny
the allegations, but note that they are more than six years old.  “If
these allegations are true, it is not a reflection of who we are or
what we stand for,” the company stated in a release.  “We will not
tolerate noncompliance with (the U.S. Foreign Corrupt Practices
Act) anywhere or at any level of the company.
Might the company, in defending itself, be willing to testify,
and provide solid proof, that corruption is so ingrained that pay-
offs are simply part of doing business in Mexico—and, in fact,
the only way to get things done?
Let’s hope so. Only when someone is willing to shine light
on such a system can public pressure rise enough to overcome the
inertia of apathy and begin the necessary process of reform. And
it just might take an entity as powerful as Walmart to pull it off.
This originally appeared in the Brownsville, Texas, Herald,
also owned by Freedom Communications Inc.

Wells Fargo...  continued from pg. 3

fund, and they chose Martha’s Village & Kitchen!
On Friday, May 4th, 2012 at
11:00 a.m., executives from Wells Fargo will be at the Martha’s
Village campus in Indio to present Martha’s Village President
Sister Patricia Cruise with a $50,000 check to support programs
that feed, house and clothe the needy all year long. Executives
from Wells Fargo, along with executives and boardmembers from
Martha’s Village will be available for comments and photos.
Residents and clients of Martha’s will also be on hand to discuss
how gifts like these effect their lives in a very direct way.
What:  Check presentation to Martha’s Village from Wells
Fargo Bank’s 160th Anniversary ATM contest.
Where: Martha’s Village & Kitchen
83-791 Date Avenue
Indio, CA 92201
When: Friday, May 4th at 11:00 a.m.

Norco Prison...  continued from pg. 3

posals and make their pitches to help develop an area people
already have an interest in,” said
Mayor of Norco Kevin Bash.
Mayor Pro Tem Kathy Azevedo said the prison isn’t the best
use of the historic resort property.
“The opportunities are endless with the prison leaving,”
Azevedo said. “I would like to see the hotel restored to its origi-
nal grandeur. It’s got beautiful fresco paintings. The reason it
was built there was that we have hot mineral springs, and I would
like to see the main hotel turned back into a hotel and conference
center. It could be a destination point for weddings. It has a 360-
view of the whole Inland Empire. The potential is endless.”
Bash said any potential development would complement the
Silverlakes Equestrian and Sports Park, which officials said will
be a premier center for horse shows and community events.
The proposal comes as the state Department of Corrections is
significantly reducing its prison population as a result of the state
prison realignment, which shifts responsibility for housing low
level offenders to local authorities.
The closure, which would require approval by the Legislature, aims to save about $160 million.
During this political season there are pundits and candidates who either espouse or support the belief that the most important person in any business is the chief executive officer or owner. On the other hand, every CEO or owner-president of a business who I’ve ever had the pleasure of meeting takes the opposite view. Today’s business leaders give the credit for a company’s growth to the people in their organization.

While it’s true that the leader must lead, he or she also must coach their key employees. Author Peter Jensen, himself a coach of Canadian Olympic skaters, a business consultant, and an instructor at Queen’s School of Business, believes that there are three factors that can be used to enhance the potential of the people that work for a business manager regardless of title. He puts it this way:

1. Nature. These factors establish the physical and mental ‘road map’ of the individual. They include genetic as well as other factors such as a mother’s alcohol consumption during pregnancy.

2. Nurture. These are the social and physical (environmental) factors that contribute to the shaping of the individual, such as parents, friends, school, financial status, culture, and nationality. ‘Nurture’ modifies your ‘nature.’ A good upbringing is obviously an asset, but... a less-than-ideal upbringing need not limit where you end up. The term ideal is also in need of some definition in that a conflicting-and adversity-free upbringing sometimes can be limiting in terms of personal growth and development.

3. The Third Factor. This is the factor of choice. No matter what the genetic and environmental endowments bestowed on individuals, they have the potential to transcend these endowments through the action and power of the Third Factor. The individual can make a conscious choice to change and to become a higher-level individual. Simply put, the Third Factor is the important role that an individual plays in his or her own ‘becoming.’

Jensen explains the “third factor” as “an uncovering of what we already possess and a realization of what is therefore possible. It’s the job of coaches to create a developmental bias to build competence, commitment, capacity, and passion” in the people they are developing. The author points out that coaches who serve their own purposes instead of the purposes of the people they instruct, don’t get very far. He notes, “The exceptional coaches stand out because of results their people are able to produce.”

