Fine Dining Establishment Destined to be a Gem of the Inland Empire

Las Campanas to Offer Upscale Mexican Cuisine in Ultra Luxurious Setting Mid-July

One of Southern California's most exciting new restaurants won't be located in downtown LA, West Hollywood or one of the region's tony beachside communities. No, the ultra-luxurious, $5 million Las Campanas ("The Bells" in Spanish) will be situated right in the heart of the Inland Empire when it marks its debut in mid-July. The 7,200-square-foot fine dining establishment, which specializes in upscale Mexican cuisine, is the inspiration of Duane and Kelly Roberts, best known as owners and "keepers" of the world-famous Mission Inn. The new restaurant in Rancho Cucamonga will be a sister location to the original Las Campanas, which makes its home at the historic hotel in Riverside.

Borders Erased for Airlines

By Dr. Jerome Corsi

A new plan being discussed among officials from the United States, Mexico and Canada essentially would erase national borders in North America for air carriers, perhaps giving Aeromexico a pass to run a Los Angeles-Toronto route or Air Canada to compete on the New York-Paris connection, according to World Net Daily (WND) columnist Jerome Corsi.}

Mary Peters and her Mexican and Canadian counterparts.

She's already under fire, as WND has reported, for continuing work on a program that could start as early as July 15 to give Mexican truckers a virtual free pass to travel on United States roads.

The meeting in Tucson, called the North American Transportation Triilateral, made it clear U.S. air transportation

continued on page 24

AT DEADLINE

New Business:

New Clip Joints Arrive

The old-fashioned barbershops may not be back, but it looks like men are getting an option to using salons for their trim.

Wellington Franchise Systems, LP, the area developer for Sport Clips in Orange County, Inland Empire and Southern Nevada, has launched its entrance into the Inland Empire with the

continued on page 5

Dr. Robert P. Iacono, M.D., Dies in Plane Crash

Dr. Robert Iacono, 55, a well-known neurosurgeon who worked at Loma Linda University Medical Center, died in a plane crash in the Sandia Mountains in New Mexico on the night of June 16. He was on his way to Mississippi to return home to his family.

"Robert Iacono was well known among neurosurgeons," said Roger Hadley, dean of Loma Linda University Medical School. "He was operating on the frontiers," said Hadley, who worked with Iacono a few years ago. "When you're working on the frontiers of neurosurgery, you're a remarkable surgeon."

We, at the Inland Empire Business Journal, knew of his kindness extended to his patients and the many people

continued on page 14

Solid Job Market for Riverside

Riverside area employers expect to hire at a healthy pace during the third quarter of 2007, according to the Manpower Employment Outlook Survey. From July to Sept., 30 percent of the companies interviewed plan to hire more employees, while none expect to reduce their payrolls, according to Manpower spokesperson Evlyn Wilcox. Another 70 percent expect to maintain their current staff levels.

Riverside area employers have stronger hiring intentions than in the second quarter when 40 percent of the companies interviewed intended to hire additional employees, and 23 percent planned to reduce staff levels. Employers are less confident about hiring than they were a year ago when 47 percent
UC Regents Approve A. Gary Anderson Graduate School of Management at U.C.R. Dean

Marketing expert David Stewart is from the Marshall School of Business at UCSC.

The University of California Board of Regents has approved David Stewart as Dean of the A. Gary Anderson Graduate School of Management at the University of California, Riverside effective July 1. Stewart is currently with the Marshall School of Business at the University of Southern California.

"Dave Stewart is absolutely the right person for the job and our top pick," said Interim Dean Anil Deodalkar and chair of the search committee. "He brings with him not only a distinguished scholarly record, having authored or co-authored more than 200 publications and seven books, but also a wealth of administrative experience, having successfully managed a large department and a college of business."

There is no greater opportunity to build a school of management and influence management education than is present at UCR. Stewart said UCR is at the center of the growth of the U.S. economy—growth in population, growth in the economy, growth in connection to the world markets, growth in access to developing industries like biotech, and growth in new businesses. Education is also about growth and UCR will be a center for understanding the growth options presented in a global economy and for personal growth designed to mold the future leaders of business and society."

Stewart was selected from a national pool of more than 100 candidates and will receive an annual salary of $370,000. In keeping with UC policy, additional compensation will include a relocation allowance, automobile allowance, participation in the Senior Management Supplemental Benefit Program, and eligibility for a Mortgage Origination Program Loan. For additional details about the total compensation package, go to http://www.universityofcalifornia/compensation/salaryactions.html

His most recent position is the Robert E. Brooker professor of marketing and chair of the department of marketing at UCSC. During the past five years he has held numerous administrative positions at UCSC, including five years as dean of the Marshall School of Business. He was also previously the senior associate dean at the Owen Graduate School of Management at Vanderbilt.

He is a past editor of the Journal of Marketing and is the current editor of the Journal of the Academy of Marketing Science. He has served as editor-in-chief, finance and as a member of the board of directors of the American Marketing Association (AMA). He is a fellow of the American Psychological Association and the American Psychological Society.

He is also a former member and past-chairman of the U.S. Census Bureau's Advisory Committee of Professional Associations. He currently serves as a member of the Academy's Ad Hoc Committee for the Chief Marketing Officers (CMO) Council and as chair of the Boardroom Project, an industry task force focused on metrics for marketing success and accountability.

Stewart's research has examined a wide range of issues including marketing strategy, consumer decision making, personal well-being, and health care marketing. Both the American Academy of Advertising and the Academy of Marketing Science have recognized him for lifetime contributions to research and practice in advertising and marketing.

A native of Baton Rouge, Louisiana, Stewart received his B.A. from the Northeast Louisiana University (now the University of Louisiana at Monroe) and his M.A. and Ph.D. in psychology from Baylor University.

Stewart's experience includes working as a chief financial manager for Necheam, Harper, and Steers Advertising, Chicago (now BBH) and consulting projects for a wide range of organizations including Hewlett Packard, Agilent Technologies, the Coca-Cola Company, Hughes, NCR, the Food and Drug Administration, Vanderbilt University Hospital, Texas Instruments, IBM, Intel, Century 21 Real Estate, Samsung, Visa Services, Xerox, and the Federal Trade Commission.

He has provided testimony to the Federal Trade Commission, in United States Federal Court, and in State Courts in cases involving deceptive advertising claims and unfair business practices, in matters related to trademarks and intellectual property, and in anti-trust actions.

Stewart has delivered executive education programs in the United States and in 20 other nations on four continents.

ICBA Independent Banker, the national magazine of the Independent Community Bankers of America highlighted 1st Centennial Bank as a "Top 20" industry employer. 1st Centennial Bank was recognized for posting one of the 20 best year-end earnings performances in 2006 for ICBA member banks with more than $500 million in assets.

"Community banks are integral parts of the economic and civic fabric of thousands of towns and cities across America," said ICBA Chairman James R. Gagliher, Jr., president of Alpha Community Bank, Tolusca, Ill. "In addition to offering the quality financial products and services their customers need, community banks like 1st Centennial Bank spend countless hours and resources helping their communities thrive. ICBA congratulates 1st Centennial Bank for serving its community so efficiently and effectively.

1st Centennial Bank was identified in ICBA Independent Banker's annual year-end rankings, ICBA members based on the standard industry performance measures of return on average assets and return on average equity. The magazine compiled its annual member rankings in its June issue from year-end FINLAB Data.

The monthly magazine is the only nationally distributed publication that exclusively covers the community bank marketplace.
This July in the Inland Empire Business Journal gives us seven personal goals...

New clip joints... continued from page 1

Opening of two stories and has plans to open an additional store in late summer 2007. Sport Clips is a national sports-themed, hair care franchise for men and boys, where you can get a haircut, receive the MVP treatment, and watch sports on TV.

Wellingtion's Inland Empire stores are located near the Ontario Mills at 4320 E. Mills Circle Drive, Suite E and at the newly completed The Marketplace on Grove shopping center located at 1150 East Philadelphia Street, Suite 109. Sport Clips also plans to open a new store in Mira Loma.

Founded in 1995 by former veteran Gordon Logan and headquartered in Georgetown, TX, the presently held Sport Clips, Inc. has approximately 440 stores in 35 states.

