Golden Parachutes Galore for Departing UC Prez

by Matier & Ross
San Francisco Chronicle

One thing departing University of California President Robert Dynes won’t have to worry about is money. It turns out that Dynes -- who was nudged out as UC’s top dog after a string of embarrassing stories about the university’s liberal pay and perk packages for top managers -- is in for a few goodbye goodies himself.

Goodie No. 1: A year off with pay

Dynes, 64, says he plans to return to teaching physics -- presumably at UC San Diego, where he used to be a professor and chancellor and where his new wife works as a lawyer.

Under his contract, if Dynes does go back to the classroom, first he will be entitled to a full year’s paid leave to brush up on his studies. UC spokesman Brad Hayward said Dynes plans to take the leave, during which he will be paid his $405,000 president’s salary.

Goodie No. 2:

Now that he has to vacate the UC-provided president’s mansion in Kensington, Dynes -- like all senior administrators -- is eligible for a low-interest home loan to help relocate. Hayward said it’s uncertain whether Dynes will take advantage of the benefit.

Finally, there’s the pension.

When Dynes chooses to retire completely from academic life, his pension will be based on a percentage of the average of his last highest-earning years. That would include his time as president.

Upshot:

Calculations show that if he were to stop working next June, he could either cash out for $1.6 million or get $145,524 a year in retirement pay.

Taken all together, it makes continued on page 3

Industrial Construction Boom Continues

by Kristin Kiena
for Colliers International

Very strong growth in demand for industrial space and a scarcity of vacant industrial land in most of the Los Angeles Basin has continued to fuel a construction boom in the East Inland Empire. Currently underway is 20.2 million square feet and an additional 33.3 million square feet is planned.

Net absorption of space has been very strong in recent quarters, but construction deliveries have been even stronger, and the vacancy rate has climbed to 9.3 percent. Particularly high vacancy rates have emerged in the Moreno Valley (26.2 percent) and Redlands/Loma Linda (22.2 percent) submar-
When Is a Cuban Not a Cuban?

By Joe Lyons

There are almost as many urban legends about Cuban cigars as there are Elvis sightings or Roswell stories. Things have gotten even thicker with the recent reports of Fidel Castro health. A recent issue of Cigar Aficionado dedicated the entire magazine to a report on the politics of our little neighbor—90 miles south of Florida. The pros as well as the cons.

And there are a lot of them. Many people feel that it is foolish to ban trade with a country whose exports are primarily tobacco and sugar, when we have no problem dedicating more than 25 percent of our trade to China, the last of the Communist superpowers. Others, mostly Cuban émigrés, still hold an abiding hate of everything that Castro has done and want nothing to do with his regime.

Personally I have to believe that a spoonful of sugar or a cigar handy compares, in political terms, with a labor-intensive country like China that has access to our technological trade secrets and is not afraid to steal them.

Nonetheless, rumors abound about the legendary Cuban smokes. It is rather like the stories about Coors Beer in the 70s.

One story came from an author who went to court, claiming that the custom’s statement about importation of embargoed tobacco products was excessively vague. (The custom’s statement may be vague but the law behind it stands.)

Another source insists that you can legally get a free Cuban cigar if you buy two legal smokes from roller-skating sales girls around South Beach in Miami.

James Sullivan, Senior Editor of Cigar Aficionado is aware of this story and categorically denies it. He warns that many people are buying seconds and knock-offs with counterfeit bands.

It turns out that many gangs in Florida are counterfeiting brand name cigars because it is cheaper and less dangerous than drugs. Besides law enforcement is reluctant to pursue such criminals because, after all, it’s only cigars.

Then there is the Internet. Canadian mail order companies claim that they are perfectly legal and the cigars are genuine.

Let’s turn here to Rich Perelman, author of the “Perelman’s Pocket Cyclopedia of Cigars.”

According to Perelman, the government office responsible

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tech. conference... continued from page 1

Anderson Graduate School of Management, is president of the Technology Transfer Society and co-editor of The Journal of Technology Transfer, the only academic journal devoted to the managerial and public policy implications of technology transfer.

“University technology transfer is a growing trend involving the transfer of university-based research to industry through licensing agreements, research joint ventures and start-up companies. Incubators and science parks are other important institutions. Academicians, policymakers, and practitioners who are interested in intellectual property, patenting and legal issues, and technology-based economic development will find these sessions of high value,” Siegal said.