With these concepts in mind, he then explores what the manager-coaches must do to achieve their goals in building their businesses. As Jensen does throughout the book he begins with very simple concepts and then builds on them. Here’s one example in his discussion on core skills in coaching:

“There are two core skills in the consulting style of coaching: asking effective questions and listening actively. I will speak mainly about generating self-awareness and self-responsibility—the ‘to do’ of the Third Factor. These dynamics lead to engaging other people and motivating them to evolve to a higher level. It’s obvious how these skills connect to igniting the Third Factor.”

Jensen then takes 16 pages to elaborate on his model of asking questions and listening for the answers. He builds on this concept, offering examples and suggesting questions that coaches must continually ask themselves. One of these is, “If people continually come back to you for information, answers, and feedback, are you developing them?”

The book is deceptively easy to read, delivers valuable information, and makes you think. That’s not a bad combination when you consider the growing number of books on the subject, some of which read more like psychology texts than straightforward books on engaging your employees and growing your business.

—Henry Holtzman

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

1. “By Invitation Only: How We Built Gilt and Changed the Way We Shop,” by Alexis Maybank and Alexandra Wilkis Wilson (Penguin Group...$18.63)**
   Innovating the high-end outlet version of “sample selling.”

   How to make innovation happen in emerging markets.

3. “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)(2)
   Discover your strengths and integrate them with your career.

4. “Steve Jobs,” by Walter Isaacson (Simon & Schuster...$35.00)(1)*
   The story of a modern Thomas Edison, (1)

   Managing your career as if you were starting a new business.

   Why some people succeed against all the odds. Managing your career as if you were starting a new business.

7. “That Used to Be Us: How America Fell Behind in the World It Invented and How We Can Come Back,” by Thomas L. Friedman & Michael Mandelbaum, (Farrar, Straus and Giroux...$28.00)(5)
   One possible roadmap back to fiscal and market stability.

   A “how-to” book for business owners.

9. “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)(7)
   A concise look at the fundamental traits of leadership.

10. “EntrelLeadership: 20 Years of Practical Business Wisdom From the Trenches” by Dave Ramsey (Simon & Schuster...$26.00)(10)
    Experienced advice on business leadership.

* indicates a book’s previous position on the list.
** indicates a book’s first appearance on the list.
HAPPY MOTHER’S DAY!

It is a very real reminder that during May we also celebrate and recognize the moms in our lives. As you and I both know, a mom serves her family tirelessly and often with little thanks. I would like to join with you in taking a moment to say “Thank you” to each of the moms in our community. Your impact may not be seen immediately, but the love and devotion you give to your family will change each family member for a lifetime. Happy Mother’s Day!

8TH ANNUAL WOMEN OF DISTINCTION AWARDS

Even as we celebrate Mother’s Day, we also have an opportunity to recognize many other women in our community. It is my honor to continue to recognize 63 remarkable and distinguished women from our community on Friday, May 18th during the Women of Distinction Luncheon. These women are reaching out to others and impacting our community in remarkable ways. This award’s luncheon is a special time to celebrate and honor the positive impact these women are making in the individual lives of those in the Inland Empire.

I would like to invite you to join me in honoring these remarkable women.

WHAT: 8th Annual Women of Distinction Awards
WHERE: DoubleTree Hotel, Ontario 222 North Vineyard Avenue, Ontario, CA 91764
WHEN: Friday, May 18th, 2012 (11:30 – 1:30 pm)
Find out more by visiting our website at www.assembly.ca.gov/morrell or call (909) 466 9096 to RSVP.

“HONOR A HERO, HIRE A VETERAN”

On Friday, May 18th, my office will be partnering with the local Employment Development Department to host the 6th Annual “Honor a Hero, Hire a Veteran” job and resource fair. Participating will be several local employers and job providers that are spearheading our effort to ensure that the brave men and women that have put their lives and sacred honor on the line for us are provided for with the dignity and respect they deserve.

Recently I authored a bill (AB 398) that would fast track veterans trained as firefighters by the Department of Defense for hiring eligibility in California. It eliminates red tape, cuts state spending and provides improved job opportunities for veterans in California. This bill was signed into law by the Governor and recently put into implementation. On that note, this job fair will serve to further that effort of standing up for our veterans by extending opportunities in various other employment sectors.

If you are an employer or a job provider in the Inland Empire or surrounding region and you are reading this article, I ask for your help in getting our veterans back to work. Partner with us this month by contacting Saundra West at saundra.west@edd.ca.gov or (909) 382-0478 to sign up for a booth for a small cost of $25. If you are a veteran and currently looking for work, you and your families are welcome, please come down. We very much hope that the opportunities provided lead to real results and job matches. Thank you for serving our nation and thank you for the opportunity to serve you.