In 2005 and 2006, Sport Clips opened 100 stores nationwide and expects to open 125 more stores in 2007, including 40 new stores in California. In 2008, the company plans to open 150 stores. Orange-based Wellington Franchise Systems is responsible for recruiting and training new franchisees as well as locating sites throughout the Southern California counties of Orange, Riverside and San Bernardino plus southern Nevada. Wellington's area development agreement calls for a minimum of 125 new stores to be opened.

Created with the sports' fans in mind, Sport Clips' clients can tune into their favorite game on the waiting room big-screen TV and continue watching the game at their stylist's station. Focused on providing the highest level of service, Sport Clips offers boys' haircuts for $14 and men's haircuts for $17. The company has also designed the MVP Treatment, which, at just $23, features:

- A precision haircut by a professional Sport Clips stylist
- A relaxing scalp-massage shampoo
- A hot towel facial and pressure-point massage for the ultimate in relaxation
- An all-star neck and shoulder massage

Fully equipped for the sports' enthusiasts, clients are surrounded by sports-themed decor including jerseys, pennants, locker and souvenir memorabilia available for purchase. The stores use and recommend men's hair care products from Paul Mitchell and American Crew. Sport Clips features an odor-free, environmentally-friendly environment with no pets, perms or acrylic nail smells.

Gregory A. Fisher, manager of Wellington Franchise Systems and a 20-year retail industry veteran, tells the Business Journal, "It's as if ESPN meets a barbershop."

One can only hope that all of this means there will be no old copies of Glamour magazine on the waiting table.

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CORRESPONDENTS AND COLUMNISTS

Ran Krawitz

Palm Springs Hard Rock Hotel - Hard to Swallow?
A Hard Rock hotels will be opening in downtown Palm Springs. A hotel is a cross between a hotel and condominium, it's the new wave for the future of hotel/condominium developments.

July 2007

Harry S. Truman

"I have had enough experience in all my years, and have read enough of the past, to know that advice to grandchildren is usually wasted. If the second and third generation could profit by the experience of the first generation, we would not have many of the troubles we have today."

1979

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Your Adventure Starts Here!
Dean Donald Dunn recognizes that his name has a certain melodic rhythm to it.

"It was worn," he tells the Business Journal, "when I was Dean Designate Donald Dunn.

You might think that the head of a law school would not have such a sense of humor about things. In fact, more than just a dean, he is a dean who came out of the specific science of law libraries.

This is more important than you might think, since, as he pointed out to us, most of the work of a good lawyer is done in the library, not the courtroom. Not that the Internet hasn't changed things. Still, research is the key to any case, be it criminal law, corporate law or just moot court.

While many people get their ideas about lawyers and the law from TV, Dunn dismisses much of that. Forget Perry Mason, he emphases. You don't wrap up a case in one hour with a surprise confession on the stand.

Forget the old movie and TV series "Paper Chase." John Houseman may seem intimidated, but the idiotic school-schooled know how to do the necessary research. Dunn admits that ultimately that is the purpose of a law school.

He also speaks defensive of law schools in general. There are more good law schools than Harvard. His school, the University of La Verne College of Law, he believes is a good example.

Dean Dunn received his juris doctorate degree from Western New England College School of Law in 1983, and a master's in library science from the University of Texas at Austin in 1972. In 1973, he had joined the Western New England College School of Law as the school's first law librarian. Dunn was a member of the law faculty at Western New England College from 1983 to 2001.

During that time, he served as director of the law library and, from July 1996 through June 2001, served as dean. Prior to that time, he was supervising librarian at the Criminal Justice Reference Library at the University of Texas at Austin. He served as dean at Western New England School of Law from 1996 to 2001, making him one of only two law librarians in history to serve as dean and head law school dean. He is an active member of the American Bar Association.

He has served on more than 40 site evaluation teams for the ABA since 1977, and is considered one of the most experienced site evaluators in the United States. He is a current member of the Gavel Awards Screening Committee and he chaired the Law Libraries Committe of the Section of Legal Education and Admissions to the Bar from 1989 to 1992. Dunn Dunn joined the La Verne College of Law in June 2003. He is co-author of Fundamentals of Legal Research and Legal Research Illustrated, 8th ed. (2002) and is widely published in the areas of legal research and law librarian- ship. He co-edits the quarter- ly Index to Periodical Articles Related to Law. He has also been an active member of American Bar Association site evaluation teams and currently serves on the ABA's Silver Gavel Awards Screening Committee. He is past presi- dent of Scribes, the American Society of Writers on Legal Subjects and is on the board of governors of the Teaching Legal Research and Writing. Not surprising- ly, Dunn is a principal author of the analysis and writing. In his recent online message, Dunn writes: "Welcome to the 21st century. As a member of the American Bar Association's next pro- visionally approved law schools. The legal edifice should be exciting, challen- ging, and most of all rewarding. I hope you visit our Website will give you some idea of the richness, quality, and excitement of a legal education at the University of La Verne's College of Law. With a student body of deliberately controlled size, faculty with superb credentials, and a state-of-the-art learning facility, the College of Law seeks to give each student a personal educa- tional experience of the highest order. As you will find when you visit our site, has a diverse and highly tal- ented faculty whose members are dedicated to teaching and learning. We are here to help you master the body of law by providing you with a thorough understanding of the theory of law and instruction in the reality of legal practice."

"We at the College of Law pride ourselves on offering our students a total educational experience, both on an active Student Bar Association, most court and mock trial activities, and clinical externship pro- grams. While our curriculum is broad, we are small enough to take a personal interest in each of our students. Our student body is diverse, intelligent, and inquisitive. Students come from a variety of backgrounds and places, although the majority of students hail from California. Upon graduation, they enter private practice, government service, the corporate sector, or engage in public interest work.

"I hope you will have an opportunity to visit our Ontario, California campus. Such an experience will give you a real sense of the school in a way words on a Website can only suggest."

The following are some of the latest and upcoming activities in the Inland Empire:

In Colton, the Hodgson Group has begun construction on a 75,000-sq.-ft. state-of-the-art vocational center for Summit Career Center. The center is being designed, entitle- ments and construction management of the new $14 million ground-up development, will also include phase two -- an additional 40,000-sq. ft. building. The facility will be available for lease.

The facility will be available for lease.

Donald Dunn, Dean of the University of La Verne College of Law

The following are some of the latest and upcoming activities in the Inland Empire:

In Colton, the Hodgson Group has begun construction on a 75,000-sq.-ft. state-of-the-art vocational center for Summit Career Center. The center is being designed, entitle- ments and construction management of the new $14 million ground-up development, will also include phase two -- an additional 40,000-sq. ft. building. The facility will be available for lease.

The facility will be available for lease.
of small-business owners can afford health care for themselves or their employees, compared with 99 percent of big businesses that provide medical coverage.

Contact John Kabatbeck or Michael Shaw (916) 448-9904 or Tony Malandra (415) 664-9685 to voice your opinion.

Dean Dunn...

continued from page 24

of La Verne, but it is seen as an important part of the revitalization of downtown Ontario. The law school itself was founded in the '70s by Dean Paul Egly, who still serves as an instructor and Dean Emeritus. (He will retire later this year.) Its recent accreditation by the ABA in February of this year has been responsible for an application increase of better than 200 percent. La Verne is now the only ABA-accredited law school in Southern California, and competes against only 194 other ABA-accredited schools across the USA. When the Inland Empire Business Journal asked Dunn to expand on his online comments, he explained that the school emphasizes advocacy and offers small classes that feature a traditional curriculum and practical skills taught by respected, practice- oriented faculty who focus on the individual students needs with a prominent and supportive alumni network, both grounded in a commitment to ethics and service. The teaching faculty. Dunn tells the Journal; stands at 18 right now, with an expected expansion to 22, thanks in part to that growing demand because of the ABA accreditation.

Dunn also tells the Journal that another popular Dean Emeritus of the school, Charles Doskow, is currently in Jordan and is expected to return shortly. Dunn agrees that there is a certain irony to the amazing interest in American law in lands where American politics is not respected. It occurs to us that, while Dean Dunn isn’t afraid of jokes about his name, he takes the art of law very seriously.

Legislators, on the other hand, are only concerned with coverage, a distinction that cannot be understated. Small-business owners desperately want to provide health care for their employees, which is why they have listed it as their No. 1 problem for the past 20 years in surveys conducted by NFIB. Nationally, less than half
You’ve been prospecting for your company’s account for ages, and finally you’ve got your foot in the door. You’re apprehensive because you’re meeting with the purchasing agent, not the big boss, but it’s a start — and you know you’ll get hammered on price.