“Development of technology strategies is critical to the expansion and growth of research universities, as they lead to income opportunities and, in turn, support continued research,” he said.

The complete program and registration information is now online at palm DesertAcad.com.

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News and Features

Don’t Manage Time, Invest it in People

Time management is a grand idea when dealing with the things in your life—but it misses the mark. In fact, when leading change, the last thing you want to do is manage your time. Instead, invest it in the people with potential to become change leaders themselves. The returns may surprise you ...

The Dirt People of Rialto

People are living in burrows in Rialto. The police are aware of the problem and have tried to solve it by raiding the area. However, the people are returning to this awful situation ...

Watch Those Speed Bumps! Avoiding Common Sales Mistakes

Paul Cherry outlines mistakes salespeople make but also gives tips to overcome them ...

Women Helping Women: How Mentoring Can Help Your Business

Women who have knowledge and experience can show them how to solve it by raiding the area. However, the people are returning to this awful situation ...

The List:

Substance Abuse Programs in the Inland Empire...

Recent efforts to treat substance abuse in the Inland Empire have been recognized for their printing excellence by Certified Printers International at its annual Production Manager conference in Denver.

Printable Resources of Southern California: Upland was recognized for its printing excellence by Certified Printers International at its annual Production Manager conference in Denver.

Printing Excellence: Off Southern California: Upland was selected from among 117 printing companies in North America for a Best of Show in Printing Excellence Award, toner category and first place in Printing Excellence Award, single color category.

They are located on West 9th Street in Upland.....

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Consumer Group Calls Regulator “Complicit” in Illegal Insurer Cancellations

By Jerry Flanagan

A consumer group said California’s HMO regulator has become “complicit” in the high-profile health insurance cancellation scandal citing a 9-month delay in bringing new rules to address the widespread practice that leaves patients uninsured, uninsurable and often buried in medical debt.

In December of 2006 the Foundation for Taxpayers and Consumer Rights (FTCR) petitioned the Department of Managed Health Care (DMHC) for the new regulations. One month later the DMHC responded, granting the petition and agreeing new regulations were necessary. Though the DMHC has held a hearing on the rules and issued a scathing report citing wide-spread illegal activity at the state’s largest insurer, Blue Cross, no draft regulations have appeared.

In the letter FTCR wrote: “It has been nearly a year since your Department indicated that the practice is rampant in California among all insurers but only one other company, Kaiser, has even been fined for illegal cancellations. Reports investigating the practices of other companies have been delayed. ‘Patients cannot afford for you to allow another company’s rescission policy to leave more Californians uninsured, uninsurable and facing unpayable medical bills. The longer your Department delays the draft rules, the more complicit your Department becomes in the illegal behavior.’

“Blue Cross enrollees need you to hold Blue Cross accountable. That accountability is needed.”

REAL ESTATE NOTES

The following are some of the later developments in activities in the Inland Empire:

Omni West Group, Inc.

The new development and property management firm based in Laguna Hills and HC Capital, LLC, have announced that the City of Moreno Valley’s Planning Commission has approved the first phase of a 300,000-sq.-ft. medical office condonominium complex, in Moreno Valley. Called Moreno Medical Campus, the project will include two 40,000-sq.-ft. buildings on five acres of a 10-acre parcel, which runs along Iris Avenue near Oliver Street. The buildings are set aside for additional medical facilities. The project is adjacent to Moreno Valley Community Hospital, which is the project manager for the 125-acre North San Bernardino Business Park, which is located just south of the Interstate 15/215 interchange. The 134,600-sq.-ft. build-to-suit for FedEx is currently under construction. Spec buildings of 673,200 sq. ft. and 370,400 sq. ft. are slated to be built in 2008. The 171,400 sq. ft. building is adjacent to the south side of Ontario International Airport between the UPS and FedEx air cargo hubs. The first building, a 644,900-sq.-ft. distribution center, is under construction.

In San Bernardino, Voit Development Company has started work on phase one of Waterman Business Park, a 500,000-sq.-ft. mixed-used development site situated on 31 acres along Waterman Ave. Phase I of Waterman Business Park is comprised of seven industrial buildings totaling 180,000 sq. ft. of mid-sized buildings ranging in size from 20k sq. ft. to 40k sq. ft. Subsequent phases will include more industrial buildings and office products. Camp, along with Chris Cussen of Voit, is the project manager for this development. The first phase of construction is anticipated for completion in the fall of 2008.

