Saffron’s Cafe Will Close on January 11th

Saffron’s Cafe at Guasti Villa will close, and the last day to dine will be Jan. 11, 2008. However, Saffron’s will remain open for events and receptions through Aug. 31, 2008. Saffron’s Cafe and Restaurant will open in the Riverside Art Museum in February 2008. They will be open there for lunch and dinner, and catering will also be available at that venue. They are still booking the Guasti Villa for the holidays in addition to space available at The Riverside Art Museum and Filippii Winery in Rancho Cucamonga.

In June 2006, Clark Pauley, former owner of the property known as Guasti, Cal. LLP, in an exclusive interview with the Inland Empire Business Journal, said, “The popular Saffron Restaurant may or may not remain as it is...... one possibility would be for Saffron to become incorporated into the hotel. The overall plan calls for a couple of hotels.” We ask what happened to that overall plan?

Special Shape Balloon Festival

An event for the entire family is returning to the Coachella Valley on Jan. 4, 5, 6, 2008. The third annual Ford Trucks Red, White & Blue Polo & Balloon Festival will feature 17 special shape balloons and 40 race balloons, making it the third largest Special Shape Balloon Festival in the country.

Of the 15 special shape balloons, attendees will see the Energizer bunny, a dinosaur, a fish, a dragon, a football, a pirate, Humpty Dumpty, Tony the tiger, United Van Lines moving van, Noah’s ark, a daisy, Woodrow the tree and many more. The average height of these balloons is nine stories tall. The Energizer bunny balloon is taller than the Statue of Liberty. Its head is larger than the heads on Mount Rushmore.

This star-studded weekend will feature celebrities on the launch field and above. Expected attendance is 50,000. Festivities will begin on Friday, Jan. 4th, as 60 hot air balloons will take off with balloon sponsors to start the Ford Trucks Red, White & Blue Polo & Balloon Festival from Fantasy Springs Resort Casino launch field. On Saturday morning, Jan. 5th, the balloons will take off at 6:30 a.m. from Fantasy Springs Resort Casino. Attendees are invited for breakfast, music and to stroll through the vendor village as the balloons lift off.

Polo games will be played at 10:00 a.m., 12:00 p.m. at the Eldorado Polo Club. At 3:00 p.m. Fantasy Springs Resort Casino will feature music, food and vendors prior to the 5:00 p.m. Balloon Glow. From 5:00 to 6:00 p.m. the balloons will be tethered as they light their burners to create an awe-inspiring light show. Guests are invited on to the field where they can walk among these illuminated giants.

On Sunday, Jan. 7th the balloons will be at Fantasy Springs Resort Casino for a balloon launch at 6:30 a.m. and a second Balloon Glow from 5:00 to 6:00 p.m. Polo games will be played at the Eldorado Polo Club at 10:00 a.m. and 12:00 p.m.

Admission is free to all events with a donation to our service men and women’s families serving overseas from Twenty Nine Palms Marine Corp Base. Suggested donation is $10 per family.

Join the sponsors Ford Trucks, Fantasy Springs Resort Casino, Ralphs, Desert Sun, KMIR, KPLM/KJZZ and the City of Indio, along with other balloon sponsors, as they put together an incredible event to honor these service men and women.

Fantasy Springs Resort Casino, 84-245 Indio Springs Parkway, Indio.

continued on page 7
It's Official - California is in a Fiscal Emergency

For the past several weeks I have urged the governor to declare a fiscal emergency, under the provisions of Proposition 88 passed by the voters in 2004, to immediately address the budget deficit the state is facing.

Legislative Analyst Elizabeth Hill released her forecast for the 2008-09 budget, and my beliefs of a fiscal emergency were confirmed. The non-partisan office announced that next year’s budget would contain a $10 billion budget deficit.

I think it’s interesting to note that despite the slump in the housing market that is blamed for the reduction in revenues the state has received, and will receive in the remainder of this fiscal year and for 2008-09, revenues continue to climb from one fiscal year to the next.

Revenues to the state’s general fund are expected to climb from $98.9 billion this fiscal year to $103.5 billion for the 2008-09 fiscal year. However, spending continues to outpace revenues, going from $104.1 billion this year to $114.4 billion in 2008-09.

As I and my Republican colleagues have been saying for years, California has a spending, not a revenue problem. Until we bring our spending under control, I believe we will continue to have these shortfalls year after year.

That’s why I believe the governor needs to act immediately and declare a fiscal emergency so we can deal with what is a crisis now.

Below is a Web site for those of you who would like to read the entire report from the Legislative Analyst Office:


CONTACT: E-Mail: Senator Dutani@senate.ca.gov

How Green Is My Inland Valley

By Joe Lyons

They came from throughout the Inland Empire.

From Temecula as well as the Victor Valley. From political and private sectors. Elected officials from San Bernardino County sat with their counterparts from Riverside. Environmentalists sat with developers. The meeting in Ontario on Oct. 22 of this year was to discuss the Green Valley Initiative, a concept conceived by Ali Sahabi of the Los Lagos project south of Corona.

The initiative, you should understand, is not a proposition to be voted on, but rather an idea that brings everyone together to allow growth in the Inland Empire based on sound environmental philosophies, hence The Green Valley.

Much is already in place. Hybrid cars, solar energy and recycling mandates. Yet all agree that there is much to be done. It seemed only fitting, here at the start of the 21st century, to declare a commonality among all how to share the planet. The Inland Empire could become the test tube, the prototype, for the new age of responsible development, for mankind to use the Earth without destroying it.

If only.

While many gave lip service to the concept from the stage, there were those afterwards who agreed that disagreement still held sway. For one thing, there are two country lines that run through our part of the world, and no fancy words in public will sway the political process that kept the 71 Freeway from funneling from a San

continued on page 16

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COMMENTS - OPINION

It Was Only a Rat

By Joe Lyons

Flower was a meerkat, a vermin who lived in the Kalahari Desert in Africa. But some four million people around the world mourned her passing after watching her adventures on TV. Flower was the alpha dog leader of a matriarchal tribe of meerkats who, as a part of a documentary study by Cambridge University, became the star of “Meerkat Manor,” the biggest single hit on the Animal Planet cable channel.

The study was an observation of the social structure of these creatures of the desert—how they lived, interacted and survived. Their adventures were positively Shakespearean. War, peace, love and hate, the miracle of life and the tragedy of death.

Thus it was on Sept. 28th, 2007, that fans saw Flower’s demise. Many had her picture on their computer desktop. Some had even bought stuffed Flower dolls.

How, they asked, could the Cambridge film crew let her die?

The answer was simply that they were only there to observe. Not to interfere. Saving Flower would have changed the dynamic of the social interaction of the meerkat tribes.

It’s so-called “Butterfly Effect” in which one change can change everything after it. Call it “The Spreadsheet of Life.”

And yet this silly little flea infested rat touched many.

According to Steve Styles of San Bernardino’s Gateway Pet Cemetery, it is so for all of

continued on page 31
Opinion: A Forward-Thinking (But Overdue) Highway Plan

By Brad McIlvaine, Supervisor, First District San Bernardino County

Two disasters last month were stark reminders of what a fragile thread our transportation network can be in the face of a natural or man-made disaster, highlighting the need for alternatives. First was the widespread damage of Interstate 8 when a tanker truck erupted into an inferno that closed a major route just north of Los Angeles. Colder to home were the traffic stoppages that roamed through our local mountains, with 14,000 acres and incinerating 439 homes. In the early hours of the fires, Interstate 15 through the Cajon Pass was closed, stranding numerous High Desert commuters and trigger gridlock at the top and bottom of the pass. Interstate 15 is one of only two major freeways connecting the Inland Empire and the Los Angeles basin with the rest of the nation to the east. The Cajon Pass has been shut down numerous times over the years for everything from snow to fires to deadly train derailments. Also in the pass, the San Andreas Fault slices right beneath the freeway.

While disasters happen only occasionally, we need an alternative. We need better ways to move trucks and commutes as the region’s explosive growth makes getting from here to there more difficult every day. The High Desert Corridor will run from Victorville to Palmdale as a brand-new, state-of-the-art expressway, ranging from four to eight lanes. It will improve traffic safety regionally and provide desperately needed new capacity. Ultimately, the Highway 91 corridor has made a national priority. corridor and dubbed the “E-220” will connect Interstate 5 north of Los Angeles and Highway 18 east of Victorville. As the expanding warehouse and shipping industry runs out of space in the Inland valley areas, the High Desert, the natural place for logistics companies to locate. Warehouse space needs to double, meaning an additional 1.5 billion square feet. That translates to 107 square miles of warehouse floor space.

The High Desert Corridor will keep many reselling additional trucks off of Interstate 15, 1-15 and Highway 60. That also means truckers will have a wide, safe alternative to Highway 138 and Highway 18. Trucks leaving Southern California Airports will mostly be heading northeast, away from the region.

continued on page 28
First Woman-Owned Wahoo’s Open in Temecula

Ellen Orbe is a duchess of Wahoo’s woman. She’s been eating at Wahoo’s Fish Tacos since she was 10. In high school, Orbe sneaked out at lunchtime to eat a healthy meal at the local Wahoo’s, which offers Mexican fare with a hint of Chinese/Flavioian flavors. Discussing careers as a physician’s assistant and sunset-wearing pharmaceutical salesperson after graduating from college, she jumped at the chance to work at the restaurant she loved since childhood. In June, Orbe opened the first Wahoo’s in Temecula. Not only was it the first Wahoo’s in Southeast Riverside County, it was the first in the 33-phase restaurant chain owned exclusively by a woman.