The agent shakes your hand. “Tell me what you can do for me — and how much it’ll cost me.” Already, he’s spitting out price! You only want to make him recognize the value of your business solution. He only wants to dance around it, singing, “Sure, value’s important. But how will you save me money?” To land this sale, flip the record and hear what he’s really singing.

Here are six techniques to build rapport with midlevel decision-makers and prevent them from getting hung up on price.

1. Understand his biggest values

For any purchasing agent, this issue runs deeper than price or value. He wants to feel like he matters. He deals with so many salespeople making promises that you become just another face in an increasingly maddening crowd. He’s exulting what little power he has on vendors like you, and keeping an eye on that low price is the most obvious way he can prove his worth. His biggest values are:

- Recognition from his boss and colleagues. He wants to be recognized and rewarded for getting the lowest price, so of course he’ll try to get it.

All of us, he wants his boss to say, “You just saved the company thousands of dollars! High-five!” He wants his colleagues to think, “I want to be as successful as he is so the boss will high-five me, too!”

2. Understand their fears

Most people are satisfied with something average. With regular cars, leaving their comfort zone, to spending more money than the boss wants, to getting fired, they’re more likely to passively avoid what they don’t like than to actively pursue what they want.

3. Understand what they’re up against

Most people want to do a good job and make a decent living, but they also want to clock out at a humane hour and have time for a life. Meanwhile, they’re competing resources, clamoring for attention, mired in daily obligations. Consequently, they unwittingly overlook the bigger picture.

Show that front-line manager a solution that’ll bring the big picture back into focus. Pitching how you can help his company increase profitability is more meaningful when it directly impacts his year-end bonus. Maybe he’s thinking, “Yeah, like my boss needs to drive another new Lexus while I barely can get around in my ten-year-old junk.”

4. Understand their need to feel appreciated

When companies keep a tight focus on increasing profitability, people can slip below the radar. When the company has a young, secretary the CEO rarely says, “We owe it all to our purchasing agents toiling down in the basement, bear us 5 cents apiece on widgets.”

Many workers you deal with feel overworked and undervalued. After all, that’s what you’re making them look good. Provide them with solutions that’ll take paperwork off their desks and keep their bosses happy with them, and they’ll be happy with you.

5. Focus on the lowest unit cost

Avoid getting cornered on price by talking about the lowest unit cost. Instead of just the upfront, out-of-pocket cost for the company, show how lowest total costs result from on-time delivery, faster time to market, support, quality, peace of mind, ease of use, reduced down time, overhead, and labor.

6. Utilize questions to uncover what your customers value

Understand what makes customers tick, see what’s real- ly driving them. When you hear “lowest price,” don’t scanners like a squirrel — instead, ask them to do far beyond the price issue. You’ll find out what they really want and why they want it, as opposed to what they’re telling you they want.

Add some of these questions to your arsenal of sales techniques:

- Share with me the criteria you use when you’re selecting a __________

- “When it comes to price, quality, service, delivery, performance, which is most important to you?”

- Say your customer cited performance as a priority. You mentioned that performance is important to you. Would you share with me your definition of performance?

- “So that I’ll best understand your needs, can you walk me through a situation in which your standards for performance were not met?”

- “Let’s assume you’re looking at three potential vendors who meet all your criteria (including price). How would you make your final decision?”

- “You mentioned that the most important thing for you is price. How does that compare to what engineering, manufacturing, design, production, marketing, fulfillment thinks is most important?”

- Let’s discuss what’s most important to your customers

- “Think back to when you first chose your current product. What were your selection criteria? Based on continued on page 14
Twice Before I've Been Wrong

By Joe Lyons

You see those E-Z UP shelters everywhere.

There are almost as many in the infield at the California Speedway, as race day as there are RV's there. You will find them at flea markets and parties and church bazaars and sales. Mobile car dealers will pop them up in a parking lot for somebody's Porsche. Almost every radio station in the inland Empire uses one for their promotions with their call letters and logos embossed on the top. Ontario's annual "Christmas on Euclid" event is a veritable celebration of E-Z Up shelters.

So just what are they and where do they come from?

Well, first it should come as no surprise that they are an inland Empire product. (Why else we be featuring them here?)

In fact, they were invented here and remain here after some 25 years of success.

According to Manager Wayne Dove, inventor Mark Carter developed the prototype in his garage back in 1983. He started in his garage, just like Henry Ford and Steve Jobs before him. Carter continues today as the company's owner, spending most of his efforts on research and development. Back in the early eighties he added Brad Smith as president, to handle the business end of things.

Since that time the original pop-up shelter has expanded, with the addition of new ideas as the uses for the shelter grew.

In fact, Dove admits that today they are used in two words: "as a banner and on top of it," he added.

Added to the pop-up equipment now are such items as table-top covers. So often people have set up those folding banquet tables and covered them with a sheet, usually adding rods to keep the wind from blowing everything away. E-Z UP has custom made table vinyl covers, designed to match the shelter with the same colors and logos and even a ripper down the back for easy installation and, of course, hiding things underneath.

Beside the local radio stations, stations around the country, along with TV stations, networks and even individual shows, use E-Z UP.

Dove adds, "There's a long line of people that use these for..."

The original shelters were made with a netting material on top. Today the tops are a solid vinyl with powder-coated air-frame aluminum struts. This makes them much lighter than the original, and yet stronger still.

This is important, not just for the people setting them up, but for the cost of shipping as well.

Sidewall covers were added to the necessary accessories, as well as chairs and weight bags. The bags have been an amazing addition, since they allow set up on either concrete or open field.

The idea is simple. The bags are placed along the sides of the four corners to keep them from lifting the shelter and blowing it away.

Pop-up tables have been added. These work just like the shelters. Carry bags have been added for transportation. This year director chairs have been added, with optional embroidery, just like Hollywood.

The current company, International E-Z UP travels around the country to rep the product and to see how it is being used. Ideas come from this and then get added to the catalog.

"We constantly look for ways to improve the product and to think with new ideas," says Dove.

New things are in development as we speak, but hopefully you will see us all at liberty to reveal them. Competition is that tight in the shelter industry. "We keep all of our ideas to ourselves until they get patented," Dove explains. In fact, the company holds almost all of the patents on how the E-Z UP is manufactured and all of the mechanisms.

Perhaps even more impressive than the success of the company is the company's statement of commitment to company-wide values.

Today the E-Z UP inventory of instant portable shelters and canopies includes a consumer shelter listing that serves every...
avoiding price concerns...
continued from page 10
what you know now, how would those criteria change?
• "Think ahead to three years from now. What do you anticipate will be most important at that time - the initial price of the product? Or the peace of mind you'll have, knowing you're getting the necessary support long after a purchase was made?"
• "Which characteristics of this product are "must haves" for you, and which are optional?"
• "The changes we've dis-cussed would result in an increase in profits. What would you do with that increase in available funding?"
• "What alternatives to this problem have you considered?"

- "You have told me that your company has allocated $_____ for this product. How was that amount determined?"

Show your customers your solution will help solve these problems. Get them to define value based on their specific needs, and it will be much easier to justify your solution as a smarter investment over lower-priced alternatives. Once you know your prospects' needs,inside out and outside,you'll be able to present your services and solutions as a great value at any price.

Paul can be reached at 302-478-4443 or e-mailed at cherrv@pbresulls.com.

Dr. Iacono...
continued from page 1

he met. Many of his patients unable to pay for his services were pro bono. He was a caring and well-regarded surgeon who graduated from U.S.C. Medical School and did extensive research and surgeries on patients with Parkinson's disease.

He will be extremely missed by those who knew him. Our condolences to his wife, Grace, and their two children.

John H. Haggerty
President

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2008 "Book of Lists" | Plant Leasing Auto Dealers | Business Brokerage Firms

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| 4/1/10 Top 5 Banks | 4/1/10 Top 5 Brokers |
Palm Springs is no longer a place as a beacon to the growing aging Queen's of the silver screen in spite of the influx of octogenarian snowbirds each winter. Actuarians, commonly known as bean counters, have crunched their numbers, and big bucks hotel moguls are lining up to give a new face lift to downtown Palm Springs. Most recently Indian gambling, under the guise of a “World Class Spa,” rejuvenated the downtown area. Now the town’s city council has given the “thumbs-up” for a Hard Rock Convention to open in the “urban resort” destination.