SBA Resource Partners and Lenders Participate in Moreno Valley’s Business Breakthrough

The U.S. Small Business Administration and its resource partners SCORE “Counselors to America’s Small Business,” the Inland Empire Women’s Business Center and the Inland Empire Small Business Development Center will participate in the City of Moreno Valley’s Business Breakthrough, being held on September 22, 2007 from 9:00 a.m. to 1:00 p.m. at the Moreno Valley Conference and Recreation Center, 14075 Freddie Street, in Moreno Valley. Other partners in the event are the Moreno Valley Chamber of Commerce and the Moreno Valley Hispanic Chamber of Commerce.

Business Breakthrough, a business development event, is an opportunity to find out what it takes to start a business or take your business to the next level. Meet one-on-one with lenders, learn about government contracting opportunities, meet with a variety of local business service providers, and receive free on-site business counseling. Informational workshops will also be conducted on the following:

- 9:00 a.m. – Dashboard* or ABC’s of Starting Your Own Business
- 10:00 a.m. – Business Plan or Government Procurement
- 11:00 a.m. – How to Get a Loan/Understanding Financials or Marketing
- 12:00 a.m. – Business Plan or How to Get a Loan/Understanding

The City of Moreno Valley is providing scholarships for up to 20 businesses. Call 951-413-3450 for details.

A variety of SBA lenders will be present including BBVA Bancomer U.S.A., Banco Popular, California Bank and Trust, West Bank, PFW Bank & Trust, So Cal Reinvestment CDFI, U.S. Bank, and Wells Fargo Bank.

Other participants will include Riverside Community College District’s Procurement and Business Development Center, SBA Government Contracting, and booths staffed by business service providers. SBA’s resource partners SCORE “Counselors to America’s Small Business,” the Inland Empire SBDC and the

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Blue Cross...

continued from page 6

ity must include the new regu-
lations. All Californians need you to implement the new regu-
lations in order to bar other
insurers from following Blue
Cross's bad example."

Currently, insurers cancel
coverage due to so-called
"omissions" on a patient's
enrollment application —
induced by the intentionally
vague and misleading ques-
tions on the applications —
regardless of whether patients
intentionally misrepresented
their medical histories. According to a pending
class action lawsuit
against Blue Cross, Blue
Cross resorted to at least 6,000
policies in the last several
years. The survey is damping
evidence that Blue Cross has
put patients at risk of medical
bankruptcy by flagrantly viol-
ating state patient protection
laws and should have cleared
the way for tough new rules
designed to crack down on the
lawbreakers.

It has been nearly a year
since your Department indi-
cated that the practice is ram-
pant in California among all
insurers but only one other
company, Kaiser, has even
been fined for illegal cancella-
tions. Reports investigating the
practices of other companies
have been delayed.

Patients cannot afford for
you to allow another com-
nany's recision policy to leave
more Californians uninsured,
unsure and facing
continued on page 10

September 2007

DUFF & PHELPS/INLAND EMPIRE BUSINESS JOURNAL

THE TAIKERS

Top five, by percentage

Company

Current

Close

Reg. of

Month

Point

% Change

CBV Financial Corp. - 12.07 9.79 2.28 23.3
Hansen Natural Corp. 44.06 40.55 3.51 08.3
Provider Financial Hldg. 20.47 19.26 1.21 06.3
Fleetwood Enterprises Inc. 9.98 9.46 0.52 05.9
American States Water Co. 38.36 36.89 1.47 04.0

THE LOSERS

Top five, by percentage

Company

Current

Close

Reg. of

Month

Point

% Change

Modtech Holdings Inc. 1.27 1.89 -0.62 -32.8
National RV Holdings Inc. 0.99 1.46 -0.47 -32.8
Channel Commercial Corp. 3.64 5.15 -1.51 -29.3
HOT Topic Inc. 8.50 9.00 -0.50 -05.9
Watson Pharmaceuticals Inc. 29.76 30.30 -0.56 -02.2

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

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can be helped. This is the mission of The
Smile Train. We empower local surgeons
to provide this life changing free cleft
surgical care which takes as little as 5 minutes
and costs as little as $250. It gives
desperate children not just a new smile —
but a new life.