"They gave me a great opportunity," said Orbe, a 25-year-old who learned the business from the ground up. She handed out chips at promotional events, cooked, cleaned up, trained new employees and even loaded and unloaded trucks. There were even bets among Wahoo’s executives about how long the girl from Newport Beach would survive in the tough and demanding fast-food business.

After phoning down the $30,000 franchise fee and lining up the estimated $750,000 to build a restaurant in Temecula, Orbe now manages 24 employees and a menu that can include hundreds of different toppings. There’s something for everyone, from the health-conscious to the fast-food lover. The menu includes fish tacos, chicken, beef and shrimp, and can be tailored to suit any taste.

Orbe, who graduated from Cal State San Luis Obispo with a degree in nutritional science, always identified with Wahoo’s tie-in to healthy lifestyles such as surfing, skateboarding and snowboarding. She also liked the fact that Wahoo’s, one of the chain’s co-founders, was something of a celebrity in Orange County because of his community involvement.

"It’s one of the reasons why I love Wahoos,” the Temecula resident said. “They promote an active lifestyle and I like to surf and snowboard.”

Today after serving countless Wahoo’s meals, Orbe still gets a kick out of converting the uninformed to the Wahoo’s Way. "My favorite thing is watching a customer order a fish taco for the first time and it becomes one of their favorite meals," Orbe explained.

Although Wahoo’s is best known for fish tacos, its menu also includes items made from chicken, carnitas, carne asada, shrimp and veggie. Wahoo’s Fish Tacos in Temecula is located across the parking lot from Olive Garden restaurant in the Margarita Crossing shopping center at 29073 Overland Drive. For more information about Wahoo’s go to www.wahoo.com.

REAL ESTATE NOTES

The following are some of the latest real estate activities in the Inland Empire.

American Career College and West Coast University broke ground on a 64,300-sq.-ft. medical training campus on the corners of Haven Avenue and Imperial Avenue in Jurupa Valley. . . . Panattoni Construction is handling the $416,935-sq.-ft. business park located at 5300, 5350 and 5400 Ontario Mills Parkway in Ontario in May. Situated on a 9.16-acre site, the park features three single-story, light industrial and distribution facilities. . . . CIP Real Estate, in a joint venture with Gugenheim Real Estate, acquired Empire Towers IV, a 75,680-sq.-ft. Class A office building located at 3800 Concourse, from an affiliate of Lord Baltimore Properties for $16 million. L.A/Ontario International Airport recently opened the new ExpressJet maintenance hangar, which has been refurbished and will result in up to 600 jobs for Ontario. . . . Mark Development Inc. sold the retail building at 761 N. Archibald Avenue to Corridor Land Co. for $3 million, or about $590 per square foot. . . . Opus West announced the start of construction on The Commons at Chino Hills, a 500,000-sq.-ft. retail center anchored by a Walmart. The project is expected to be built in 2008 and expected to start construction in 2007. . . . Prologis, the international logistics real estate firm with a total of 318 out of 19,000,000 public companies.

- Wahoo’s is one of the top financial institutions in the world by Financial World Magazine.
- The Financial Advisory Services Group was recognized as "one of the world’s best money managers" by Nelson Information Research.
- Wiko has received awards such as the Silver CEO Award from Financial World Magazine; the Outstanding Marine in Business Award from Veterans Charities; Entrepreneur of the Year from Ernst & Young; and the Good Scout of the Year from the Boy Scouts of America. 

Some of his sessions throughout the school year include:

- "Nov. 29 – Guest lecture at several business writing classes, then meet with faculty to discuss the topic, "What Should the College Do About Administration Students Who Can’t Write?" and continued on page 17

SMART ENTREPRENEURS SIMPLY CHOOSE ELK GROVE.

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Executive Award from the university’s College of Business and Public Administration.

Some of his sessions throughout the school year include:

- "Nov. 29 – Guest lecture at several business writing classes, then meet with faculty to discuss the topic, "What Should the College Do About Administration Students Who Can’t Write?" and continued on page 17

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CSUSB...
continued from page 1

- "Superior Premier Performing Bank" award from "The Findley Reports on Financial Institutions" for 13 consecutive years.
- Ranked as the 14th highest performing bank in the nation by Bank Director Magazine for 2006.
- "KBW Honor Roll Award" presented by the investment banking firm of Keefe, Bruyette & Woods to 37 banks in the nation with 10 consecutive years of increased earnings. Received this award five consecutive years from 2001 – 2005.
- Named to "America’s Finest Companies” investment directory continued on page 36

Some perform strange rituals to achieve success.
**Women and Finance – a Likely Pairing**

By Nazeeh Qader

Despite the fact that the great majority of women will be, at one point in their lives, in control of their household finances, some women may feel that they lack the confidence or know-how to make wise financial decisions alone. Although patterns are changing, a woman will generally spend more time outside the workplace, earn less and live longer than her male counterpart. With less money needing to last longer, women need to be prepared to handle all of their own financial decision-making.

**Getting Started**

It’s never too late—or too early to start, taking an active role in your finances. If you haven’t been involved in your family’s finances to this point, becoming organized is a good place to start. Everyone, both men and women, should keep an organized, updated record of all assets owned in their name, their spouse or partner’s name and their minor children’s name. This record should contain account numbers, institutions where accounts are held, approximate value and legal ownership. This information will be helpful should an unexpected event occur, such as the death of a spouse or divorce.

In addition to keeping an organized record of assets, you should begin reading financial publications and attending any meetings with financial advisors or planners. These experts can help answer any questions you might have about your individual circumstances.

**When Things Do Not Work Out**

A sad fact of American life is that the majority of married couples will at one point separate or divorce. With this in mind, it is important to try to keep a clear head when it comes to finances, even during this emotionally trying time. Your organized record of family finances should help make the process of dividing property a little smoother. Some steps to consider once a divorce seems inevitable:

- Set up your own checking, savings and credit card accounts if you did not maintain them separately during your marriage. Many experts advise husbands and wives to maintain some separate accounts during their marriage.
- Close or freeze joint accounts.
- Update your will and any beneficiary designations that will change because of your divorce.

Preparing for the Unexpected

While death is an inevitable event, no one likes to think about it. Having a plan in place will make handling financial arrangements much easier should you find yourself suddenly widowed. Again, the key to a good plan is knowing what you and your husband have. An organized record of all accounts, their values and legal ownership will be helpful.

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**DUFF & PHELPS/INLAND EMPIRE BUSINESS JOURNAL STOCK CHART**

**THE Gainers**

Top five, by percentage:

<table>
<thead>
<tr>
<th>Company</th>
<th>Current Close</th>
<th>Beg of Month</th>
<th>Point Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>American States Water Co.</td>
<td>41.46</td>
<td>45.45</td>
<td>-3.99</td>
<td>-8.8%</td>
</tr>
<tr>
<td>Provider Financial Holdings Inc.(8.50)</td>
<td>20.32</td>
<td>26.82</td>
<td>-6.46</td>
<td>-24.9%</td>
</tr>
<tr>
<td>Pacific Premier Bancorp.</td>
<td>10.60</td>
<td>12.00</td>
<td>-1.40</td>
<td>-11.7%</td>
</tr>
<tr>
<td>CVB Financial Corp.</td>
<td>10.60</td>
<td>11.72</td>
<td>-1.12</td>
<td>-9.6%</td>
</tr>
<tr>
<td>Watson Pharmaceuticals Inc.</td>
<td>27.29</td>
<td>30.30</td>
<td>-3.07</td>
<td>-10.1%</td>
</tr>
</tbody>
</table>

**THE Losers**

Top five, by percentage:

<table>
<thead>
<tr>
<th>Company</th>
<th>Current Close</th>
<th>Beg of Month</th>
<th>Point Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>National RV Holdings</td>
<td>0.20</td>
<td>0.36</td>
<td>0.15</td>
<td>-44.4%</td>
</tr>
<tr>
<td>Moditech Holdings Inc.</td>
<td>0.10</td>
<td>0.70</td>
<td>-0.60</td>
<td>-41.4%</td>
</tr>
<tr>
<td>Hansen Natural Corp.</td>
<td>0.80</td>
<td>1.76</td>
<td>-0.97</td>
<td>-55.0%</td>
</tr>
<tr>
<td>Channell Commercial Corp.</td>
<td>1.72</td>
<td>2.82</td>
<td>-1.10</td>
<td>-39.0%</td>
</tr>
<tr>
<td>Fleetwood Enterprises Inc.</td>
<td>1.89</td>
<td>3.30</td>
<td>-1.41</td>
<td>-42.4%</td>
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</tbody>
</table>

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**Five Most Active Stocks**

<table>
<thead>
<tr>
<th>Stock</th>
<th>Month Volume</th>
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<tbody>
<tr>
<td>Hansen Natural Corp.</td>
<td>63,754,398</td>
</tr>
<tr>
<td>Fleetwood Enterprises Inc.</td>
<td>14,835,381</td>
</tr>
<tr>
<td>Watson Pharmaceuticals Inc.</td>
<td>14,025,311</td>
</tr>
<tr>
<td>HOT Topic Inc.</td>
<td>11,577,209</td>
</tr>
<tr>
<td>CVB Financial Corp.</td>
<td>8,429,473</td>
</tr>
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</table>