Hard Rock International has entered into a management contract with the Nexus Companies of Santa Ana for the development of a condominium-hotel. The Hard Rock Hotel Palm Springs, a luxury property to be located in the heart of downtown, symbolizes continued efforts by community spokespersons to infuse new excitement and energy into downtown Palm Springs. It also reflects Hard Rock’s strategy to accelerate the expansion of the brand into hotels and casinos in the U.S. and worldwide.

Hard Rock’s operation will offer its owners and guests the ultimate rock star experience with a unique rock vibe. The property will consist of 450 opulently luxurious residences with a sophisticated style and design inspired by Palm Springs’ pro-found architecture and scenic mountain backdrop. The property will feature an array of first-class resort amenities, including a 20,000-square-foot Rock Spa revitalization center, signature restaurants and bars -- developed with sophisticated nightlife partners -- and a dramatic destination pool presenting the exact evolution in the Hard Rock vibe. The $145 million condotel will be built on a 5.7-acre tract across from the city convention center. The city chose Hard Rock over a luxury hotel from Starwood--- and the plan is even approved by many geese, obviously a tough vote to earn in Palm Springs as the City Fathers. “I think we need to get some young blood in here,” said Palm Springs’ resident Carolyn Frink, 79, told the The Desert Sun. “They’re the ones who have the money and the energy to enjoy the money.”

Although many slow growth and no growth advocates are against what they call runaway growth, without properly developed infrastructures in their point of view. Even though traffic entering Palm Springs, and trying to egress the city, have been cut by one section avenues, traffic during the “season” rivals the worse Los Angeles-Beverly Hills traffic. Some no growth aficionados say that the small hotel and older hotel and motel owners are being driven out of the P.S. market place. Ed Torres, president of Palm Springs Economic Development Corporation (PSEDC), said, “We know that some smaller hotels no longer exist, the blame for this lies primarily at the doomsday of developers of new hotel proj­ects alone. Owners or operators of smaller hotels are motivated by a variety of market-related forces when they decide to cease operation or sell their properties.”

Or have you ever dreamed of getting some help withyour bills, just imagine: Every time you leave your house for a night or more, someone else would stay there, clean up after them­selves, tree the laundry, and have also had a swimming pool, fitness center, restaurants and maybe even a spalight in your building. What a life! Perhaps the simplest of the above-mentioned working visas is the TN. A citizen of Canada or Mexico can be admitted to the United States under this visa category in accordance with the North American Free Trade Agreement (NAFTA), to engage in business activities at a professional level. TN status is available for over 60 listed professions, such as an accountant, engineer, and pharmac­ist to name a few. Anyone seeking this status must prove not only the required citizenship, but also the relevant degree or experience, depending on the particular field. A TN is only valid for one year increments, renewable for up to 10 years and can be employed in a field related to their major. Students also have the option of changing their status to another working visa category while in valid status.

H-1B: The H-2B working visa is available to companies with short-term or sporadic need for skills in short supply in the U.S. There is an annual quota of 66,000 for this type of temporary work visa. As with H-1Bs, there are backlogs for H-2B visas so proper planning is essential.

Mr. Wexler is the partner and Ms. Rangan is an associate with Fragomen, Del Rey, Bernsen & Loewy, LLP. The world’s largest immigration firm that practices exclusively in the immigration field. They are residents in the firm’s Irvine, CA office which services the Inland Empire. Mr. Wexler can be contacted at 949-660-3531 or mwexler@fragomen.com.
If you’re one of the many business professionals today trabajar currently doing more in less time, you know that delegation is a must. Unfortunately, the majority of business people reveal that they dislike delegating. Either they believe the delegated task will “fall through the cracks” and never get done, or that it will get done, but not to their liking. As such, they refuse to delegate anything to anyone unless it is absolutely necessary, and even then they often opt to work longer hours rather than turn the task over to someone else.

Realize, though, that not delegating causes more stress to you and leads others to believe that you don’t trust them or don’t want them to take on new responsibilities. That’s when people view you as a “control freak” who refuses to let anything go.

The good news is that effective delegation follows a simple process that anyone can learn. And whether you’re a manager overwhelmed with deadlines and meetings or a business owner trying to stay on time with multiple projects and travel schedules, the following five tips will enable you to delegate effectively and be more productive.

1. Be committed to the full delegation cycle.

Proper delegation is actually a cycle. Think of it like the links of a cycle. Think of it like the links of a cycle. The top of the link inter

twines and comes away from the link above it. This represents the link to you from some other source, such as a supervisor or customer. The link then circles around and interacts with the links next to it and below it. One side of the interaction represents you delegating portions of the assignment to others. The other side of the interaction represents you following up to get a report from the people you delegated to. Finally, the link completes the cycle and returns to its point of origin. This represents you forwarding the report, decision, or task to the source that originally gave you the task.

Be sure to complete all four points of interaction with every assignment. If you neglect any of these four points, the link is broken and the chain loses its strength. That’s when the delegation process fails.

2. Delegate in writing.

Often the delegation process breaks down because the person being delegated to is unclear on the details of the assignment. And rather than ask you for clarification (and possibly appear incompetent) the person sits on the assignment hoping you’ll give some additional clues about what you really want. That’s why you need to put every delegated task in writing:

- Provide a clearly defined task.
- Include all pertinent details about the task and the person being delegated to. Be clear and specific.
- Provide a timeline and any deadlines.
- Include any additional instructions or guidance.
- Keep a record of the conversation and any decisions made.

When team members report back on time, make a big deal about it. Thank them for completing the assignment and congratulate them for reporting back within the time frame outlined. Likewise, when they fail to report back on time, make an even bigger deal about it. Even if they completed the task but didn’t report back on time, give them a gentle reminder to stay on track.

3. Train your team members to report back on time.

In your written instructions, be sure to tell people when you want them to report back to you, every week or whatever is best for you. Place a note in your reminder system to follow up with a team member if you have not received the report, update, or feedback as requested. So if you give the team member the deadline of Friday at 2 p.m., and they don’t report back, you enter a note in your reminder system to follow up with the person on Monday. If they still don’t report back, you enter another note to follow up on their progress update.

4. Use a reminder system to ensure proper follow up.

Never delegate an assignment and completely leave it up to the other person to make it get done. Just as the person you delegate to needs to be accountable for reporting in, you need to be accountable for following up.

Your reminder system can be your daily planner, a tickler file system, or any other system that works for you. Place a note in your reminder system to follow up with a team member if you have not received the report, update, or feedback as requested. So if you give the team member the deadline of Friday at 2 p.m., and they don’t report back, you enter a note in your reminder system to follow up with the person on Monday. If they still don’t report back, you enter another note to follow up on their progress update.

5. Finally, reinforce the importance of delegation.

As part of your performance review, ask the person who is being delegated to if they understand the task and have all the resources they need to complete it. Ask them if they have any concerns or questions. If they dislike delegating, either they don’t understand the task or there’s something else going on. As such, they refuse to delegate and instead of saying, “Finish this by Wednesday,” say, “Please provide me a status update by noon on Wednesday.” Being specific will get the task completed on time.

Human Identification Technologies Inc. (HIT), the nation’s leading private forensic casework DNA testing and consulting laboratory, has achieved recognition as the first ASCLD/LAB-International accredited DNA laboratory in the state of California. This is a significant achievement for the progressive laboratory that was founded by former government forensic laboratory criminalists, President Blaine Kern and laboratory Director Mehul Anjaria, in order to assist with the overwhelming backlog of DNA cases in the nation’s justice system. "Currently, HIT is the only ASCLD/LAB-International accredited DNA laboratory in the nation offering a standard 10-20 business day turnaround time on criminal forensic DNA casework," stated Kern. "It is also important for the legal community to understand that from this day forward all of the DNA profiles generated by our laboratory will be eligible for entry into the Combined DNA Index System (CODIS)." The overwhelming majority of the 300-plus forensic laboratories accredited by the American Society of Crime Laboratory Directors, Laboratory Accreditation Board (ASCLD/LAB) are accredited under their ‘Legacy’ program and will be required to upgrade to ASCLD/LAB-International accreditation status. "By attaining this level of accreditation we are making rapid progress toward our goal of positioning HIT to be the DNA blueprint for the future of forensic DNA laboratories worldwide." The preparation for the accreditation began in early 2005 with hundreds of hours of initial planning for construction of the HIT facility, validation of the laboratory, and design of the laboratory. "Our system started out as a dream," said Kern. "From the start, we realized the commitment was going to be huge, but our passion to create a unique laboratory designed exclusively for criminal forensic DNA casework kept us motivated." The laboratory operations of Human Identification Technologies, Inc. are of the highest level of being directed by Anjaria, who has been trained to construction specifications and laboratory standards and has several big hotel names that have gotten into the act. Brand loyalty has always been important in the hospitality industry, and the condotell trend has rave siiotels and hotels have turned loyal guests into loyal residents. Hotel brands like Hilton, Marriott and Ritz-Carlton have all entered the condotel market.