WHAT: 6th Annual “Honor a Hero, Hire a Veteran” Job and Resource Fair
Real Estate... continued from pg. 29

In a recent Inland Empire industrial lease transaction, General Cable Corp. agreed to a renewal for 165k square feet of space at 13965 Pipeline Avenue, east of the 71 Freeway and north of Edison Avenue in Chino. The space serves as a regional distribution center for the company. Tim O’Rourke, Mike Fowler and Kris Bjorson of Jones Lang LaSalle represented General Cable. The landlord, Majestic Realty Corporation, was represented in-house by Trent Wylde.

In a sales comp from the region, from a couple of months earlier, a 102.6k-square-foot industrial building at 26090 Ynez Road in Temecula sold for $3.8 million. Charley Black, Mike Strode and Matt Sullivan of Lee & Associates represented the seller, US Bank National Association. Andy Melzer and Kerry Schimpf of Cassidy Turley and Jon Stevenson and Rick Gilliam of Hightower Investments repped the buyer, JLINI LLC and KPN Industrial LLC in joint partnership.

RUSSELL SIGLER LEASES 105K-SQUARE-FOOT RIVERSIDE SPACE

Russell Sigler Inc. signed a new five-year, 105k-square-foot industrial lease within the Meridian Business Park in Riverside. Based out of Tolleson, AZ, Russell Sigler is the sole distributor of Carrier products in the Western U.S. The company plans to use this building, located at 14751 Meridian Parkway, for its operations in Riverside.

The tenant was represented by Herrick Johnson and Rocky Moran of Lee & Associates, Riverside in the transaction. Patrick Wood, Walt Chenoweth, Frank Geraci, and Juan Gutierrez of V oit Real Estate Services repped the property owner, GE Capital Real Estate. The company owns three buildings in the Meridian Business Park, totaling 315k square feet of space.

In a recent Inland Empire sale, Industrial Income Trust paid $8.33 million for a 102.9k-square-foot ($81/sf) distribution facility located at 5505 Concours Street in Ontario. The Class A industrial facility included 65.6k square feet of cooler space.

Clyde Stauff and Ian DeVries of Colliers International represented both Industrial Income Trust, a real estate investment trust based in Denver, and the seller The Caldwell Company.

RETAIL SALES AT TEMECULA CENTER TOTAL OVER $2 MILLION

Two recent sales at Winchester Meadows Shopping Center, located at 40275 Winchester Road in the city of Temecula, totalled up to $2.035 million. The transactions were for a 1.3-acre parcel of land and a 3.7k-square-foot retail building, both sold by WM 15 Partners LP.

In the land buy, DMP Properties purchased 1.31 acres for $1.1 million. As part of the sale, DMP Properties acquired the commercial land and accompanying ground lease with an existing Outback Steakhouse. Outback Steakhouse is currently open and will continue to operate.

In the other deal, Cole/Legacy Partners paid $925k for a 3.7k-square-foot retail building. Also located in the Winchester Meadows Shopping Center, the property will be used for office space.

In both transactions the seller, WM 15 Partners, was represented by Bill Barnett, senior vice president of Colliers International.

Winchester Meadows Shopping Center is a 140k-square-foot retail center that includes such tenants as CVS Drugstore, 99 Cent Only, Pick-Up-Stix, Del Taco, Subway, Postal Annex, AutoZone, KinderCare and Fantastic Sams. The center has good visibility and accessibility from Winchester Road.

A Slice of... continued from pg. 47

that much more lively. No video camera can capture this; it’s something that must be witnessed live to truly understand the meaning of traditional Irish music.

Another outlet to discover traditional Irish culture is a day trip to the Aran Islands. Step back in time to see historical sites and hear inhabitants speak the native Gaelic language. The islands are famous for its hand-woven wool sweaters. Passenger ferries to the Aran Islands operate from Doolin and Liscannor on the Clare Coast.

Lisdoonvarna, is another small town known for its peppy music and colorful pubs. What has really put Lisdoonvarna on the map however, is its annual Matchmaking Festival that takes place during the entire month of September.

Daytime activities are plentiful including trail walking, kayaking, kite-surfing, fishing, dolphin watching, and cycling. Of course a trip to County Clare is not complete without seeing the spellbinding Cliffs of Moher. These spectacular cliffs range in height from 394 feet to 702 feet height.

Nothing reaches the height of gratification like a round of golf in Ireland, a true golfer’s paradise. One of the best golf courses in the country is found in Lahinch. The Lahinch Golf Club, a world top-50 golf course, delights golfers with unsurpassed scenery with challenging fairways that roll alongside the coast.

Lahinch is a quaint surf town that offers a variety of boutique shops. Sue’s Limited is a fine example that sells quality wool sweaters and tweed jackets that are guaranteed to make an impression back in the states.