**Monthly Summary**

11/21/07

<table>
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<tr>
<th>Advances</th>
<th>Declines</th>
<th>Unchanged</th>
<th>New Highs</th>
<th>New Lows</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>12</td>
<td>0</td>
<td>1</td>
<td>6</td>
</tr>
</tbody>
</table>
The hotel bar/restaurant was suddenly packed, Yappy Hour. Why? They were one of dozens of restaurants/bars in the area hosting happy hours. No wonder they weren’t making any money, they were getting lost in the crowd. The question is, how could they stand out from the crowd? The enterprising manager noticed that loyal patrons tied his dog outside when he came in for a cold one after work. Light-bulb moment. Why not offer a special happy hour for professionals who wanted to bring along their pets? "You bet it’s a big deal," said Jay Sorenson, the author of "POP! Stand Out in a Crowded Field." The question is, how could you differentiate your business from the crowd? "That's what I'm here to help you with," said Sorenson. "I believe that such innovative research should be available to the children of California." Each institution will appoint a faculty member to serve on a joint scientific advisory committee, which will be responsible for developing collaborative research ventures, facilitate access to scientific resources and provide expertise across the collaboration. Regional seminar programs and courses, such as the ongoing CIRM-funded stem cell biology and translational research courses, will be expanded to collaborative research projects. The agreement also ensures each member provides access to resources for investigators in training or to conduct short-term research projects. "The CSCR collaboration is already engaging new collaborators for collaborative projects between scientists at the participating institutions. UC Santa Barbara will play a critical role in bringing together resources and collaborative relationships in stem cell research as part of a new proposed Center for Stem Cell Biology and Engineering," says Dennis Clegg, chair of molecular biology and director of the stem cell program at UC Santa Barbara. UC Santa Barbara has a CIRM-funded stem cell training program and a shared lab facility. Research in the proposed center will focus on two areas of basic and discovery stem cell research: molecular mechanisms and bioengineering. The goal of the center will be to develop a collaborative platform for stem cell-based therapies for human disease, particularly macular degeneration. "The ultimate goal of the collaborative stem cell research at the House Ear Institute is the regeneration of transplantation and successful functioning of sensory cells and other cell types in the inner ear to hear and restore," says David Lin, M.D., executive vice president and chief scientist, House Ear Institute (HEI). Scientists at HEI have discovered that sensory cell progenitors (stem cells) in the inner ear (cochlear) are supporting cells that may help manipulate hair cell regeneration to restore hearing. Future work seeks to more fully understand the biology of these two pathways, which at the same time examining their potential in therapeutic approaches to hair cell regeneration. "We look forward to the establishment of this new stem cell collaboration. The shared facilities should move this important science along considerably faster," says Paul H. Patterson, director of biological and medical sciences and director of the stem cell training program at Caltech.
There They Go Again!

California shifts funding from transportation projects once more

We’ve noted before, Governor Arnold Schwarzenegger and the California legislature just can’t seem to keep their hands off the “sacred cow” of transportation bonds. The legislature adopted its 2007-08 budget in August (a near-record 51 days late), and as Ronald Reagan might have said, “There you go again!"

This year’s budget dedicated $1.5 billion in gasoline sales taxes (from Proposition 1A) and, to date, allocated more than $11 billion of Proposition 1B bond funds to transportation projects. And, in general, by our assessment, the state has done a good job selecting transportation projects.

However, in an imaginative and not especially significant bit of political sleight of hand, the governor and legislature took back $3.1 billion in other transportation funding — mostly at the expense of public transit — which nearly negates the $1.5 billion guaranteed under Proposition 1A.

So, how’s they pulled it off? Under an arcane 35-year-old state law, when gasoline prices rise faster than the rate of inflation, or the excess sales tax revenue, or “spillover,” is dedicated to public transit funding. In some years, then, there’s no spillover. Recently, however, because of high gas prices, there’s been a lot — and sometimes 10 times — of it, like it’s supposed to.

But not this time. This year, $327 million in spillover gasoline sales taxes plus $471 million in other public transportation funds ended up in the state’s General Fund.

How could that happen? Because the spillover money isn’t protected by Proposition 1A. Now, you’d think the voters were in the know. The state should spend more money, not less, to reduce traffic congestion.

But the legislators still aren’t getting the message. They not only redirected $1.3 billion to pay for General Fund obligations, they also tried to make that money look like transportation spending. This, in fact, is how they worked it.

$948 million was allocated for general obligation—transportation bond costs that were supposed to have been repaid from the General Fund.

$291 million was allocated to transport the developmentally disabled, again, contrary to the stated intent of Proposition 1A.

$59 million was allocated for school bus service; formerly, it was from education funds.

 Astonishingly, gasoline sales taxes will be needed to cover $1.6 billion in gasoline sales taxes previously taken for General Fund use.

The California Transit Association is now working with the state’s public transit operators, is suing to prevent these actions. But, it’s not going to be easy. Our courts are becoming more proactive in their use of non-traditional marketing techniques in order to meet their financial, educational and awareness objectives.

Traditional fund-raising tools, like direct mail, are not yielding the type of “investment” that nonprofits or companies like these once did. Thus, they are being forced to seek out “alternative forms of marketing.” As government continues to cut back, including support for many of this country’s largest non-profit organizations and their projects, more pressure will be placed on California’s corporate and public sector to meet these needs.

Cause-related marketing is one of the most effective tools available to corporate America and nonprofit organizations today. Corporations can use the marketing and philanthropic objectives with one well-conceived campaign, nonprofit organizations with their corporate partners can help the profit corporations to complete their organization mission.

The marriage of commerce and community

Community-based nonprofit organizations and for-profit corporations are becoming increasingly savvy at cooperative marketing. By blending mission and message in their approach to the marketplace, these organizations are able to engage the consumer at the locations where they normally conduct their financial affairs.

Pointing a provide of direction and competitive edge

Corporate alignment with non-profit groups in the development of product marketing and promotion can provide windfall in both organizations. These windfalls are results of public perceptions that they are getting more quality, as is the case with the arthritis sanctioned by the Arthritis Foundation, or that they are doing some good for a given cause, or the community at large.

Corporations can take advantage of the marketing and visibility of their corporate brand by working with the American Express “Charge Against Hunger” campaign.

How can your business look into cause-related marketing?

By Robbie Mater

Your reviews and your customer base. Look for non-profit organizations who can make your business looks good and provide a service that is of interest to your customers. You can start by choosing the cause-related marketing campaign to benefit your company — and your community.

Robbie’s Website is www.mater.com and you can reach him at 1-888-244-4266.
Communication Through Conflict

By Ron Moore

Where there are people, there is conflict. It affects us all. The failure to communicate effectively, or to communicate at all, is a leading cause of conflict's existence and escalation. If communication is dealt with early and well, conflicts will escalate negatively affecting entire families, neighborhoods, and organizations.

We can't banish conflict from our lives, but we can communicate more effectively through it. It's a topic that can fill volumes, but you can get a handle on it by using these five tips:

1. Distinguish between true conflicts and false conflicts.
   
   Before you can think about how to communicate through a conflict, decide whether you need to communicate at all. Not all conflicts need to be resolved. Before you do or say anything, ask yourself, "Is this a true conflict or a false conflict?"

   A true conflict has to be resolved. If not resolved, it will get bigger and result in a negative consequence.

   Your child has a drug problem. You and the child's other parent have a conflict about how to handle the situation. There is no intervention happening, and the child is not being helped. This is a true conflict.

   False conflicts are differences that don't have to be resolved. For example, your spouse disagrees about how smart your boss is. That doesn't mean you have to try to get the two of you to be able to work, share a break, or attend meetings together.

2. Get objectively about the issue.
   
   If you've lost your objectivity about someone, try to get it back before you communicate. There are two parts of any conflict: the issue and the people involved. Sometimes, when conflicts have gone on for a while without being resolved, we start liking the other person less and losing our objectivity. Once we can no longer be objective, we usually become more attached to the issue, it is difficult to effectively communicate through that resistance.

   How do you regain objectivity about the person attached to your conflict? Observe him or her. Note competencies and positive attributes. Is he a good father? Does she donate time to charity? Try to get a more balanced view. If you can only think negative thoughts about the other person, those thoughts will guide your communication. If you can choose the right words, the communication will fail, if you're biased, "You make me sick."

   
   Instead of starting the communication with the conflict and why you're angry, start with something about which you do agree. Start with something you share. "We both have worked long hours."

4. Increase the odds of resolving conflict requires good thinking and good communication.
   
   "Think, confront true conflict, not on battles, and focus on the behaviors that need changing, not on the people attached to those behaviors.

5. Beat up issues, not the people attached to the issues.
   
   If your goal is to resolve a conflict and change another's behavior (what a person does or doesn't do), then better, your communication has to address the behaviors. When we attack others, they are generally going to either attack back or retreat from a real or perceived lack of power. Either way, the real issue will not be resolved so if we are attacking, we cannot have no do we focus on how we can change our behavior.