In addition to leisure travelers, Hard Rock Hotel Palm Springs will provide teleconferencing levels of customer service for business and convention travelers through state-of-the-art business centers and meeting space. With 40,000 square feet of planned meeting facilities, the hotel will provide interactive new options for corporate travelers and meeting planners who demand the most up-to-date technology set within flexible spaces. There is one thing for sure, “Book a room at a condotel — it will probably ring true in this development and city growth scenario.”
Free, fine concerts believe it!
Sigmund Stern Grove, is a beautiful 33-acre park with a natural amphitheater, picnic areas, meadows, a lake and hiking trails and is located at 19th Avenue and Stout Boulevard in San Francisco. This is truly San Francisco’s best-kept secret to visitors. All the first-rate concerts are free! Everything from the San Francisco Symphony, Opera and Ballet with the Preservation Hall Jazz Band, partly round out some of the programs offered this season. Bring a picnic lunch and blanket, (for sitting)—but do come early since shows start at 2 p.m. (get there around noon to get a good spot). Entry is closed when amphitheater is filled. A delightful afternoon is in store. Idyllic hiking trails, picnic areas and meadows and take areas are open to the public year-round.

For information and the season’s schedule call 415/252-6252 — Web site: www.sterngrove.org

An intimate, reasonable restaurant.

Looking for an intimate, romantic spot with a Parisian flair that serves French comfort food? Hop over to the Russian Hill area (you can even take a cable car; they pass by the restaurant on a regular schedule). Here you will find the Hyde Street Bistro—a charming, little restaurant (seats 49), in an unlikely residential area.

The amiable staff will immediately make you feel like you just arrived home; hungry and ready for a good meal. And that is exactly what you will get. A complimentary delicious goat cheese appetizer materialized as we sat down, menus and suggestions were offered and we were off to a gastronomic ecstasy.

Appetizers were light and delicious, salads were fresh and crisp, then the main course was served. Deserts your any one don’t want to hear about are available. Hazelnut Port de Creme was my happy choice. A fine wine list complements all courses.

This is a place to relax and savor. Ties, jackets and stuffed wallets are not required.

The Hyde Street Bistro is at 1531 Hyde Street in the Russian Hill area San Francisco. Reservations are recommended, call 415/252-4415

The boutique hotels

Another one of the best-kept secrets in San Francisco is the Chandelier Hotel, which sits on Union Square since 1914. Family-owned and operated since 1920, it prides itself with relaxed, personalized service. It has an Edwardian exterior and 137 redecorated rooms—a true find. Rates go from $100 (AAA) to $17900 double. Located at 433 Powell Street, San Francisco. Call 1-800-428-4748 for reservations.

The Grosvenor Suites is another gem sitting atop Nob Hill with spectacular views of the city and bay. It is located just a stone ‘s throw from Union Square, China Town and a cable car ride to Fisherman’s Wharf and Pier 39. The newly renovated suites include a stove and refrigerator. Daily complimentary continental breakfasts are offered. Availability rates start at $109.00 to $259.00. Ask for an AAA discount. Located at 899 Pine Street, San Francisco. Call 1-800-999-9018 for reservations.

Refresh with afternoon tea

The famous Nob Hill Restaurant at The Mark Hopkins is where delightful afternoon tea is served Monday through Friday 10:30 a.m. to 2:30 p.m. Delicate sandwiches, with Devonshire cream and jam complement the scones and crumpets (with delicate pastries that follow). All these delicacies are graciously served by attentive waitpersons that offer you a choice of special tea. A most agreeable experience for around $24 per person. Call 415/990-3434 for reservations for afternoon tea at the Mark Hopkins at 999 California Street in San Francisco.

Top theatre and entertainment is always available in San Francisco—check with your concierge.

Enjoy and savor the San Francisco experience, and you will be rejuvenated.

Camille Boudas is the arts, food and wine editor for the Island Empire Business Journal and Sunrise Publications.
Maggiano’s serves huge (no, not huge, but rather massive) Southern Italian dishes made to please the masses. The restaurant is very large and seats over 400, yet on the afternoon that my wife and I arrived at 5 p.m., we witnessed every seat being occupied by 5:20 p.m. The bar area in addition was filled by 5:45 p.m. If, however, you are in a real hurry, try the “corner bakery.” It is a restaurant within the restaurant and has a limited limited menu. Background music plays Frank Sinatra, Dean Martin, and other well-known Italian singers. The restaurant has a great warm feeling.

Maggiano’s has an enticing menu full of old and new world Southern Italian recipes, popular house specialties, irresistible desserts, and a selection of wines is yours for the choosing. The food is carefully made from scratch each day and the unique and welcoming environment purposely combines great service and a distinct ambiance culminating in a place you’ll want to return to again and again.

Family-style service or individual entrees are available… whichever you choose, you’ll have plenty to share and to take home.

The family-style menu is served daily for four or more persons and is price fixed at $25 per person. A four-person offering (and remember the portions are massive) includes your choice of two appetizers, two salads, two pastas, two entrees and two desserts. The lasagna is huge and wonderful. I had enough leftovers for dinner for the next two days. I have listed below just a few items from the menu for your perusal.

Some items offered on the menu are: For appetizers: Baked Shrimp Oreganata (marinated shrimp, baked with garlic, butter, roasted tomatoes, and basil, served with a white wine sauce); Bombalina Platter (an assortment of appetizers including, mushrooms, crispy zucchini (fritte), brushetta, crispy onions and spinach artichoke);

Four Cheese Ravioli (homemade ravioli stuffed with ricotta cheese, cream cheese, mozzarella, and provolone filling sprinkled with house cheese, then browned in the oven and served in pesto-alfredo cream sauce with a touch of marinara);

Family-style service or individual entrees are available… whichever you choose, you’ll have plenty to share and to take home.

Our buildings are measured by more than square feet.

Salads: Caesar Salad and Chopped Salad

Pastas: Linguine and Clams with White Clam Sauce. Steaks, Veals and Chops: Italian Port Roast. Bakery Specialties: Mom’s Lasagna. Little Italy Favorites: Chicken Cacciatore (I claim this “Best of the best.”)

They’re measured by our relationships with our customers and communities.

We do much more than build and manage exceptional buildings.

We maintain excellent relationships with our customers.

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Over 200 years of building excellence.
Opinion:
National Federation of Independent Business

Merging of Health-care Bills Tightens Noose Around Necks of Small Businesses

The merging of two major health-care bills into one piece of legislation, which was announced by the White House last week, has drawn the attention of the small business community. The new legislation, which was expected to pass in the Senate last week, has drawn the attention of small business owners who fear that it will make health care less affordable for them.

The legislation, Assembly Bill 8, calls on businesses to forgo a new tax law to protect small businesses from the impending increase in health care costs. If passed, the bill would allow for a tax cut that would lower the cost of health care for small businesses.

The National Federation of Independent Business (NFIB) has been vocal in its support of the legislation, which it believes will help to ensure the viability of small businesses in the U.S. The organization has worked closely with members of Congress to ensure that the legislation is passed into law.

The NFIB believes that the legislation is necessary to protect small businesses from the impending increase in health care costs. The organization has made several proposals to the House and Senate in an effort to ensure that the legislation is passed into law.

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The legislation, which is expected to pass in the Senate last week, has been praised by small business owners who believe that it will help to ensure the viability of small businesses in the U.S.