A trip to County Clare has a tendency to traverse people into another realm or dimension of utmost pleasure. It’s a slice of heaven that’s truly worth a visit.

For all there is to see and do in Ireland (especially County Clare), or to order a free visitor’s guide visit www.discoverireland.com. This resourceful website is a one-stop shop that even has an integrated itinerary builder that make planning a trip to Ireland a breeze.

(Editors’ Note: Please read about Dromoland Castle and other sites in Ireland in the June 2012 issue of the Inland Empire Business Journal.)

International... continued from pg. 12

stems from its interest in ensuring the region’s economic recovery, which it hopes will be achieved in part through increasing U.S. exports.

“Iternational trade is very important to rebuilding the economy of the Inland Empire, and we are helping to find markets for local goods and services overseas,” said Larry Sharp, CSUSB vice president of advancement and a member of the California Inland Empire District Export Council. “Because of the Internet, people who never had any intention of being in international business find themselves doing business with people and companies around the world, so we need to help educate them in foreign trade and exporting.”

The university hopes to eventually develop a resource center to assist business owners in doing business internationally. CSUSB currently operates the Inland Empire Center for Entrepreneurship, which works with the Inland Empire business community to provide focused business counseling and training programs to assist current and aspiring business owners.
Three University... continued from pg. 28
been awarded a Fulbright Scholarship in the last five years. This is the first year that both Japanese and Spanish lan-
guage programs have Fulbright students, which Osborn says speaks incredibly well for these language program at Redlands.
Approximately "Fulbrighters," 116,900 from the United States and 192,800 from other countries, have par-
ticipated in the program since its inception over 60 years ago. The Fulbright Program awards approximately 8,000 new grants
annually.

Mike Morrell... continued from pg. 37
WHERE: O n t a r i o Convention Center, 2000 E. Convention Center Way, Ontario, CA 91764
WHEN: Friday, May 18th, 2012 (9:00 am-1:00 pm)*
*Special welcome ceremony begins at 8:45 am.
Find out more by visiting our website at www.assembly.ca.gov/morrell/ or call (909) 466 9096 to RSVP.

Foreign Trade... continued from pg. 20
Riverside County Economic Development Agency at 951.955.8916 or via email at tomfreeman@rivcoeda.org. We
look forward to serving you and seeing your business grow in 2012!

Faculty... continued from pg. 10

Executive Notes... continued from pg. 15
2011 including reducing our non-performing assets, lowering our cost of funds, and managing our expenses. The true key to
our success, however, is a strong and loyal client base and an out-
standing and dedicated group of Citizens Business Bank associ-
ates.

Forbes turns to financial data provided SNL Financial to gauge the health of the biggest banks. SNL supplied data on eight metrics regarding asset quality, capital adequacy and profitability of the 100 largest publicly traded banks and thrifts.

More Americans... continued from pg. 7
gage banks in the United States. He resides in Southern California with his wife and two children.

EB-5 Visa... continued from pg. 46
Monica, California
www.footcandlestudios.com

Making “Made... continued from pg. 29
regulatory and tariff barriers.
- Better protect intellectual
property and recognize that IP
is at the heart of America’s inno-
vative economy.

Today, we have a narrow window of opportunity to take
action. China’s overwhelming manufacturing cost advantage
over the United States is shrinking fast. Within five years, a
Boston Consulting Group analy-
sis concludes that rising Chinese
costs, higher U.S. productivity,
a weaker dollar, increased
Trans-Pacific shipping costs and
a variety of other factors will
virtually close the cost gap
between the U.S. and China for
many goods consumed in North
America. This is our chance—in
fact, the best chance we have
had in decades—to make “Made
in America” matter again.

(Rep. Mary Bono Mack CA-
45) was first elected to Congress in 1998 and serves as Chairman of the U.S. House Subcommittee on Commerce, Manufacturing and Trade)

The Changing... continued from pg. 4
frequented. Sam and Joe attended art shows together, competing for the best pieces,
lunched at Walter’s, and soon became fast friends, partly
because they shared the same ethnic Lebanese heritage. Joe
observed, “Sam’s hospitality, and his warmth and indirect
manner, were characteristic of Lebanese culture. Joe also
came to understand Sam’s vision for the foundation. As
SAMFAC president, Joe over-
saw the 2002 public opening of the historic residence, museum, and
collection of the Jacobs Education Center and Hanna
Archival Conservatory in 2007.
Following Sam’s death in 2009, Joe recognized the need for a more active board and
recruited new members. In addition to his commitment to
SAMFAC, Joe has made time
for other charities, including
the Claremont Community
Foundation, Rancho Santa Ana
Botanic Garden, and Casa
Colina Hospital. An even larger
commitment now awaits him at home – frequent visits by four
very young grandsons. Joe is
bullish on SAMFAC’s future.
“SAMFAC has transitioned from being dependent upon
Sam’s active participation and vision to finding its way among
the nonprofits in the area, and
determining where this special
place fits into the arts and crafts
community of Southern
California and the United
States.”
U.S. BANK LAUNCHES CONNECT FOR SMALL BUSINESSES