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

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Five Most Active Stocks

Stock

Month Volume

Hansen Natural Corp. 32,669,217
Watson Pharmaceuticals Inc. 25,889,450
HOT Topic Inc. 20,619,289
Fleetwood Enterprises Inc. 16,624,609
CBV Financial Corp. 10,768,671
D&P/IEBJ Total Month Volume 124,289,912

Monthly Summary

Advances 7
Declines 6
Unchanged 0
New Highs 3
New Lows 7
Blue Cross... continued from page 8

unpayable medical bills. The longer your Department delays the draft rules, the more complicit your Department becomes in the illegal behavior.

Here is the history of what has happened:

• September 21, 2006 - DMHC fined Blue Cross $200,000 for illegally residing the health insurance policy of one of its members.
• October 18, 2006 - DMHC required Kaiser to reimburse coverage for one patient.
• November 13, 2006 - FTGR petitioned DMHC to promulgate new regulations.

• December 13, 2006 - DMHC responded to FTGR request and states intent to promulgate regulations.
• January 29, 2007 - DMHC held a public hearing in Los Angeles to collect public comments regarding the new regulations.
• March 22, 2007 - DMHC issued support finding Blue Cross violated the law in all 90 cases reviewed and fines the company $1 million.

We appreciate that the Department has identified Blue Cross as a repeat offender --- as evidenced by the recent hearing investigating possible violations of Blue Cross’s merger agreement including up to $6.5 billion in illegal profit transfers. Insurers have been engaging in illegal behavior concerning the merger cannot distract you or the Department from promoting a safe and healthy community health care system in accordance with the new regulations.

Blue Cross enrollees need you to hold Blue Cross accountable. That accountability must include the new regulations. All Californians need you to implement the new regulations in order to bar other insurers from following Blue Cross’s bad example.

Those regulations must:
1. Require independent review by your Department before each rescission is carried out. As required by law, the burden must be on the insurer to seek and receive permission from the Department for each rescission upon a showing of a patient’s willful misrepresentation of his or her health history.
2. Department reviews must have access to all medical records and insurance databases and where necessary include interviews with the patient and his or her doctors.
3. Reaffirm that such reviews shall be carried out with the requisite “willful” standard.

Time management is a grand idea when dealing with the things in your life. It’s all about organizing places in your life. But it’s also about understanding that when you have big events, you may not be able to handle them. It’s not always that you can get things done. As a tool for leading people through change, however, it really works as the team’s biggest asset and helped lead them to a Super Bowl appearance.

Mr. Richardson identified Steve Smith as someone I call a “diamond-in-the-rough.” A leader of untapped potential. Then, he personally invested his time and energy to help Steve unleash his potential. You can do much the same for the uncaptured diamonds in your organization. Here are five tips to help get you started.

1. Hold yourself accountable for people development. Common comfort zones such as crunching numbers and formulating strategy have their place, but both are useless if you don’t have leaders in place to execute. Therefore, hold yourself accountable for the people side of the equation too. Recognize more pressing issues will always come up, so whatever it takes to make finding and developing people a priority. Schedule time for building relationships into your calendar. Make a list or create a spreadsheet to track your progress, so you must set goals for people development and hold yourself accountable.

2. Identify your Steve Smiths, or your “diamond-in-the-rough.” You can’t invest in your future change leaders if you don’t know who they are. They are the diamonds that are obvious. Their talent and ability dazzles and stands out, but others may require energy and effort to unearth. This may be especially true if you work in a large organization where talented people lay undetected.

•Tom Peters’ old technique of management by walking around. Get out of your comfort zone and see what’s going on in other organizations where you don’t know as many people. Talk to at least one new person a day. Take the new guy or woman to lunch. When you visit remote sites, make it a point to meet people relevant to your line of business, then, follow up with those you meet.

3. One thing you find, don’t delegate your “diamond” development. Certainly human resources and your training department have a role in polishing future leaders’ skills and capabilities. But the savviest leaders take personal responsibility for helping people grow. Once you have identified the people you think could be future change leaders for your organization, get personally involved in their development.

Jerry Richardson answered my letter and placed the initial call to me. Jerry Richardson invited Steve Smith to join him on his visit. Jerry Richardson even drove the car himself. He didn’t delegate these duties he owned as his. Poor time management? Perhaps. But, poor management is often the cause of conditions for great change leadership to occur.