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Certified Public Accountant Firms

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REAL ESTATE NOTES... continued from page 19

buildings situated on eight acres of land at Rancho Christian Stores LLC leased 11,800 sq. ft. of retail space at Bel Villa Village, located at 41257 Margarita Rd., on a 10-year, $2.24 million ($1.53)(div) deal. Bercan Christian Stores is a national chain of Christian bookstores based in Cincinnati. Located primarily in the mid-west, California and Arizona, Bercan offers Christian books, Bibles, music, gifts, home decor, jewelry, cards, apparel, church supplies and curriculum. Other tenants in the Bel Villa Village Shopping Center include Shogun Restaurant, Harry’s Pacific Grill, Ogi’s Pizza, Macaroni Grill, USA Federal Credit Union, The Little Gym and Tangerine. Brad Jones and Lauren Truesdell of CB Richard Ellis represented the property owner, WGA Bel Villa Village III, Edward Kim of Coldwell Banker Commercial and Bercan Christian Stores......

in Moreno Valley, a Southern California partnership paid $2.72 million for a 2,500-sq. ft. ($1.088sf) single-tenant Wendy’s restaurant located on a 34,000-sq. ft. lot at 12410 Day St. The property was leased back to the tenant under a new 20-year NNN lease that commenced at the close of escrow. Kevin Boege and Don Emans of Marcus & Millichap negotiated the sale for Robert Davis of Griffin & Ellis represented the buyer.

This column provides a review of the latest commercial real estate activity throughout the Inland Empire. It is produced in a joint media effort between the Inland Empire Business Journal and Ryanco, a leading internet real estate news site that has been covering the industry in California for many years. For more commercial real estate information from around California, go to www.ryanco.com.

The Troubleshooting Cycle

If you want to free up some of your time so you can focus on your core duties or income producing activities, you need to delegate effectively. So examine those tasks that are repetitive in nature and decide which ones someone else can do. Then delegate effectively by making sure your task people to report on time, doing proper follow up, and finally completing the cycle and reporting your results. Taking the time to get the delegation process right will free up your time, reduce the overall burden and increase productivity, all of which reduces work-related stress.

To contact Chris Yoon, visit www.OrganizeEnterprise.com or call 801-756-3582.
The Secret to Setting and Achieving Your Goals

By Linda Nacci

Melissa was a stellar agent in a small real estate agency. After years of being the top carner in her company, she moved to one of the largest real estate firms in the country. Melissa felt like she was moving up in the world and had high expectations to achieve even more in her new job. Unfortunately, after a few months of lackluster sales, Melissa felt like she was living up to it. She couldn’t understand why - she was doing the same kind of prospecting, honing her closing skills and working longer hours. But she didn’t know exactly what her objective was. Melissa was missing a goal. She was trying to achieve a vague dream, without a map or action plan to reach it.

There’s no big secret to achieving what you want out of life. The way to make your goals a reality is by empowering yourself with intellectual, emotional and practical tools, and converting them into habits. Here are the seven tools you need to achieve your professional or personal goals:

1. Define your dream

Many of us dream about getting a promotion, earning more money or changing careers. Have you ever asked yourself why it is that once you have the promotion, the additional spending money or the new job, why you still aren’t happy? The reason is probably because you haven’t defined what your dream really is. It might not be the promotion, but just recognition for a job well done; nor the extra cash but the means to surround your family with comfort; and changing careers, could be because you think that a new career will give you the excitement and enthusiasm you have lost.

It’s not until you know what your dream truly is that you will be able to do the work necessary to achieve it and receive the satisfaction and rewards you deserve. Now, without censoring yourself, say out loud: “My dream is...”

2. Convert your dream into a goal

The difference between a dream and a goal is a written date. Writing down a specific goal and a date forces us to do things we might never have done. It permits us to measure our progress and keeps us focused on reaching that dream.

Get a pen and paper and write down your specific dream or goal, along with the date when you are going to achieve it. If you won’t commit to paper and pen, you won’t be able to commit to the reality of accomplishing the task when faced with challenges. Write it down in your calendar or PDA so that you can keep track of your progress and make the efforts necessary to reach it.

3. Write your goal on post-it notes and put them everywhere

Each morning and evening before you go to sleep, read your goal. Envision yourself as that successful person. Feel the luxury of that new car. Smell the ocean from your dream vacation. See yourself sitting at the desk of your own company. Make that goal yours in your mind. When you write down your goal, it means that it is specific and motivates you.

For example: “On April 30, 2008, I, Henry Smith, have been promoted to the sales manager. I am in charge of a productive sales team, where each member is respectful, confident and free to be himself.”

4. Make a list of your assets and resources

An asset could encompass your education, experience, or personal qualities. It could include the people you know, your bank account, your personal appearance and even your car. If you have a hard time coming up with your assets, ask your friends, colleagues and family about your good qualities.

In Henry’s pursuit for a promotion to regional sales manager, he might say he is hardworking, determined, honest, organized and intelligent. He also has a good sense of humor and likes people. All of these qualities would be good for a manager.

Your resources, such as the people you know, your education and experience can help you achieve your goal. Henry knows that his neighbor Sam works in the same industry. He’s talked to him about sports, but has never brought up talk about their industry or asked how Sam got to his position as vice president. Perhaps Sam would be willing to help, or knows someone who could.

Your education is another resource—does your school have an alumni association or networking events that you could attend? Do you need additional education to make your goal a reality?

5. Write down the obstacles

The moment you set a goal, you and others will find a million reasons why you can’t or shouldn’t go after it. Contrary to a popular book, you will not attract obstacles or the naysayers, just because you are aware of them. In fact, the purpose of preempting barriers will facilitate your recognizing them when they occur and not use them as excuses to desist.

For example, an obstacle list could include:

- "I am afraid of failure."
- "I am too old for the job and no one will promote me."
- "I am too busy with my home life to put the time into getting promoted."
- "I am not experienced enough to lead a large staff."
- "It is obvious that Henry wants something but is sabotage himself with negative self-talk. Before he begins his action plan, Henry needs to work on his belief system and find out where it comes from.

continued on page 35
Sales Acceleration: The 80/20 Rule Divided by Two

By Dan Caughlin

Imagine you’re an NFL head coach and you have one week to prepare for a playoff game. You don’t have time to focus on watching and evaluating the opponent’s development or installing a new offensive or defensive system. You can do that during training camp, but not the week of the playoffs.

You do have time to study a lot of film and identify the other team’s greatest strengths, develop a plan to remove that strength, and force the other team to do something else—another way to beat you. You also have time to identify the other team’s greatest weaknesses and determine how you will exploit it. You can then focus all of your practice time on these two items. Notice: intense focus on two areas.

The Reality of Sales Performance Demands

Imagine you have to dramatically ramp up sales in the next 45 days. You don’t have time to analyze the market trends, study your competition’s latest offerings, or your entire database. You have to win right now. What do you do?

It’s Time for Sales Acceleration

First, write down the three easiest sales you could make in the next 45 days. What’s getting your energy into closing those sales. These are “pay the overhead” sales. What’s getting your energy into closing those sales. These are “pay the overhead” sales. What’s getting your energy into closing those sales. These are “pay the overhead” sales. What’s getting your energy into closing those sales. These are “pay the overhead” sales. What’s getting your energy into closing those sales. These are “pay the overhead” sales. What’s getting your energy into closing those sales. These are “pay the overhead” sales. What’s getting your energy into closing those sales. These are “pay the overhead” sales. What’s getting your energy into closing those sales. These are “pay the overhead” sales.

Second, write down the two most important prospects you can think of. Identify two buyers who could significantly raise your sales for the short-term and the long-term. Admittedly, these two people will require a lot of attention and sustained focused effort to gain their business, but if you get either one of them, you will be dramatically better off.

Sales Increases Require Activity Decreases

Ever heard the saying about “throw a lot of stuff against the wall and see what sticks?” I want you to throw that saying out the window. You need sales now, not in six months. You need to win this game. For the next 45 days, limit your efforts to the three lowest-hanging pieces of sales fruit available and the two high payoff possibilities. Essentially, I’m preaching the power of the 80/20 Rule Divided By Two. Put the vast majority of your energy into your two most promising prospects and a few very few prospects at the top and bottom of your prospect list.

Close some deals

It’s good for your self-confidence, good for your momentum, and good for your boss, your spouse, your children, and your sleep. Grab the lowest hanging fruit. Even the most patient fisherman needs to catch a few small fish to keep his head in the game in order to catch the really big fish.