New website provides information and advice on starting and growing a business

Small business owners are driven by a passion to succeed and grow, but from time to time they also seek fresh ideas, answers to unexpected challenges or a place to connect with other small business owners. U.S. Bank is addressing this need by launching a new site with helpful advice and useful ideas called, “Connect” at usbankconnect.com.

Connect provides business owners with the tools and resources they need to help start, run and grow their businesses. The site’s articles, blogs, workshops and videos demystify many of the financial issues business owners face – such as writing a business plan, conducting market analysis, using social media effectively or preventing fraud – and offer real, practical solutions relevant to businesses at any stage.

“Our nation’s economic recovery depends on the success of American small businesses,” said Rick Hartnack, vice chairman and head of consumer and small business banking at U.S. Bank. “There tends to be an increase in self-employment and new business generation after a recession, as individuals who lost their jobs or wish to add to their income decide to start their own business. Our goal is to provide the advice and guidance entrepreneurs need to either get started or continue to grow.”

Connect is a resource for any small business owner whether they are starting a new business, planning for expansion or getting ready to retire. With content provided by sources such as the writers at Entrepreneur magazine, Connect offers clear information, useful ideas, helpful advice, videos, and a community of business owners to provide support and inspiration. Business owners can follow Connect on Twitter @usbankconnect and on Facebook facebook.com/usbankconnect.

U.S. Bank has provided financing, education and banking services to businesses of all types and sizes for generations. U.S. Bank is also one of the nation’s top providers of Small Business Administration (SBA) loans, with a record lending year in 2011 and continued growth in small business lending across the company. In 2011, U.S. Bank invited small business owners to tell their story on Facebook for a chance to win money in the “Look Up With US” sweepstakes. Keeping a finger on the pulse of small businesses, U.S. Bank reports annually on the attitudes and opinions of business owners nationwide with its U.S. Bank Small Business Annual Survey.

Lost in the...

now, and you will laugh at the changes that have taken place in the short interim. A century ago your great grandparents were stunned when the circus brought an elephant to town. Today, your kids can download live video from their natural habitat—and it’s no big thing. (Which is why there aren’t many circuses around any more.) Nothing is as consistent as change.
The EB-5 visa for Immigrant Investors is a United States visa created by the Immigration Act of 1990. The program is currently scheduled to end on Sept. 30, 2012. This visa provides a method of obtaining a green card for foreign nationals who invest money in the United States. To obtain the visa, individuals must invest $1,000,000 (or at least $500,000 in a “Targeted Employment Area” – high unemployment or rural area), creating or preserving at least 10 jobs for U.S. workers excluding the investor and their immediate family. Investments can be made directly in a job-generating commercial enterprise (new, or existing – “Troubled Business”), or into a “Regional Center” – a 3rd party-managed investment vehicle (private or public), which assumes the responsibility of creating the requisite jobs. Regional Centers may charge an administration fee for managing the investor’s investment.

If the foreign national investor’s petition is approved, the investor and their dependents will be granted conditional permanent residence valid for two years. Within the 90-day period before the conditional permanent residence expires, the investor must submit evidence documenting that the full required investment has been made and that 10 jobs have been maintained, or 10 jobs have been created or will be created within a reasonable time period. In 1992, Congress created a temporary pilot program designed to stimulate economic activity and job growth, while allowing eligible aliens the opportunity to become lawful permanent residents. Under this pilot program, foreign nationals may invest in a pre-approved regional center, or “economic unit, public or private, which is involved with the promotion of economic growth, including increased export sales, improved regional productivity, job creation, or increased domestic capital investment.” Investments within a Regional Center provide foreign nationals the added benefit of allowing them to count jobs created both directly and indirectly for purposes of meeting 10 job creation requirement.