   Calling someone a liar or a jerk or saying that he or she has a bad attitude will get you nowhere. Telling them what you think of their behavior is not the way to do that. For example, "I've noticed you aren't as on time as you usually are."

   Communication is a dirty word. It comes from Latin, meaning, "to face." Properly defined, it means to confront an issue instead of avoiding it. Yet, we often use the word "confrontational" in a negative way. The word "confrontational," we say, as if it's a bad thing. We often avoid conflicts that should be confronted, and the longer we wait, the harder it is to resolve them.

   Leaguers agree about how smart your boss is. That doesn't necessarily mean you have to try to get them to be able to do the same thing you do. There are occasions when two of you to be able to work, share a break, or attend meetings together.

   There is conflict about how to communicate through a conflict, decide whether you need to communicate at all. Not all conflicts need to be resolved. Before you do or say anything, ask yourself, "Is this a true conflict or a false conflict?"

   A true conflict has to be resolved. If not resolved, it will get bigger and result in a negative consequence.

   Your child has a drug problem. You and the child's other parent have a conflict about how to handle the situation. There is no intervention happening, and the child is not being helped. This is a true conflict.

   False conflicts are differences that don't have to be resolved. For example, your spouse disagrees about how smart your boss is. That doesn't mean you have to try to get the two of you to be able to work, share a break, or attend meetings together.

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### 2008 EDITORIAL SCHEDULE

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### CSUSB...

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CSUSB... continued from page 7

develop problem-solving ideas. He will also videotape a 10-minute segment on the importance of excellence in writing.

When CSUSB Real Estate Group acquired an 80-acre parcel of land in the newly emerging Inland Empire East community of Perris in late 2005 and announced plans to build the nation's largest speculative industrial building, it raised more than a few eyebrows.

Turns out the pioneering move was part of a classic IDS strategy that utilized all four IDS service lines while targeting the marketing desire by corporate America to consolidate activities into even larger distribution facilities for maximum economic and operational efficiencies.

That market specific, full-service strategy was validated with the announcement that Whirlpool Corporation leased and has occupied the newly completed 1.7 million-square-foot Perris Distribution Center. Significantly, Whirlpool is relocating from three smaller facilities throughout the Inland Empire West, and moving into an equivalent amount of space at the new facility for its Southeast Regional Distribution Center.

Whirlpool Corporation Senior Real Estate Manager Leslie Weigel, president of L大型再资源公司 and Whirlpool's site, location and negotiating efforts, and Sam Foster, President of Woodside, represented Whirlpool both in this "historic" lease and as construction management of the timely completion of Whirlpool's specialized building improvements.

In spite of the fact that the Inland Empire is by far the largest industrial market in the U.S., there are still very limited options in land and buildings over 1.5 million square feet, Wendele said.
What to Disclose and What to Keep Dependent

By Helene Abrams

Pardon me, but your numbers are showing. And if you are a CEO preparing for a divestiture, you might be exposing too much.

Deciding what information to disclose and what to keep private is one of the most critical decisions companies face when they split off divisions, businesses or products. Share too much information and competitors can identify advantages they can use against the parent company. Keep irrelevant information and risk paying unnecessary costs, such as excess storage, maintenance, and disaster-recovery charges.

“You have to be very careful about what information you share in a divestiture,” said Mitchell Lee Marks, president and disaster-recovery charges.

Disposing of unwanted divisions or products is compli­cated. Deciding how to handle information during a divestiture is not unlike splitting the assets of a marriage during a divorce. Not only must the company be affected, but acquiring companies are as well. Very often the key personnel are what make the difference. The impact of organizational changes.

Some key lessons from divestitures include:

- Avoiding undisclosed or uncoordinated divisions or products.
- Understanding the risks associated with different obligations.
- Being clear on the terms and conditions of the divestiture.

Best Practices:

1. Conduct a thorough due diligence review of the business.
2. Work closely with the legal team to ensure all necessary agreements are in place.
3. Communicate clearly with employees and stakeholders.
4. Monitor the progress of the divestiture closely.
5. Consider the impact on the parent company's reputation.

In summary, divestitures can be complex and require careful planning to ensure a smooth transition for all parties involved.
High Desert Raises $145,000 to Help ORBIS Save Sight Worldwide

Apple Valley High School Football Team Sets Benchmark for Plane Pull Competition

ORBIS Chairmen to Match Funds Raised in Victorville for Three Years

The ORBIS Flying Eye Hospital has finished its yearly maintenance and safety inspection at Southern California Logistics Airport (SCLA) and returned to the skies on Nov. 4. To say good-bye, the City of Victorville and the Spring Valley Lakes Lion Club held two events—a check ceremony and a plane pull—before the ORBIS aircraft and its multinational medical team left on their global mission to save sight and prevent blindness.

This year, the ORBIS plane took off with a little extra money in the pocket, more equipment in the belly, and with the help of our mighty footballers and cheerleaders. The funds were raised over the past year through a series of community events organized by Spring Valley Lakes Lions Club and the Chamber of Commerce.

Last fall, inspired by the outsourcing of community support for ORBIS, thanked those in attendance and issued a challenge: “For the next three years, whatever Victorville raises, I’ll match!”

On top of the sizable cash gifts, which Ueltitschi has pledged to double, several locally-based aviation companies, including Omni Air International and Tanker 10, donated services and equipment to the Flying Eye Hospital. ORBIS’s global aviation sponsor, FedEx, covered the cost of the Flying Eye Hospital’s annual maintenance check, while Honeywell and Boeing provided additional avionics parts and advanced equipment repairs.

Students pull for sight

Forty-seven of Victorville’s finest football players from Apple Valley High School put their weight, literally, behind the Flying Eye Hospital on Tuesday, Oct. 30, in the first-ever ORBIS plane pull. Tugging the approximately 300,000-pound plane using a 25 ft. rope, the Apple Valley Sun Devils set benchmarks for how long it takes to pull the aircraft 12 ft. with 47 people, and then set about trying to figure out the fewest number of people, which turned out to be 20, required to pull the aircraft 12 ft.

“In my briefing to the team, I said get down as low and really get into the pulling using your legs and back,” said Matt Robbaugh, Sun Devils defense coach. “When all 47 football players were pulling, we really got that plane moving.

“We are honored to be part of this plane pull,” RobLaugh said, “You guys at ORBIS do great work and we are happy to help.”

The results will be used as benchmarks for a similar event to be held in Macau on Dec. 8. There, five teams, comprised of representatives from local businesses, will compete in the “Pull for Sight” with the intent of raising more than $90,000 for ORBIS programs.

High Desert Academy and Endeavor California School of Exploration also got in on the ORBIS action. On Oct. 25, Dr. Hunter Cherewick, Flying Eye Hospital medical director, made house calls to these schools to discuss with the students his global work. This is the second year Dr. Cherewick has visited the students, whom he writes regularly to stay in contact with ORBIS missions.

“I feel welcome every time I come to Victorville,” Cherewick said. “My thanks and congratulations to the football team from Apple Valley High for helping ORBIS with the plane pull, and to the students of Endevor and High Desert, who welcomed me into their classrooms and have been working for the past year to raise awareness in their community about ORBIS’s mission to prevent needless blindness. These students are the next generation of sight savers.”

Sight-saving missions ahead

On Nov. 4, the ORBIS Flying Eye Hospital departed SCLA for Asia. Its first stop will be Taiwan for a goodwill visit, followed by similar stops in Hong Kong and Macau, where the “Plane Pull for Sight” will be held. In December, the aircraft will make its inaugural trip to Cambodia for a two-week program, which FedEx is sponsoring. In 2008, the Flying Eye Hospital will spend the first part of the year in Asia with programs scheduled in Myanmar, Vietnam, China, and Bangladesh, before moving on to Africa.

Follow the journey of the ORBIS Flying Eye Hospital and hear firsthand accounts from its sight-saving crew at http://ci.victorville.ca.us/aboutorbis.html.

Opus West Announces H&M as the Latest Tenant to Sign at The Shoppes at Chino Hills

International fashion retailer will lease 10,475 square feet at the lifestyle center, which is slated for completion in May 2009 and is now 60 percent pre-leased.

Opus West has announced that Hennes & Mauritz, one of the world’s largest fashion retailers that is best known as H&M, has signed a 10-year lease for 10,475 square feet of space at The Shoppes at Chino Hills, a 400,000-square foot open-air lifestyle center currently under development by The Shoppes at Chino Hills Inc. at Grand Avenue and Peyton Drive, just west of the Chino Valley (71) Freeway.

"H&M will bring an international flavor to the tenant mix at The Shoppes at Chino Hills and will occupy a corner location that is considered the architectural centerpiece of the project," said Matt Landers, senior manager at Opus West. "The store has new items delivered daily, which encourages repeat visits, benefiting H&M as well as other retailers at the lifestyle center.

Landers noted that the H&M lease is not only significant for The Shoppes at Chino Hills, but also for the greater Inland Empire. "The H&M lease is a milestone for The Shoppes both architecturally and on the leasing front, since it now puts us at 60 percent pre-leased, nine months prior to the completion of construction," he said. "The lease also has larger implications, as it marks H&M’s continued growth in the region."
Reach 35,000,000 Consumers Overnight

Looking for the perfect western U.S. distribution site? MidState 99 Distribution Center, with available space and large build-ready sites, is the perfect location for your distribution needs. Strategically located in the Central California city of Visalia, you can reach over 98% of the state at ground rate through the UPS regional hub — that's over 35 million consumers within a 300 mile radius!