And then aspire big

Who’s the great prospect you want as a customer more than anyone else? Who’s that prospect that prospect want or need to achieve that you can help him or her to achieve? How can you help this prospect? How can you explain the value you can offer to this person? How can you prove to this person that you can add that value? Can your references, your testimonials, and your proven track record in order so the prospect can see it when they ask? Create a plan for getting 25 minutes with that prospect. Stay calm. This is your off-playoff. You need to win this game. This isn’t of 50 people you’re going to call on today. This is the one. You won’t have a second chance to make an impression at this moment. Stay focused.

Then only of this person’s best interest. Don’t think about yourself, your spouse, your mortgage, your car, your kids, or your vacations. Just focus on improving this customer’s desired outcomes.

Patient care. The sale doesn’t have to happen at this moment, just within the next 45 days.

Recall Your Past Victories

When the NFL playoff game begins, it’s interesting to see how often players who were successful in the past are successful again, and players who chucked in the past choke again. Why does that happen? When you listen to their quotes after the game, you hear the winners say they were focused on past wins and the losers say they were focused on past losses.

Grab your mental state and hold firmly on to. Focus on the times you were successful in the past. Review the obstacles you faced, how you persevered through those obstacles, how you felt when you won, and the lessons you learned. Now apply that exact same mindset to the next 45 days. Focus only on winning and on doing what it takes to win.

Advanced Course on Adjustments

Not even the most scripted coach in NFL history sticks to a plan blindly. If the lowest hanging fruit is glued to the tree, then you have to use a different piece. If your highest desired customers start the meeting by not showing up, focus on trying to get a more flexible and flexible mobile. Accelerating selling is an art, not a science. You need to make the call as to when to shift your focus from high priority customer A to high priority customer B. That doesn’t mean you have to suddenly start chasing every prospect from A-Z. Go high and go low. That is, if you have to step over five feet to get to a better prospect, then do that. But don’t run 50 miles to chase down prospect after prospect. That’s exhausting with no payoff in the short term.

Why the book's first appearance on the list. **

Many Americans hold the belief that federal government’s interference over the years has been beneficial. That belief is responsible for much of the economic problems and loss of our individual liberties. In many ways these beliefs cut across our commonly held labels and delineations. We are all one. It’s surprising to find that many in both political-cultural camps don’t recognize that they agree on a wide range of issues.

One point of agreement is the role of government in international business of film and television. American conservatives and liberals, for example, have agreed that the U.S. government’s facilitating the outsourcing of manufacturing was folly at best. They view international agreements such as the North American Free Trade Agreement (NAFTA) as akin to reasons. The author, Dr. Richard H.K. Victor, teaches at the Harvard Business School, sees the world and its economic issues in far less simplistic terms. In his view, if there were no government international business policy, companies would insist that the government create one. In a broad sense this was one of the reasons for the creation of our Constitution, and in a narrow sense this is the reason why business insisted that government develop policies which trade agreements, like NAFTA, rest.

Victor explains the situation this way: “Every country has an interest in economic development. It may be explicit—cruelly formulated and discussed as such by senior government officials. Or it may be entirely implicit—a loose collection of goals and policies that trade efforts in the absence of the fact. A mismatch between strategy and structure—or worse, with failing institutions—inevitably leads to slow growth or no growth at all. The strategy and structure must fit each country’s context— the national economic system and the specific cultural current industry. In business, context would be analogous to the market share. A colonial legacy in India, for example, explains part of the country’s post-1947 political choices and it’s effectiveness to the legal importance of English language and democratic government. A similar legacy in South Africa, however, underlay the apartheid system that prevailed for too many decades.”

Dr. Victor goes on to note that countries practice investment economic strategies with the support and guidance of its most important industries and businesses within those industries. The result is the creation of “macroeconomic tools” including monetary policy (the supply of available capital), trade policy (tariffs and import quotas), and, less successfully, income policies (direct control over wages and prices). An additional tool available to government (and either supported or opposed by business) is the encouragement of direct investment by foreign corporations or banks. It’s only been a recent development that countries such as Mexico and India followed the lead of China, Japan, and Singapore, lowering the barriers to outside investment. It is the reason that each of America’s economic competitors (or most valued suppliers, in the cases of China and Saudi Arabia), is analyzed and evaluated in terms of their strengths and weaknesses. The results of this analysis point the way toward interesting
times for American and the entire planet. The global economy, according to Dr. Victor, is only the first element of what lies ahead for us. For after that, the ancient Chinese proverb (actually a curse) comes to mind: “May you live in interesting times.”

“The Country’s Compete” is not an easy read, but it is an essential one for those who want to understand the direction the world is taking and what it will mean to their own businesses or careers. The scenarios aren’t grim, though they do demand careful thought.

The author presents the options that lie before us.

— 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.A.


2. "The Long Tail: Why the Future of Business Is Selling Less of More," by Chris Anderson (Hyperion...$24.95) (2)


5. "The 7 Habits of Highly Effective People," by Stephen R. Covey (Signet...$14.95) (5)

6. "The 80/20 Rule Divided By Two: How to Dramatically Ramp Up Sales in the Next 45 Days," by Dan Caughlin (Harvard Business School Press...$22.00) (6)

7. "Sales Acceleration: The 80/20 Rule Divided by Two" by Dan Caughlin (Business Journal Press...$19.95) (7)


9. "The Free Dysfunctions of a Team: A Leadership Fable," by Patrick M. Lencioni (John Wiley & Sons...$22.95) (9)


Common problems that prevent teams from working together.

How Full Is Your Bucket? Positive Strategies for Work and Life. The author presents the options that lie before us.

— Henry Holtzman

"Bestselling Business Books" book list...

— Book previously on the list.

** Indicates a book's previous position on the list.

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*Indicates a book's first appearance on the list.

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** Indicates a book's previous position on the list.

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Book previously on the list.

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Sales guru offers answers to sales questions.

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*Indicates a book's previous position on the list.

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** Indicates a book's first appearance on the list.

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Book previously on the list.

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Sales guru offers answers to sales questions.
Achieving goals...continued from page 28.

6. Write down why you want this goal.

Do you deserve to be happy and have what you want? What are you willing to sacrifice to achieve it? Do you want this more than anything else and are you willing to face anything to achieve it? If your "why" isn't strong enough, you will not achieve your goal and will be able to blame the perceived obstacles.

You should look for something like this: "I want to become regional vice president because I want to be proud of my accomplishments. I want my family and friends to feel happy about my achievements. I want to do more for myself and by accomplishing this goal, I can provide them with the lifestyle they deserve."

7. Write your action plan

A book is read from the first page to the last, but goals are set from the end and work up to the beginning. Where do you want to be in 20 years? 10, three, one year, a month from now?

Most of us spend our time on putting out fires, helping others and dealing with life's daily activities, many of which have nothing to do with our dreams. From now on, I want you to focus, focus, focus. Everything you do should lead you to achieving your goal. Notice how you spend your money and what percent goes towards achieving that goal.

Now you know what your goal really is. You have written down the exact date and possess a strong action plan. Who do you have to call? What do you have to read? What do you have to buy? Who do you have to be? So that you can take back your power?

It's not a matter of secret - you are already that person... it's just a matter of time!

For further information, visit Linda Naig at www.lindaif.com or call 919-233-2071.

80/20...continued from page 30

Sales Hall of Fame

Question: Which players and coaches get into the NFL's Hall of Fame?

Answer: The ones who win during the playoffs.

Stop listing every possible prospect and creating profiles on each of them. Go high and go low. Find the greatest opportunity for sales success and forget the greatest opportunities for success. And go after those sales.

Take the stuff in the middle and for the mediocre performers. You're going to go high and hard and fast and win the game right in front of you.

To reach Dan, e-mail dantanglough@compuserve.com, or visit www.businessacceleration.com.

Having trouble keeping your website up-to-date? Does it take forever to get your website updated? Is your web staff overworked?

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909-920-5134 x27
save the date
August 11, 2007
5:30-10:00pm

Starting June 4th Children’s Fund will be selling tickets for an evening of dinner, music & dancing under the stars at the Annual Haitian Family Foundation Concerts Under the Stars Fundraiser
For Information Call (909) 387-4949

RESTAURANT CLOSURES

San Bernardino County
(within the last two months)

BARSTOW
GALLARDO’S
1231 E. Main St.
Date Closed: May 23, 2007
Reason for Closure: Sewage contamination; unsafe food temperatures
Date Reopened: May 24, 2007
Comments: On 5/23/2007 the plumber snaked a clogged sewage line to reopen it. The refrigeration repairman came to repair the cook’s prep refrigerator.