4. Polish your gems by asking questions. The best leaders ask questions - lots of them. People will invest much time in answering people running around telling people what to do. In fact, they don’t hire people who have to wait to be dialed up to do. Instead, they unleash talent by presenting problems and asking for ideas versus offering solutions. They understand their job is to lead, not do. They encourage people to think. They encourage people to talk. They remove organizational roadblocks that hold talented back. They ask questions versus bark orders.

5. Explore ideas and build relationships beyond the boundaries of work.

Engage people on a variety of topics beyond your current industry issues.

Refining someone’s leadership often means helping them look beyond the confines of their everyday world for novel solutions and product innovations they can bring back to it. Become emotionally invested too. Spend time getting to know your future leaders and see what matters to them, inside and outside of work. Sometimes engaging in small talk can lead to big insights. You may discover a personal situation that is holding someone down or holding him or her back, such as the illness or loss of a loved one. You may not be able to do anything tangible to help, but simply knowing that you care can be reassuring and provide a boost. If you want people to be there for you when the going gets tough, as it inevitably will when things change, you need to personally invest in them first.

A Final Word

If you’re looking for something fun or interactive like a “soft” activity to you, you’re right. But that’s the business that can consistently return good, hard results without making soft investments in people first. Determine whether you’re more interested in finding out whether the game is football or business or life. To better lead change, stop managing your time and start investing in it the people. Then enjoy as the wins pile up.

For more information on Dr. Bradt, please contact: www.GaryBradt.com.
COMMENTARY

State Bar Needs More Public Scrutiny

By Bill Leonard, Member State Board of Equalization

The press is giving big play to the State Bar Association Board of Directors announcement that Governor Schwarzenegger's appointee, lawyer Elia Pirozzi, for the San Bernardino County District Attorney general, Jerry Brown over the county's General Plan and board of directors announcement that the State Bar did not have a floor speech that rather than tell you in the initial Board of Directors announcement that the reality is more like $2 billion.

Under the Dome

By Bill Leonard, Member State Board of Equalization

No Balanced Budget Without More Cuts

http://www.carepublic.co

Sen. Tom McClintock (R-Thousand Oaks) pointed out in a floor speech that rather than tell you in the initial Board of Directors announcement that the reality is more like $2 billion.

Inland Empire

Traffic Solutions

golden parachutes...

continued from page 1

for a pretty nice parachute:

Editor's Note: Also he gets health care. Here is one guy the University of California did at a good job educating. He is no dummy, and all from the wallets of taxpayers and students.

construction boom...

continued from page 1

kets, but vacancy rates in the other submarkets are much lower, in the past 12 months. As the 20.2 million square feet of construction space comes on-line over the next nine months, we expect that vacancy rates will continue to climb, despite projected strong growth in demand. This could cause rental rates and sale prices to soften in those submarkets with high levels of construction activity and vacancy.

Senator Dutton Reacts to Deal

Sen. Bob Dutton reacted with mixed emotions to a deal reached by the San Bernardino County Board of Supervisors and County Counsel Attorney General Jerry Brown over the county's General Plan and board of directors announcement that the State Bar did not have a floor speech that rather than tell you in the initial Board of Directors announcement that the reality is more like $2 billion.

"I'm glad the county and the attorney general were able to reach a compromise without having to go to court," Senator Dutton said.

"However, I can't think of a more ridiculous waste of taxpayer dollars when the state files a lawsuit against a county, especially when this issue could have been solved with a telephone call," Senator Dutton said.

Senator Dutton pointed out that many of the deal points in the agreement with the AG, the county had already planned to address in redesignations of the regulations that have yet to be written.

"The County of San Bernardino spent precious tax dollars on this frivolous law suit," Senator Dutton said.

This money could have been put to better use for public safety protection or building a park.

"This suit should have never been filed in the first place and was a terrible waste of taxpayer money," Senator Dutton continued. "I just hope that the attorney general lives up to the agreement."
Cuban cigars... continued from page 2

for monitoring violations of the U.S. trade embargo against Cuba has U.S. cigar smokers in its sights.

The Office of Foreign Assets Control (OFAC), a department of the U.S. Treasury, has handed out seven penalties so far this year with fines totaling $13,712.75 to Americans who "purchased Cuban-origin cigars offered for sale on the Internet."