With 480 acres master-planned, rail-served and adjacent to State Highway 99 — the major north/south trucking corridor for California, you can join companies like John Store, VF Corporation, International Paper Company, Coast Distribution and many others who call MidState 99 their distribution center of choice.

For more information, visit our new interactive website at www.MidState99.com or contact listing broker Douglas Baum at 559.733.1600.

A DEVELOPMENT BY
THE ALLEN GROUP

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Victorville Power Plant

The City Council has authorized $173 million to buy natural gas-fired turbines from General Electric for its massive power plant project north of the former George Air Force Base.

By contract, the entire city budget was $245 million for 2007-08.

Total construction for the entire plant, to be completed by 2010, is expected to reach $800 million.

The money for the project — called Victorville 2 — will come from a bond issue, most likely under the economic development authority for the former base, and will not affect the city's general fund, said Mayor Terry E. Caldwell.

The contract comes before any permit has been issued for the 550-megawatt project by the California Energy Commission. But city officials say it is worth the risk; the sale was necessary to lock in a lower price and save time.

"Had we not taken this deal, it probably would have delayed us two years, and $30 million to $40 million," Caldwell said.

There is an escape clause, said Tom Barnett, executive vice president of Inland Energy, the city's consultant partner in the project.

"We have the ability to cancel, and there are ... termination fees. Because the equipment itself is so valuable, there's a long line of people who want this stuff, and the termination fees are relatively small.

The project is the first hybrid natural gas-solar plant in the country. It will combine 500 megawatts of natural gas-fired turbines and 50 megawatts of solar panels over 240 acres.

GE's "quick-start" natural gas-fired turbines are in high demand in Europe right now, said Robert French, general manager of General Electric's western region. "We have close to 400 units going overseas."

Because of the soaring demand and high materials prices, Caldwell said, the city would have lost its place in the "queue."

The mayor signed the contract at GE's hangar at the former base, now called Southern California Logistics Airport. Also signing the contract were G.E. officials French and Ed English, western regional accounting manager.

The city's consultant, Newport Beach-based Inland Energy, expects the California Energy Commission to approve the project by April, and groundbreaking will begin in the spring. The city hopes to finish the project by 2010. Not only would the electricity feed the California grid, but the city wants to use some of the power to sell it at a discount, thereby luring companies — and jobs — to town.

"We're saying to companies thinking of leaving the state, 'Don't leave California. Stop in Victorville. We have something to offer you,'" Caldwell said.
Mt. SAC Awarded $900,000 NSF-ATE Grant

Mt. San Antonio College was recently awarded a $900,000 grant from the National Science Foundation (NSF) to create a new learning center that will serve as a community resource for students and faculty.

The grant will support the creation of a new learning center that will serve as a community resource for students and faculty. The center will be located on the Mt. SAC campus and will be open to the public. It will provide a space for community members to learn and engage with each other.

The learning center will feature state-of-the-art technology and will be staffed by experienced educators. It will be open to the public and will offer a range of services, including tutoring, computer labs, and study spaces.

The grant will also support the creation of a community advisory board that will help to shape the center's programming and ensure that it meets the needs of the community.

The center is expected to open in the fall of 2023 and will be funded for five years.

Activists Demand Tesco Sign a Community Benefit Agreement

In the past decade, Los Angeles has experienced a significant increase in supermarket closures, which has had a negative impact on local communities. The closure of Tesco in South Central Los Angeles has been particularly controversial, as many residents rely on the store for basic groceries.

A group of community activists has come together to demand that Tesco sign a community benefit agreement. The agreement would require Tesco to provide financial support to the community in the form of hiring, training, and other benefits.

The activists are calling on Tesco to take responsibility for its impact on the community and to ensure that it is providing a fair deal to all stakeholders.

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Steve Jones
Decra Roofing Systems

Decra Roofing Systems manufactures stone coated metal roofing products and sells them all over the world.

7 years ago, Decra's bank was not providing the personalized service necessary to help the business grow. Decra started a new relationship with Citizens Business Bank, and now they enjoy great service from Citizens International Services and bankers who take the time to understand their clients' businesses.

The TOP Business Bank in the nation -“California Business System Inc.

1-877-4-CBBANK
www.cbbank.com
The Value of Mentors

By Brian Tracy

Benjamin Franklin once said, "There are two ways to acquire wisdom: you can either work hard to learn it or you can be lucky enough to borrow it." By becoming the mentor you pay full price in terms of time and cost to learn the lessons you need to learn. By borrowing, you go to those men and women who have already paid the price to learn the lessons and get their wisdom from them.

This is the essence of the mentor-protégé relationship. By getting advice from people who are ahead of you in the professional arena and opening yourself to their input, advice, and guidance, you can save yourself the many months (maybe even years) it would take and the thousands of dollars it would cost to learn what you need to learn all by yourself.

M.K. "Kop" Kopmeyer, a respected success authority once told me that perhaps the fastest way to get ahead was to study the experts and to do what they do, rather than trying to learn it all by yourself. In fact, he mentioned that no one lives long enough to learn everything they need to learn from scratch. To be successful, we absolutely, positively have to find people who have already paid the price to help us learn the things that we need to learn to achieve our goals.

The mentors you choose should be people you respect, admire, and want to be like. The advice you seek should be guided regarding your career and personality and specific ideas on how you can do your job better and faster. Remember, you can’t figure it all out by yourself. You must have the help of others. You must find men and women who will guide you and advise you on the road of life, or you will take a long, long time getting anywhere.

- There are two vital qualities to look for in a mentor. The first is character and the second is competence.
- Character is by far the most important. Look for a mentor who is the kind of character you admire and respect. Look for a person who has high degrees of intelligence, integriety, judgment, and wisdom.
- The more you associate with men and women who are advanced in your field, the more you will tend to pattern them to become like them.
- The second quality you look for in a mentor is competence. This means that the person is extremely good at what he or she does. A good mentor in your career is one who has the knowledge, skills, and abilities to speak ahead far more rapidly than his or her peers.

The impact of a mentor on your life is dependent on two additional factors. The first is your degree of openness to being influenced by another person’s wisdom. It is imperative you start thinking of the type of person who can help you accomplish it.

- Determine the help you will have to do in order to achieve your goals, the obstacles you have to overcome, and the roadblocks you will have to surmount.
- Identify the areas of knowledge, skill, and expertise you will have to acquire in order to overcome obstacles existing between you and your goals.
- Look around for the most successful people in the areas in which you will need the most help.
- Join the clubs, organization, and business associations these people belong to.

6. Once you have joined these organizations, become actively involved and volunteer for responsibilities. This will bring you the attention of the people you want to meet faster than anything else.

7. Work, study, and practice continually to get better and better at what you do. The very best mentors you are trying to learn from are helping you if only they are going to be worth their time. You will have no problem attracting people to you when you develop a reputation for being up-and-coming in your field.

8. When you find a potential mentor, don’t make a misfortune of yourself. Instead, ask for an answer to a specific question, for a specific book or audio program recommendation, or for a specific idea that will help him to be more perfect in his art.

9. When you meet with a potential mentor, express your eagerness to be more successful in your field. Tell him or her that you would very much appreciate a little guidance and advice to help you move ahead. Ask for an answer to a specific question, for a specific book or audio program recommendation, or for a specific idea that will help him to be more perfect in his art.

10. After the initial meeting, send a thank-you note expressing your gratitude and appreciation for his or her time and guidance.
highway plan... continued from page 5
from the population centers of the Valley. The plan is not just about safety, congestion and air quality; it’s about economic growth and quality of life. In the future, Highway 120 will continue to evolve into a major “inland port” complex, and become a key player in the California Logistics Corridor (formerly George Air Force Base in Victorville) and Palmdale Regional Airport. The new freeway routes are in development or on the drawing board. These facilities will handle the large shipping containers which must now be put on trucks and trains exclusively in the Los Angeles and Long Beach Harbors and at yards along our local freeway network including the BNSF Railway inter-modal yard in San Bernardino.

The new logistics-related jobs in the High Desert will reduce the need for thousands of commuters to drive “down the hill” to work in the urban and coastal communities. Every freight train that stops in the High Desert takes 200 trucks off of Inland Empire streets and highways. Shipments to our ports now account for almost 40% of all the national traffic. In the next few decades, these rail freight routes are expected to triple. Speeding freight out of the Los Angeles basin isn’t just a good business decision; it’s one of the only ways to maintain the harbors and our region’s economic and transportation system.

That is why I have worked closely with Los Angeles City Supervisor Michael Antonovich and other officials to form the High Desert Corridor Joint Powers Authority to get this regionally and nationally important highway built.

I am chairman of the authority, which also includes High Desert cities from both counties. The High Desert continues to be one of the fastest growing areas in the state and the country. Just the four incorporated cities in the Victor Valley have seen a 40-percent increase in population since 2000. Southern California is blessed to be the cultural and physical gateway to the Pacific Rim and trillions of dollars of economic activity. Our project is well into the design and engineering review phases of development and is exactly the kind of project envisioned when voters last year approved Proposition 1B, the $19.9 billion bond measure for transportation infrastructure.