ZACATECAS
2250 W. Main St.
Date Closed: May 24, 2007
Reason for Closure: Failed to score at least 80 on a re-score for a “C” grade

HIGHLAND
PANDA STAR
3694 E. Highland Ave.
Date Closed: May 24, 2007
Reason for Closure: Cockroach infestation

VIET HUNG SEAFOOD MARKET
25374 Baseline St.
Date Closed: May 8, 2007
Reason for Closure: Failed to score at least 80

SAN BERNARDINO
CHINA PALACE RESTAURANT
2035 E. Highland Ave., Unit C & D
Date Closed: June 1, 2007
Reason for Closure: Lack of hot water
Date Reopened: May 3, 2007
Comments: Hot water restored

MONTCLAIR
DULCES DELIGHTS
5178 Montclair Plaza Lane
Date Closed: May 4, 2007
Reason for Closure: Verrin infestation; unsanitary conditions; other unsafe conditions
Date Reopened: May 5, 2007
Comments: Food from unapproved source disposed of

VICTORVILLE
EL CHARRO
14464 Atwater
Date Closed: May 2, 2007
Reason for Closure: Lack of hot water
Date Reopened: May 3, 2007
Comments: Hot water restored

SBA Lenders Serving the Inland Empire
continued on page 37
Market Update: Marcus & Millichap
Buyers Flocking to Inland Empire
Single-Tenant Assets

The Inland Empire retail market will continue to benefit from some of the strongest demand drivers in the country in the coming years, although elevated development activity is expected to push vacancy higher in 2007. Affordable housing along with a growing and increasingly diverse employment base have driven strong migration to the Riverside-San Bernardino metro area in recent years, a trend that is expected to continue. Over the next five years, forecasts call for the addition of more than 160,000 new households, a 13 percent increase. Developers, eager to gain a foothold in this rapidly expanding area, continue to take advantage of affordable land prices to bring new retail space to the market. As a result, vacancy is expected to push higher as tenants transition to newer space. While the vacancy increase will prompt owners to implement concessions, strong tenant demand and continued retail sales growth will lead to hearty asking and effective rent increases this year.

Investors are expected to continue to pursue retail assets in the Inland Empire in the coming quarters, motivated by the metro's forecast population and retail spending growth, along with cap rates that are generally 50 basis points to 100 basis points higher than in other Southern California markets. Competition from new space serves as the primary threat to the investment market, making single-tenant assets with high-quality tenants and long-term leases particularly attractive to prospective buyers. In addition, as the market's population continues to migrate further to the east, buyers may find properties in the Palm Desert submarket that offer considerable upside potential.

While much of the Inland Empire's development consists of new construction, the local government of San Bernardino is very aggressively seeking downtown revitalization, which could present some additional investment opportunities.
What do Tylenol, New Coke, Jack-in-the-Box, Bag Leaf Spinach, Katrina and the World Trade Center have in common? They were all disasters. More specifically, they were all business disasters, and the outcomes of each of these disasters were completely dependent on managing needs and resources.

But what does triage have to do with business? If a business is doing well, absolutely nothing.

However, in a global economy where labor is cheaper for "the big boys" overseas and markets are flooded with less expensive goods, where disgruntled employees or other malcontents take out their frustration on a business directly or its customers, there are few businesses that do not regularly suffer a disaster. The problem is, they don't know how to recognize one when it comes.

The first lesson from the disaster field office is that disaster are the definitions: a disaster is when your needs exceed your resources. It's a simple mathematical equation:

Disaster = Needs > Resources

The simplest definition is that resiliency is the opposite of disaster. It is when your resources exceed your needs or mathematically:

Resilience = Resources > Needs

The second lesson from the disaster field office is every business must have resilience to survive its disasters.

The third lesson from the disaster field office is that there are acceptable losses. Several years ago when New York City suffered its most recent blackout, Arnie, who owned a small convenience store and ice creamery faced a business triage decision. With the power out he had 10 flavors of ice cream in a cabinet that would soon melt. At 5 five gallons per flavor there was less than 50 gallons of ice cream left. This was a small loss, but it would be compounded by the fact that he had over 100 gallons of ice cream in the back. Arnie struck upon an idea, "What if I had a simple definition is that resiliency is the opposite of disaster. It is when your resources exceed your needs or mathematically:

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Disaster = Needs > Resources

A catastrophe is when your needs exceed all your ability to respond. Again, it's a simple mathematical equation:

Catastrophe = Needs > Ability to Respond

Resilience is defined in many ways. One definition is even of a book on the subject, "Mastery Against Adversity" (Disaster Life Support Publishing, 2007). But the
A Northern California Update

By Camille Bounds
Food and Wine Editor

There is always something exciting and intriguing going on in San Francisco. San Francisco is like a great sophisticated mosaic, made up of many pieces of different sparkling entities that blend to create one of the most exciting and beautiful cities in the world. So it is with great pleasure I bring you my update and of special places that should be on all lists when visiting this enticing city.

The jewel in the crown

We start with the main jewel in the crown of this amazing city, the de Young Museum. We give notice to all dictionaries – the new definition for serendipity is the de Young Museum in San Francisco’s Golden Gate Park. Founded in 1895, the de Young Museum has always been a strong thread in the cultural fabric of the city and a “must see” venue for the millions of residents and visitors for over a century. With a major renovation, which closed the museum for a few years, it opened in October 2005 with a state-of-the-art new facility—it combines art, architecture and the natural landscape in one multi-faceted destination. The new de Young creates a landmark art museum that offers a grand eclectic view of the museum’s priceless collection of more than 25,000 works. The de Young is currently featuring “Nan Kemper: American Chic,” a dazzling offering of the style and fashion of Nan Kemper-noted fashion icon, couture connoisseur. This fascinating exhibition runs until Nov. 11, 2007.

The de Young is a not-to-be-missed experience and the best value anywhere. An entrance ticket to the de Young will not only get the visitor into this museum but will extend entrance into the inspiring Legion of Honor with its treasured classics featuring 4,000 years of ancient and European art (with works by El Greco, Rubins, Rembrandt, Seurat, Monet, Degas and Picasso and sculpture by Rodin). Here the beautifully impressive Rodin’s “Thinker” is on view.

For entrance fees and information call (415) 863-3330 or visit deyoungmuseum.org.

The de Young is located in Golden Gate Park on the concourse at the intersection of JFK Drive and Hagiwara Tea Garden Drive in San Francisco. Convenient, reasonable garage parking is available.

The Legion of Honor is in the Lincoln Park Golf Course at 34th Ave. and Clement Street.

Museum Hours: Tuesday-Sunday, 9:30 a.m.-5 p.m. Closed Mondays, Thanksgiving and Christmas Day

The most amazing, scenic view

The most amazing, superb view of the San Francisco area that can’t be matched is at the historical Cliff House. Opened in 1863 as a fine dining establishment on (then) a remote western edge of San Francisco, it overlooks the Pacific Ocean. It burned down and was rebuilt twice. The present structure includes the second Cliff House, which dates from 1909. The Cliff House changed ownership many times and has operated as a fine restaurant for the past 25 years. In 1977 it was acquired by the National Park Service as part of the Golden Gate National Recreation Area. The Cliff house is easily one of the most “must see” attractions in San Francisco. The breathtaking panoramic spectacle, wonderful food and historical background are worth the journey. Perched 100 feet above the ocean, the vista on a clear day extends due west past Arch Rock, to the Farallon Islands, south beyond the sweep of Ocean Beach and north to the round of mainland called Land’s End.

Cliff House
1090 Point Lobos
San Francisco Ca 84212
Phone 415/386-3330

Reservations are recommended
Take a mini cruise with gourmet dining

How about a short romantic cruise? Want to take the family for a fun-filled afternoon around the bay? Just a hop, skip and jump from Pier 39 and Fisherman’s Wharf, the stunning fleet of the Pacific Marine Yachts can be found. These elegant yachts of various sizes accommodate everything from corporate entertaining, special events, weddings and celebrations in grand style. Beautifully main-