Foreign investors’ use of the EB-5 program has been far less than originally anticipated by Congress. In 2005, a Government Accountability Office report found that investors were not utilizing the program because of “an onerous application process; lengthy adjudication periods; and the suspension of processing on over 900 EB-5 cases—some of which date to 1995—precipitated by a change in USCIS’s interpretation of regulations regarding financial qualifications.” However, in 2011, USCIS began making a number of changes to the program in hopes of increasing the number of applicants. By the end of the 2011 fiscal year, more than 3,800 EB-5 applications had been filed, compared to fewer than 800 applications in 2007. The Startup Visa Act (projected EB-6 visa), introduced in Congress in 2010 and subsequently in 2011, is planning to increase the number of applications. “However, in 2011, USCIS began making a number of changes to the program in hopes of increasing the number of applicants. By the end of the 2011 fiscal year, more than 3,800 EB-5 applications had been filed, compared to fewer than 800 applications in 2007. The Startup Visa Act (projected EB-6 visa), introduced in Congress in 2010 and subsequently in 2011, is planning to increase the number of applications.

Targeted Employment Areas

USCIS defines a targeted employment area (TEA) as an area which, at the time of investment, is a rural area (not within either a metropolitan statistical area (as designated by the Office of Management and Budget) or the outer boundary of any city or town having a population of 20,000 or more), or an area which has experienced unemployment of at least 150% of the national average rate. If the location of the proposed new business is not a TEA, the investor has the option to gather the relevant publicly available state or federal statistics on their own and submit it with their petition for USCIS to have a new TEA determination made. In California, the investor may petition the state government for designating a particular subdivision of the area as an area of high unemployment (over 150% the national average); however, this designation is not binding on USCIS. USCIS maintains a list of approved (which does not signify endorsement) EB-5 (Immigrant Investor) Regional Centers by state, but without details. As of February 2012, there are 218 centers, and new centers can apply using Form I-924, Application for Regional Center Under the Immigrant Investor Pilot Program, for a fee of $6,230. The states with the highest numbers of Regional Centers are California (49), Florida (22), and Washington (11).

Visa Description

USCIS administers the Immigrant Investor Program, also known as “EB-5,” created by Congress in 1990 to stimulate the U.S. economy through job creation and capital investment by foreign investors. Under a pilot immigration program first enacted in 1992 and regularly reauthorized since, certain EB-5 visas also are set aside for investors in Regional Centers designated by USCIS based on proposals for promoting economic growth. All EB-5 investors must invest in a new commercial enterprise, which is a commercial enterprise:

- Established after Nov. 29, 1990, or
- Established on or before Nov. 29, 1990, that is:
  1. Purchased and the existing business is restructured or reorganized in such a way that a new commercial enterprise results, or
  2. Expanded through the investment so that a 40-percent increase in the net worth or number of employees occurs

Commercial enterprise means any for-profit activity formed for the ongoing conduct of lawful business including, but not limited to:

- A sole proprietorship
- Partnership (whether limited or general)
- Holding company
- Joint venture
- Corporation
- Business trust or other entity, which may be publicly or privately owned

- Create or preserve at least 10 full-time jobs for qualifying U.S. workers within two years (or under certain circumstances, within a reasonable time after the two-year period) of the immigrant investor’s admission to the United States as a Conditional Permanent Resident.

- Create or preserve either direct or indirect jobs:
  • Direct jobs are actual identifiable jobs for qualified employees located within the commercial enterprise into which the EB-5 investor has directly invested his or her capital.
  • Indirect jobs are those jobs shown to have been created collaterally or as a result of capital invested in a commercial enterprise affiliated with a regional center by an EB-5 investor. A foreign investor may only use the indirect job calculation if affiliated with a regional center.

Note: Investment capital cannot be borrowed.

These are five companies that will be presenting business opportunities which could be EB5 candidates.

Total Resources International, Inc.
George Rivera, CEO - Walnut, California
www.totalresourcesintl.com

Total Resources International (TRI) is an $11 million annual revenue company growing to $20,000,000 in the next three years. This 20-year-old wholesale packaging, distribution and light manufacturing firm serves as the leading provider of OSHA/ISO packaged first aid kits in America. The company is seeking $5,000,000 in new capital and will be hiring up to 120 new employees. The company also recently (2011) launched a new subsidiary company called MJ8 to sell on manufacturer pricing to the
China is Open for Your Business

China’s growing economy is rich with business opportunities for U.S. firms. In fact, U.S. companies, including many that are small and medium-sized, export more than $70 billion in goods and services each year. However, doing business in China can be challenging because of its evolving business environment, diverse regional markets, and complex regulations. That’s where the U.S. Commercial Service comes in.

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Our trade professionals, located across the United States and in U.S. Embassies, Consulates, and business centers in China, will help you develop customized export solutions and connect with lucrative opportunities.

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- Leverage free market and sector-specific research.
- Find trade leads, tender offers, and upcoming trade events.