High Desert Corridor is on the top-five list of projects growthwise approved by the county’s transportation authority, San Bernardino Associated Governments. We are fighting hard to get our share of that bond money. The High Desert Corridor Joint Powers Authority has marked a historic opportunity to help shape our future, enhance economic growth and dramatically improve our quality of life. We encourage the state and federal governments, as well as all local leaders and citizens, to join us in this critical effort. The federal government, which regulates interstate and international commerce, the goods movement industries, and our regional political leaders have allowed the amount of freight coming into this country through our skyway without adequately providing necessary infrastructure.

Our plan is an opportunity to set us on a course where we benefit more (with jobs), and get impacted less (by traffic), as good movement continues to increase. Successful people are very open to helping other people who want to be successful. This is especially true if they know you are willing to be a mentor to others who are younger and less experienced. The more open you are to helping others up the ladder of success, the more people will be helping you.

About the author
Brian Tracy is a legendary figure in the fields of management leadership, and sales. He has produced more than 350 books, articles, and has written over 42 books, including his just-released book “The Way To Wealth: How to Get a copy of one of Brian’s CDs, go to www.briantracy.com and click on the Special Offers, Free Audio Program. Also check out Brian Tracy University of Sales and Entrepreneurship at www.briantracy.com. It can be reached at (888) 481-2977 or www.briantracy.com.

Letter to the Editor:

For more than a century, The Salvation Army, combining with the public’s generous assistance, has helped make Christmas a little brighter for millions of children and families. For many people, this helping hand was the difference in getting them past the holiday, and/or unforeseen circumstances and back on the road to productivity. At the centerpiece of The Salvation Army’s Christmas outreach is its 116-year-old Christmas Kettle program; a time-honored fund-raiser that symbolizes love, support and a helping hand for the disadvantaged and homeless.

In the Victor Valley, all goals are in the public or private sector. The California Salvation Army is a unique organization that provides valuable training and experience. The fellowships include current members of various social and economic challenges and back on the road to productivity. At the centerpiece of The Salvation Army’s Christmas outreach is its 116-year-old Christmas Kettle program; a time-honored fund-raiser that symbolizes love, support and a helping hand for the disadvantaged and homeless.

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ARMC Pediatrician Honored for His Work in the Field of Asthma and Allergy

Arrowhead Regional Medical Center's Dr. Joe Corless, recognized as one of the area’s top physicians in the field of pediatric allergy and asthma and a key figure in the development of the successful Breathingmobile program, has been honored by the Asthma & Allergy Foundation of America, California Chapter (AAFA-CA) as its Physician of the Year.

“For years, Dr. Corless has worked to improve the health of children who suffer from asthma and allergies,” said Patrick Pete, Arrowhead Regional Medical Center’s CEO. “He certainly had a positive impact on the lives of many children in the area, and this is a well-deserved honor.”

Dr. Corless, a pediatric allergist at ARM, was one of three individuals who were honored by the AAFA-CA during its annual brunch of Life Ball in Beverly Hills. Also honored were Alan C. Lloyd, former secretary of the California Environmental Protection Agency, and Donald T. Sterling, a philanthropist and longtime AAFA-CA supporter.

Dr. Corless, who joined the medical staff at ARM in 2000 after more than 25 years of private practice in Orange County, spearheaded efforts to bring the school-based Breathingmobile asthma clinic to San Bernardino County. The Breathingmobile, operated by ARM under a grant from the AAFA-CA, is a 36-foot mobile unit that is staffed by a Medical Center pediatric allergist, respiratory therapist and licensed vocational nurse who treat, diagnose and educate children with asthma or allergies. Children are seen during regularly-scheduled visits to schools throughout San Bernardino County.

Since his arrival at ARM, Dr. Corless has directed children in the Medical Center’s pediatric asthma and allergy specialty clinic. A member of ARM’s pediatric teaching staff, Dr. Corless has academic appointments as Clinical Associate Professor of Pediatrics at Western University of Health Sciences, Clinical Associate Professor of Pediatrics at the University of California, Irvine School of Medicine and Visiting Professor/Clinical Professor of Pediatrics at St. George University School of Medicine. Dr. Corless is a native of Grenada, West Indies. Dr. Corless is the chairman and co-founder of the Asthma Coalition of San Bernardino County.

**San Bernardino County**

**Alberto’s Mexican Restaurant**

2705 Lenwood Rd.

Date Closed: November 7, 2007

Reason for Closure: Vermin infestation

Comments: Food contact surfaces were cleaned, vermin infestation and evidence of vermin eliminated, and a contract with a pest control agency obtained.

**Cold Stone Creamery**

5244 University Pkwy.

Date Closed: October 24, 2007

Reason for Closure: Vermin infestation

Date Reopened: October 26, 2007

Comments: Corrected all critical violations.

**Algoberno’s Taco Shop**

56143 39 Palmis Hwy.

Date Closed: October 24, 2007

Reason for Closure: Vermin infestation

Date Reopened: October 24, 2007

Comments: Corrected all critical violations.

**apartment report... continued from page 24**

lease-up only needing to absorb a total of 289 additional units to reach stabilization. This figure has dramatically improved from a May 2007 survey, which showed six of eleven new communities stabilized, with five communities in lease-up needing to absorb approximately 652 units to achieve stabilization. As a result of this strong absorption, the Moreno Valley Single family 3/2 unit volume on two months free on a 13-month lease as occupancies continue to strengthen. With ongoing strong job growth forecast for the suburban, and only about 1,000 units planned for the next three years, the supply imbalance of the past four years should not be repeated.

Contact: Hendricks & Partners

951-306-2787

**RESTAURANT CLOSURES**

**San Bernardino County**

**Aliberto’s Mexican Restaurant**

2705 Lenwood Rd.

Date Closed: November 7, 2007

Reason for Closure: Vermin infestation

Comments: Food contact surfaces were cleaned, vermin infestation and evidence of vermin eliminated, and a contract with a pest control agency obtained.

**Cold Stone Creamery**

5244 University Pkwy.

Date Closed: October 24, 2007

Reason for Closure: Vermin infestation

Date Reopened: October 26, 2007

Comments: Corrected all critical violations.

**Algoberno’s Taco Shop**

56143 39 Palmis Hwy.

Date Closed: October 24, 2007

Reason for Closure: Vermin infestation

Date Reopened: October 24, 2007

Comments: Corrected all critical violations.

**apartment report... continued from page 24**

lease-up only needing to absorb a total of 289 additional units to reach stabilization. This figure has dramatically improved from a May 2007 survey, which showed six of eleven new communities stabilized, with five communities in lease-up needing to absorb approximately 652 units to achieve stabilization. As a result of this strong absorption, the Moreno Valley Single family 3/2 unit volume on two months free on a 13-month lease as occupancies continue to strengthen. With ongoing strong job growth forecast for the suburban, and only about 1,000 units planned for the next three years, the supply imbalance of the past four years should not be repeated.

Contact: Hendricks & Partners

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Visit www.asni.com/talent to discover who we are and why we are so excited about what we do.
Employment Training Panel Awards Almost $12 Million to Train 8,668 California Workers

The California Labor and Workforce Development Agency's Employment Training Panel (ETP) approved 38 contracts totaling almost $12 million in job training funds. This money will provide training to 8,668 California workers for various high-wage occupations.

"Governor Arnold Schwarzenegger has taken action to develop comprehensive strategies to fight gang violence through intervention, suppression and prevention," said Labor and Workforce Development Agency Secretary Victoria Bradshaw. "This contract reinforces the Governor's commitment to expand job training opportunities for at-risk youth and teach skills that will land them high-paying jobs."

For more information regarding BAVC's programs that focus real world skills building and community engagement, contact Doni Golodner, Workforce Development Programs, at 415-558-2110. For general information on BAVC, please visit www.bavc.org.

ETP is a business and labor supported state agency that assists employers in strengthening their competitive edge by providing funds to partially offset the costs of job skills training that is necessary to maintain high-performance workplaces. California's ETP is a performance-based program, providing funds for trainees who successfully complete approved training programs and are retained in well-paying jobs for a specific period of time.

The program is funded by the Employment Training Tax paid by California employers, and targets firms threatened by out-of-state and international competition. Since its inception in 1983, the ETP program has provided over $1 billion to train more than 700,000 workers in over 65,000 California companies. Employers match training funds awarded through ETP contracts, making these projects public-private partnerships.

TIPS ON MANAGING DATA DURING A DIVESTITUE:

1. Get help. If you think consultants and special software are expensive, try recreating historical data that is accidentally purged or dealing with the impact unintentionally divulging proprietary information to your competitors.

2. Review contracts and licenses. Decide who will pay any associated fees.

3. Allow adequate planning time before announcing the divestiture.

4. Keep employees informed during the planning and divestiture stages.

5. Think beyond the divestiture. How will changes affect the parent company?

Helenenee Abrams is an internationally recognized technology and business strategy expert. She is founder and president of ePrepare (www.epreprie.com) in Orlando, FL-based company that produces pioneering software to help businesses separate their data during a divestiture or consolidate their database for mergers and acquisitions.