That's a high level of enforcement compared to past years. For example, in all of 2006, OFAC handed out only two such penalties, and late in the year, with fines totaling $2,189. Most of the penalties issued by OFAC to individuals prior to the fourth quarter of last year were for unauthorized travel to Cuba or the sale of goods or services by companies with an OFAC license to do so.

In the cigar cases handed down so far this year, penalties ranged from a low of $820 to a high of $6,088.85 for violations ranging from a single case to multiple instances.

The new thinking that as OFAC acquires records of transactions going back as far as five years, it is imposing fines, no doubt based on the number and size of the violations. In addition, OFAC has sent letters to smokers with U.S. addresses who are suspected of being customers of Internet sites, which ship Havana cigars into the United States. So while the practice continues, the U.S. Government has increased its vigilance of the Cuban cigar trade into the U.S.

In a news story in "The Wall Street Journal" on September 4, 2007, Perelman continues:

"There is now an across the board ban on the importation into the United States of Cuban-origin cigars and other Cuban-origin tobacco products, as well as most other products of Cuban origin. This prohibition extends to such products acquired in Cuba, regardless of whether a traveler is licensed by OFAC to engage in Cuba-travel-related transactions, and to such products acquired in third countries by any U.S. traveler, including purchases at duty free shops. The importation of these Cuban goods is prohibited whether the goods are purchased directly by the importer or given to the importer as a gift. Similarly, the import ban extends to Cuban-origin tobacco products offered for sale over the Internet or through the catalog mail pur-

ishments."

(Ed. Note that this ruling is dated 2004, not 1962.)

This September 2007 Business Journal page includes advertisements and service listings, information about the Substance Abuse Programs in the Inland Empire, and articles about the sale of Cuban cigars to U.S. citizens.

---

September 2007

**Substance Abuse Programs in the Inland Empire**

**Ran
d by Number of Professional Staff**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City, State, Zip</th>
<th># of Professional Staff</th>
<th># of Patients Served</th>
<th>Transitional Bed</th>
<th>Add-On Program Group Services</th>
<th>Family Counseling</th>
<th>Other Services</th>
<th>Top Local Executive</th>
<th>Title Position</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Betty Ford Center</td>
<td>2900 Bel Air Road</td>
<td>Beverly Hills, CA 90210</td>
<td>290</td>
<td>1,200</td>
<td>Yes</td>
<td>Yes</td>
<td>Substance Abuse Program</td>
<td>Yes</td>
<td>Day Treatment</td>
<td>Todd Montgomery</td>
<td>President/CEO</td>
</tr>
<tr>
<td>Last Hope University</td>
<td>1223 S. Mission Rd</td>
<td>Bakersfield, CA 93308</td>
<td>800</td>
<td>4,440</td>
<td>Yes</td>
<td>Yes</td>
<td>Detoxification &amp; Recovery Program</td>
<td>Yes</td>
<td>Day Treatment</td>
<td>Elizabeth Smith</td>
<td>Permanent CEO</td>
</tr>
<tr>
<td>American Recovery Center</td>
<td>410 W. Alaska St</td>
<td>Bakersfield, CA 93308</td>
<td>35</td>
<td>1,181</td>
<td>Yes</td>
<td>No</td>
<td>12 Step Support Groups</td>
<td>No</td>
<td>Sober Living, General Relief, 12 Step Treatment</td>
<td>Brooke Helms</td>
<td>Program Director</td>
</tr>
<tr>
<td>Cozy House Rehabilitation Center</td>
<td>2924 W. 17th Street</td>
<td>Bakersfield, CA 93308</td>
<td>40</td>
<td>1,657</td>
<td>Yes</td>
<td>Yes</td>
<td>Coercion Prevention Program, Outpatient</td>
<td>Yes</td>
<td>Outpatient, Residential, Women &amp; Children</td>
<td>Rafael Gutierrez</td>
<td>Rec. Director</td>
</tr>
<tr>
<td>Island Valley Drug &amp; Alcohol Rec. Service</td>
<td>183 S. Montgomery Ave, Suite A</td>
<td>Walnut, CA 91789</td>
<td>30</td>
<td>4,846</td>
<td>Yes</td>
<td>Yes</td>
<td>Primary Prevention, Youth Services, Parenting, Long Term Residential</td>
<td>Yes</td>
<td>Outreach, Primary Health Care, Counseling &amp; Personal Development, Women's Housing</td>
<td>Mary L. Smith</td>
<td>Executive Director</td>
</tr>
<tr>
<td>Island Behavioral Health</td>
<td>132 W. Temple St</td>
<td>San Bernardino, CA 92405</td>
<td>42</td>
<td>7,700</td>
<td>Yes</td>
<td>Yes</td>
<td>Outpatient, Medical Care, Counseling, Recovery</td>
<td>Yes</td>
<td>Counseling &amp; Personal Development, Women's Housing, Preventive Endowment</td>
<td>Jack Kaivener</td>
<td>Executive Director</td>
</tr>
<tr>
<td>Riverside Recovery Resources</td>
<td>270 E. Alisal St</td>
<td>Santa Ana, CA 92701</td>
<td>28</td>
<td>600</td>
<td>Yes</td>
<td>Yes</td>
<td>Residential Detox for Men, Residential Women</td>
<td>Yes</td>
<td>Outreach, Primary Health Care, Counseling &amp; Personal Development, Women's Housing</td>
<td>Deborah Service</td>
<td>Executive Director</td>
</tr>
<tr>
<td>Marty Institute</td>
<td>55110 Sycamore Ave</td>
<td>Redlands, CA 92374</td>
<td>20</td>
<td>504</td>
<td>Yes</td>
<td>Yes</td>
<td>Outpatient, Marital, Counseling, Recovery</td>
<td>Yes</td>
<td>Counseling &amp; Personal Development, Women's Housing, Preventive Endowment</td>
<td>Conni Wilkow</td>
<td>Executive Director</td>
</tr>
<tr>
<td>WCDR, Inc. the 6th Riverside</td>
<td>4815 Sycamore Ave</td>
<td>Redlands, CA 92374</td>
<td>18</td>
<td>1,500</td>
<td>Yes</td>
<td>Yes</td>
<td>Drug Testing, HIV Testing, Counseling</td>
<td>Yes</td>
<td>Counseling &amp; Personal Development, Women's Housing, Preventive Endowment</td>
<td>Donna Griffin</td>
<td>Executive Director</td>
</tr>
</tbody>
</table>