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The U.S. Commercial Service can connect you to opportunities in China’s major and emerging markets. In addition to trade professionals at U.S. Embassies and Consulates across China, we also provide expert assistance in 14 of China’s up-and-coming markets. These business centers—from Harbin in the north to Zhuhai in the south—are among China’s fastest-growing markets, receiving 16 percent of China’s $386 billion in economic stimulus package spending.

Take Your Next Steps in China with the U.S. Commercial Service

Trade Counselling
- Develop effective market entry and sales strategies.
- Understand export documentation requirements and China’s import regulations.
- Navigate U.S. government export controls, compliance, and trade financing options.

Market Intelligence
- Analyze market potential, foreign competitors, and cities with the best sales prospects.
- Obtain comprehensive information on the best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.

Business Matchmaking
- Connect with pre-screened potential partners.
- Promote your product or service to targeted buyers at trade events and on Chinese-language Web sites.
- Meet with industry and government decision makers in your target market(s) in China.

Commercial Diplomacy
- Overcome trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.
- Access U.S. government trade advocacy for your foreign government procurement bids.

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U.S. Commercial Service
Business Matchmaking

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With offices across the United States and in nearly 80 countries, our trade professionals have strong relationships with local business, industry, and government leaders, and can connect you to the right business partners and prospects. Maximize your business development efforts with our partner searches, personalized business matchmaking, trade missions, trade shows, and in-country promotions.

Comerica Bank is among the 25 largest US Banking companies. Ranked #6 in the nation under the Ex-Im Working Capital Guarantee Program, we help exporters to succeed. With decades of experience working with companies of all sizes, and all industries, conducting business all over the world, our solutions are designed to optimize working capital, mitigate key risks, reduce costs and simplify the trade process. Comerica is one of the top Letter of Credit providers in the nation with expertise to structure import/export financing, supply chain financing, international payment methods, foreign exchange, and online solutions to automate the exchange of data.

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415-477-3366
Email: wtrask@comerica.com

EB-5 Visa... public expecting to sell to 100,000 customers per year online.

SideSkills, Inc.
Ryan McKenzie, CEO - Redondo Beach, California
www.sideskills.com
Reliable, efficient and cost effective way to work, hire and collaborate, making it one of the fastest growing social networks in the world. Sideskills is an efficient blend of employment/career networking and eCommerce that allows employers and job seekers alike to connect within the cloud. Raising $2,500,000 and hiring 50 new employees.

iTRAC Sales Systems, Inc.
Stephen Gregg, CEO - Lake Forest, California
www.itracresults.com
iTRAC Sales Systems is the only daily activity tracking system of its type in the direct sales industry. iTRAC will become known as the industry standard for Daily Activity Tracking (D.A.T.) by consistent branding and being the first company to implement a D.A.T. system in the industry of direct sales. iTRAC is raising $5 million and officially launches May 31st with 300 network marketing and Fortune 500 companies. Up to 100 jobs will be created (direct sales, training and others in California).

Active Sports Holdings, LLC
Bob Dickie, CEO – San Marcos, California
www.snowflex.com
Year-Round Winter Extreme Winter Sports Park facility. Active Sports Holdings owns the TRA - Territorial Rights Agreement with Snowflex & Briton Engineering. They are developing a 68 acre facility in San Marcos, CA. Hiring more than 200 people. Currently seeking $10,000,000.

Footcandle Studios
Cameron Romero, CEO – Santa  continued on page 39
A Slice of Heaven Awaits in Ireland  
(Part I of II)  
By Daniel P. McKernan

When on Earth be sure to take a time out to visit Heaven. A precious slice of it is found on the west coast of Ireland in County Clare. It’s a portion of the Emerald Isle that offers glorious shades of green that weave in and out of farmlands and rolling hills, all besieged by stacks upon stacks of medieval stones. The geographic outlay is diverse from layers of lush vegetation to limestone formations in the ancient Burren to deep and mysterious caves found in Doolin and Ballyvaughan. The vast Atlantic Ocean molds the area with miles upon miles of deep blue beauty. Towering cliffs protect the coastline, including the famous Cliffs of Moher, with a magnificent stature that is known to drop the jaws of those who witness this natural wonder up close.

What really puts County Clare in a state of grace, however, is the hospitality of its people. It’s a place where each and every greeting is sincere and warm. The locals have an innate willingness to comfort and cherish their guests from around the world. It’s a place where welcome signs above doorways are powered by the hearts of its people. One can walk into any pub at any given time and seamlessly blend into its spirited environment, share a pint of Guinness with the locals, and join in the camaraderie and storytelling. The County Clare region is like a mother’s hug, warm and always inviting.