Massachusetts insurance...

continued from page 29

A $50,000 income:

- A small town couple in their late-40s. Cost: $9,121 premium, 11.4% of an $80,000 income.
- Parents in their mid-fifties with two kids in rural Greenfield. Cost: $13,752 premium, 12% of $110,000 income.

3. Many cannot afford coverage even under this high affordability standard: Massachusetts estimates that 18% of the uninsured will be unable to afford to pay even the premiums of any insurance plan. This includes:

- Everyone, of any age, making just above 300% of the federal poverty level (the cutoff point for state subsidies);
- Over $55,000 a year.
- Couples over 50 making less than $80,000 a year.
- Families, with parents over 30, making less than $90,000 a year.

"The Massachusetts experiment shows that mandatory pur-chase of health insurance just doesn't add up, for families or taxpayers. If inefficient, high overhead private insurers are allowed to charge whatever they choose, consumers pay more in the form of higher premiums and less coverage," said Balber.


FTCR is California's leading public interest watchdog. For more information, visit us on the web at: http://www.ConsumerWatchdog.org.

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Apartment Research

Market Update

Riverside-San Bernardino Metro Area

Bidders finding bargains in the Inland Empire’s lower tiers

The Inland Empire apartment market is poised to record solid growth through the second half of the year and should post even more outstanding fundamental performance beginning in 2008. In addition to the metro’s usual demand drivers of growth through employment and household growth, elevated foreclosures are returning some homeowners to the apartment market. During the second quarter, a combined 4,000 homes foreclosed in Riverside and San Bernardino counties, accounting for more than 400,000 square feet of new inventory in Southern California. Apartment demand from these displaced residents should cause already tight conditions in Class B/C properties to further improve. On the supply side, density is growing more cautious and will reduce apartment deliveries by more than 1,000 units this year, down from 2006, with additional slowing forecast for next year. With supply in check, existing owners will be able to improve vacancy levels, move rents higher without penalty and rein in concessions.

Apartment investors continue to add Riverside and San Bernardino counties’ properties to their real estate portfolios, despite some near-term uncertainty in the marketplace. While higher borrowing costs could lessen the number of buyers in the metro, many of the region’s existing owners have built up considerable equity in their holdings in recent years and may see the current climate as an opportunity to dispose assets to meet long-term goals. Cap rates, which have surged in the mid-to-high 5 percent range over the past year, will likely continue to push higher, although there will be enough capital in the market to keep valuations near their current ranges. While a flight to quality will support buyer demand for top-tier properties, investors will want to target the metro’s Class B/C assets, where the most significant fundamental improvement is expected to occur over the next few quarters.

ECONOMY

• Job growth continues at a healthy pace in the Inland Empire, and 42,600 new positions have been created over the past 12 months, a 3.5 percent gain. Expansion has recently slowed, however, as nearly half of the new hires were added during the first quarter of 2007.

• Increased trade activity and the region’s strong transportation infrastructure are supporting growth in the metro’s largest employment sector. Trade, transportation and utilities employment has generated 11,200 positions over the past 12 months, a 3.8 percent jump.

• As the number of households in the Riverside-San Bernardino metro expands, the job base is becoming more diverse. The professional, al and business services sector, for example, has created 7,300 new positions over the past year, a 5.1 percent increase and one of the metro’s highest year-over-year growth rates.

• Employers in the Inland Empire are on pace to add 50,700 new jobs to the metro this year, a 3.9 percent gain. Many of these positions were delivered early in the year, however, and expansion in 2008 is forecast to be more restrained.

HOUSING AND DEMOGRAPHICS

• Permit activity has been mixed in recent periods. Cooling demand for-for-sale housing has resulted in a 36 percent decline in single-family permit issuance from one year earlier to 18,200 annualized units. Multi-family permit issuance has surged to 5,600 annualized units, up from 2,200 units a year ago. 

• Ongoing softening in the local housing market has driven prices lower. In the third quarter, the median price for a single-family home was $395,100, down an estimated 2 percent year over year. Despite the decline, affordability remains a challenge for many residents, as the median income is less than half of the amount needed to qualify for the metro’s median-priced home.

• The monthly mortgage payment, using traditional financing for a median-priced home, is $1,200 more than the average Class A asking rent.

• Outlook: Despite declining home prices and higher wages, a wide gap remains between the costs of renting and owning. Additionally, as lenders raise underwriting standards and employment consideration fearful young would-be buyers will be able to transition from renting into homeownership.

CONSTRUCTION

• Builders have constructed 2,350 new apartment units in the metro over the past year, increasing rental inventory 1.9 percent. Development continued on page 36

2007 Annual Apartment Forecast

Employment: Employers in the Inland Empire are on pace to add 50,700 new jobs to the metro this year, a 3.9 percent gain. Many of these positions were delivered early in the year, however, and expansion in 2008 is forecast to be more restrained.

Construction: Apartment developers will bring 2,350 units online this year, with many of the new properties coming online in the second half. Deliveries will slow in 2008, however, a trend that is expected to continue in the years ahead.

Vacancy: With completions clustered toward the end of this year, vacancy is expected to increase to 8 percent points to 5.6 percent. Beginning in 2008, completions will slow, allowing vacancy to ease lower.

Rents: The delivery of new inventory late in the year should help to support healthy rent growth. Asking rents are forecast to jump 4.4 percent to $1,069 per month, while effective rents will gain 4 percent to $1,032 per month.
REAL ESTATE NOTES... continued from pg.6

The property, one of only two blocks from the old San Bernardino Depot, and represents one of the last master-planned distribution sites in the city of Ontario. The land was purchased from Irvine-based Sares Regis Group, which acquired the site from the city of Ontario for more than $99 million in 2005.

The ProLogis plans to build about 2 million sq. ft. of warehouse and distribution buildings on the 33-acre site in the city of Ontario. The project was developed by Irvine-based AMB Property Corporation.

The three remaining warehouse and distribution buildings that Sares Regis Group (SRG) had not yet built at its six-building, 3.1-million-sq.-ft. Sierra Business Park in Fontana, the buildings, which contain 604,700 sq. ft. of space, traded for a total price of $55 million ($91/sf). Individually, they are 116,200 sq. ft., 167,500 sq. ft. and 321,000 sq. ft. in size.

In a Rancho Cucamonga sale, Prime Self Storage purchased two buildings, a self-storage facility totaling 271,100 sq. ft. of space, for $29.7 million ($106/sf). The properties were sold by Aim All Storage. One of the properties, a 111,000-sq.-ft. facility at 10005 Arrow Route St, sold for more than $11.7 million ($106/sf). The other property, a 160,100-sq.-ft. structure at 6599 Haven Ave, traded for $18 million ($112/sf).

apartment forecast... continued from page 34

The development timeline consists of 1,100 units currently under construction and 2,600 apartments in the various planning stages.

- The Southwest Riverside County submarket will receive approximately 650 new units this year and another 320 units in 2008. In all, the deliveries will account for a 15 percent boost to the developer’s inventory.

- Outlook: Apartment developers will bring 2,350 units online this year, with many of the new properties coming online in the second half. Deliveries are forecast to slow in 2008.

SALES TRENDS

- The Inland Empire apartment market has been relatively stable despite volatility in the credit markets. Sales velocity has advanced 5.6 percent over the past year.

- The median price has increased less than 1 percent over the past 12 months, ending the second quarter at $13,300 per unit, as slower revenue growth has resulted in buyers using greater caution when writing offers.

- Over the past year, the average cap rate has remained fairly steady in the mid-to-high 5 percent range; however, as lenders have tightened underwriting standards and spreads have widened, cap rates in recent transactions have crept into the 6 percent range.

Submarket Vacancy Ranking

<table>
<thead>
<tr>
<th>Submarket</th>
<th>Vacancy Rate</th>
<th>Y.O.Y. Basis</th>
<th>Effective Rate</th>
<th>Y.O.Y. Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colton/Loma Linda</td>
<td>1.2%</td>
<td>1.2%</td>
<td>1.2%</td>
<td>0%</td>
</tr>
<tr>
<td>Upland</td>
<td>2.8%</td>
<td>2.8%</td>
<td>2.8%</td>
<td>0%</td>
</tr>
<tr>
<td>South Corona/Criss</td>
<td>2.2%</td>
<td>2.2%</td>
<td>2.2%</td>
<td>0%</td>
</tr>
<tr>
<td>Riverside/North Magnolia</td>
<td>3.9%</td>
<td>3.9%</td>
<td>3.9%</td>
<td>0%</td>
</tr>
<tr>
<td>Riverside</td>
<td>5.0%</td>
<td>5.0%</td>
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<td>0%</td>
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<tr>
<td>Rancho Cucamonga</td>
<td>6.1%</td>
<td>6.1%</td>
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<tr>
<td>Hesperia</td>
<td>8.3%</td>
<td>8.3%</td>
<td>8.3%</td>
<td>0%</td>
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<tr>
<td>San Bernardino</td>
<td>7.5%</td>
<td>7.5%</td>
<td>7.5%</td>
<td>0%</td>
</tr>
<tr>
<td>Temecula/S.W. Riverside</td>
<td>3.4%</td>
<td>3.4%</td>
<td>3.4%</td>
<td>0%</td>
</tr>
</tbody>
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There’s no doubt about it. This book is an unabashed and unashamed, motivational effort designed to get a reader out of his or her emotional rut and onto a high road of enthusiasm.

How does that relate to “showing off”? It’s all in the definition, as Author Calloway explains it. The phrase “showing off,” as I define it (which I can, because this is my book), is a good thing. Showing off is about bringing the best you have to any situation. It’s about exceeding your expectations and experiencing the joy, jazz, and kick of being better tomorrow than you were today. Presented with a problem or challenge, showing off is an attitude that says, “Watch this.”

On another level it’s about continually being at peak performance for your customer or your boss regardless of how you feel or how you’re treated. It’s doing extra something quietly, efficiently, and with a smile in a way that builds confidence. It doesn’t matter that you rarely receive a simple thank you for your performance, just dig down and do it. Somehow, some way, you’ll be rewarded for your behavior.

Author Calloway firmly believes that the rewards may come quite quickly. He offers us this tale:

“Showing off means that when the easy route would be to get madd… or generally raise hell about whatever perceived injustice is taking place (e.g., the cancelled flight), you completely surprise everyone and remain the coolest person in the room. You handle it. You are the oasis in the desert, the calm in the storm, the cooling rain in the firestorm of raging insanity. When everyone else is screaming bloody murder at the airline ticket agent, you tell him that he’s doing a good job, to hang in there, that this, too, shall pass. Then watch when the ticket agent puts you at the head of the list for the next flight. That’s the kind of story. Perhaps so, but try this example. The airline’s operations VP smiles at the ticket agent and hands him your business card. He flashes a smile, then calmly and quietly says to the agent, “Put me at the head of the list for the next flight or you will be the first one laid off in the coming right-sizing.” Now, that’s showing off.

There are several tales in the book when Calloway seems to express praise for the employee who jumps at the opportunity to please the customer or the boss. It apparently doesn’t matter that pleasing the boss might ultimately jeopardize the interests of the customer, company, or any number of other stakeholders, including the boss.

Here’s one example of the author’s logic:

“Columbus didn’t spend all his life standing around arguing whether or not the world was flat. He finally said, “Guys, let’s get in the damn boat and go. We may go over the edge, but it beats sitting around here.”

That’s a great way to paint a scene with words, and also pretty funny in a training session or seminar setting. The logic is another matter. If you’re a hotel employee on the tenth floor of the building and a guest complains about the slow elevator service, would you (a) point out the stairwell, (b) carry the guest down the steps, or (b) shove him out the window with a cherry, “Is that fast enough for you?”

There’s another point where Calloway compliments the military officers. He praises them for hardly wasting any time (compared to civilians) discussing complex projects. They immediately begin drafting their project plans instead of taking half the allotted time discussing the projects. Does the phrase, “Ready...Fire... Aim!” mean anything to those officers? Not in Calloway’s eyes.

In fairness to the author, some of the points he makes should be made with a word of warning. The need to keep promises is certainly one of these. For the most part, however, by trying to make his humor work on the printed page, Calloway goes over the top with his advice.

Seek out good books on self-motivation, learn their lessons, and put them into practice. When you do this, you can pass this on.

— Henry Holtzman

**Bestselling Business Books**

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


2. *The Age of Turbulence: Adventures in a New World*, by Alan Greenspan (Penguin Group) — $35.00 (2)

3. *Think Big and Kick Ass in Business and in Life*, by Donald Trump with Bill Zanker (HarperCollins) — $26.95**

4. *The Donal*’s brand his favorite product.


6. *Why products sold by the Internet generate nearly unending sales*, by Chris Anderson (Hyperion) — $24.95

7. *The Dip: A Little Book That Teaches You When to Quit (and When to Stick)*, by Seth Godin and Hugh MacLeod (Impact) (Penguin Group) — $12.95 (4)

8. *The key to transforming dreams into reality*, by Chris Berman and O. J. Simpson (Simon & Schuster) — $28.95


10. *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything*, by Steven D. Levitt (HarperCollins) — $25.95 (9)

**Did You Hear The Latest News?**

The Coupon Industry is thriving. 79% of the United States population uses coupons. Coupons have remained strong no matter what the economy is at.

**Classified**

**DoubleTree Claretown...**

continued from page 17

Carmel-caramelized onion emulsion, which was so savory to our tastes.

My grilled rib eye was just a bit tough. That was probably my fault. I always order medium well. The most impressive part was the pile of mushrooms over it.

Disappointing to all us here were the hard, dried mashed potatoes. I am sorry. It was a wonderful place to be dining in that the potatoes stood out, glaringly.

For dessert we had a very good, very light cheesecake, along with bread pudding, made with rum and bananas foster, regretfully made without rum.

In all it was an quite an event to return to this old site and see how fine it has become. Fix the potatoes and add rum to the bananas foster, and I’ll be back.

The DoubleTree Hotel, Claretown is located at 555 W. Foothill Boulevard in Claretown. Call for reservations at 909-626-2411; ext. 1896.

**EMPLOYMENT:**

As Part of our expansion program, we are a new and small company looking for an Account & Payment Representative. We offer $3000 a month plus benefits and take only a little of your time. Please contact for more details. Requirements: Should be a computer literate, 2-3 hours access to the Internet weekly. Must be over 18 years of age. Must be efficient, faultless honest and dedicated. If you are interested and need more information, E-mail us at JennilaMartinez@yahoo.com or here is our company phone number: 44737184762.

**Did You Hear The Latest News?**

The National Association of Women Business Owners, Inland Empire (NAWBO-IE), will have its next meeting on Thursday, June 17, 2004 at 6 PM at the Doubletree Hotel Ottawa. We are dark for the month of December.

**OLD BAY FISH STICKS**

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**DoubleTree Claretown...**

continued from page 17

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One Woman and a Few Pots and Pans...

By William J. Anthony

In real estate, they say the ingredient to success is location—location—location. In the restaurant business, the major ingredient of success is passion—passion—passion—and Cindy Pawlcyn is all about passion and food.

Cindy, at 13, worked at a cooking school—ran a catering business while in high school and went on to receive a bachelor’s degree in restaurant management in addition to more studies at Cordon Bleu and La Varenne in Paris. Returning to the United States, she started her career in Chicago and Minneapolis prior to moving to California. Cindy was the first chef at Meadowood as well as chef at Rose and le Fauvet prior to opening her first restaurant Mustards Grill in 1983. Now about to celebrate the 25th anniversary of Mustards, she operates Cindy’s Backstreet Kitchen as well as Go Fish in St. Helena.

A pioneer in her field, Cindy has been acknowledged by a local and national following, as well as by many top culinary organizations and magazines. Cindy is an inductee of Who’s Who of Cooking in America. She has been twice nominated for the James Beard Foundation award for Best Chef in California, is the recipient of the Robert Mondavi Award for Culinary Federation’s Career Achievement Award. Her cookbook, “Mustards Grill Cookbook,” won a James Beard Award. She is currently working on her third cookbook.

Highlights:

Go Fish---
Ordering is a challenge. It all looks so good, and the menu is very, very large, but we can only eat so much. Don’t miss the surf and turfahi tuna, the real sweetbreads with wild mushrooms and leek pancakes in a ruby port sauce. Many...many selections from the sushi/sashimi menu that are all very, very fresh. Check a few of the daily fresh seasonal specialties.

Cindy’s Backstreet Kitchen---
Ordering is not easy here. With almost 40 menu items, I found that I liked everything...but I think the following are the best of the best:

Salads:
Cindy’s curried chicken, mixed greens, arugula, radishes and crispy bacon.......$15

Large Plates:
Incredible mushroom tamales, creamy grits and chard with Yucatecan salsas.......$15
Wood oven duck, crispy potato croquettes and citrus sauce.......$22.75

Small Plates:
Crispy Backstreet flatbread, wild mushrooms, truffle oil, Manchego and Parmesan cheeses.......$11.50
Oysters Pablo, garlic and spinach (as many as you want).......$2.75 each
Rabbit tostado, red chile salsas, black bean and feta.......$11.75
Laura Chenel goat cheese ravioli, scallions, Geta olive sauce and Parmesan.......$10.95

Sandwiches:
Havana Cubana, smoked port, black forest ham, Gruyere cheese and house made pickles.......$11.50

Mustards Grill---
Mustards Grill is Cindy’s first restaurant. It has received the tender loving care (and lack of sleep) that parents bestow on their first child. She still works hard to maintain that specialness. It is THE restaurant where winemakers go to meet, eat and sip.

A sample of its menu---
Sonoma rabbit in mole sauce.......$23.50
Tea smoked duck, chili-plum chutney.......$23.75
Mongolian pork chop.......$24.95
Calf’s liver.......$17.25

I had the opportunity to dine at each of these three remarkable restaurants a few weeks ago and highly recommend you try one or all on your next trip to Napa. For affordability, quality of food, presentation and taste, they are winners.

Author’s Note: Next month I will review wineries and places to stay in Sonoma and Napa Counties—until then, eat and sip well!

LOCATIONS

Go Fish
641 Main St.
St Helena, CA 94574
(707) 963-0700

Cindy’s Backstreet Kitchen
1327 Railroad Ave.
St Helena, CA 94574
(707) 963-1200

Mustards Grill
7399 Saint Helena Hwy.
Yountville, CA 94558
(707) 944-2424

Cindy Pawlcyn smiles after telling Bill Anthony, “Stay out of my kitchen!”