Cullinan’s Seafood Restaurant and Guesthouse in Doolin, County Clare is the epitome of Irish hospitality. Host Carol Cullinan is the absolute queen of comfort. She graciously rolls out the welcome mat for each and every one of her guests as if they were her family.

Cullinan, with 21 years experience in the kitchen (18 at the same location), prepares gourmet dishes with a passion for quality and taste. He uses locally caught seafood and garden-fresh produce.

For starters try the Tian of Crab, layered with baby cherry tomato confit and ruby Swiss chard, dressed with arugula, pimento and fennel. Selections from the main course make it a difficult task to choose from considering everything on the menu tantalizes with mouthwatering choices such as the Prime Fillet of Irish Angus Beef, Baked Halibut with herb crumb, or Marinated Rack of Lamb, or traditional Irish breakfast or a seafood platter served with smoked salmon or grilled fresh fish. To learn more or to book reservations visit www.cullinans-doolin.com.

Traditional Irish music thrives in County Clare, the most notable spot is Doolin, where jigs and reels flow from local pubs every night from March to October. Gus O’Connor’s Pub and McDermott’s Pub are iconic music venues to County Clare as The Wiskey-A-Go-Go and Troubadour are to Los Angeles. Anyone with Irish blood, even if it’s just a wee bit, should experience the cultural blitz of talented musicians that gather together for a session of good solid craic (fun and enjoyment). Throughout the pub notice toes and heels bounce up and down to the beat of the music. Everyone in the pub tends to sing along (even if they don’t know the lyrics), and some even join the musicians as “sit-in” guests, which make the craic continued on page 38.
# World Trade Week 2012

## Program Agenda

### Thursday, May 3, 2012
- 5:00 p.m. — 5:45 p.m. • Expo Exhibitor Set Up
- 6:00 p.m. — 9:00 p.m. • Reception-Hosted Wine Bar and Hors d’oeuvres
  - Meet Counsel General and Staff of participating countries
  - Cultural Entertainment

### Friday, May 4, 2012
- 8:30 a.m. — 9:30 a.m. • Opening Roundtable Breakfast
  - Opening Remarks by CIEDEC Chairman, Tim Murphy
  - Welcome by Fred Lataperissa, Director of International Trade Administration of the U.S. Dept. of Commerce
  - Welcome by State Assemblyman Mike Morrell
  - Scholarship Presentation
- 9:45 a.m. — 5:00 p.m. Export Tech University Redwood Meeting Room
- 10:30 a.m. — 5:00 p.m. One-on-One Meetings With Members of the Consular Corps Investment Opportunities (Sign up at Registration Desk) Maple Meeting Room
- 9:45 a.m. — 5:00 p.m. Exhibit Hall Yosemite Ballroom
- 9:45 a.m. — 10:15 a.m. Export Opportunities
  - Mexico
  - New Zealand
  - Australia
  - Whitney Ballroom
  - Export Control Briefing Whitney Ballroom
  - Exhibits Yosemite Ballroom
- 10:30 a.m. — 11:00 a.m. Export Opportunities
  - Hong Kong
  - Vietnam
  - Taiwan
  - Whitney Ballroom
  - Export Control Briefing Whitney Ballroom
  - Exhibits Yosemite Ballroom
- 11:15 a.m. — 1:15 p.m. Lunch......Awards......Scholarship Announcement.....Keynote Address
- 1:30 p.m. — 2:00 p.m. Export Opportunities
  - South Korea
  - Columbia
  - Whitney Ballroom
  - Education Track 10 SBA/STEP Programs Sequoia Ballroom
  - Exhibits Yosemite Ballroom
- 2:15 p.m. — 2:45 p.m. Export Opportunities
  - China
  - Singapore
  - Indonesia
  - Whitney Ballroom
  - EB-5 Visa Investment Opportunity Sequoia Ballroom
  - Exhibits Yosemite Ballroom
- 3:00 p.m. — 3:30 p.m. Export Opportunities
  - Philippines
  - Thailand
  - Panama
  - Whitney Ballroom
  - EB-5 Visa Investment Opportunity Sequoia Ballroom
  - Exhibits Yosemite Ballroom
- 3:45 p.m. — 4:15 p.m. Export Opportunities
  - Malaysia
  - Royal Thai
  - Sri Lanka
  - Whitney Ballroom
  - EB-5 Visa Investment Opportunity Sequoia Ballroom
  - Exhibits Yosemite Ballroom
- 4:30 p.m. — 5:00 p.m. EB-5 Visa Investment Opportunity Sequoia Ballroom
  - Exhibits Yosemite Ballroom
- 5:00 p.m. — 6:00 p.m. Happy Hour......Hosted Wine.....Culture Program