---

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Inland Empire Business Journal

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**BOOK OF 2008-09**

**TRITON communications, Inc.**

Please allow us to introduce ourselves. Triton Communications, Inc., is a full-service advertising and marketing company. Originally founded in 1984, and currently part of the San Gabriel Valley's largest advertising agency, we are a full-service communications company providing advertising sales and related service for behalf of California. In 1985, Triton Communications, Inc., became an advertising agency to serve other clients.

We are very pleased to say that many of our original customers are still with us today. Please call the full list of services and specifications below. We are located in San Antonio, Texas, and we are a very well-trained and professional staff and our management and sales force has an average of 15 years experience each. The following is a list of our services:

- Sales and Service of affiliated (NFL), Touchback & soon) telephones systems and equipment.
- Direct or Indirect Selling of Call Boxes.
- Customized Source Code billing of existing systems.
- New Mall and Pay Phone systems to City commissions and FCC acquiring systems.
- Recording "Telephone Tolls", Long Distance and Direct services.
- "Speak & Spell" services.

TRITON Communications, Inc.

601 East Alvarado Road, Suite 4
Walnut, CA 91789
Phone: (909) 334-5695
Fax: (909) 558-2067
www.tritoncom.com
Transcend the Details
Getting past the little things to get what you want

By Marc Freeman

Every transaction has a myriad of details that are part of the deal. Many times people seem to get bogged down in small details or get derailed by seemingly insignificant issues. This stalls the process. Each and every detail will have to be addressed, but you will be surprised at how far you can get by keeping your goal in mind and not getting bogged down by those details.

During the process, some things that were once considered important will become irrelevant; and others that weren’t an issue suddenly become a deal breaker. This is normal and does not have to be the end of any negotiation. It just means that you need to change your tactics so that each party walks away from the negotiation table happy with the results.

Here are six tips that will help speed up the process of any negotiation by transcending the details.

1) Create a List
Every project or transaction has a beginning, middle and end. It is important to lay out all the details that need to be checked off in order to finish. Write a list of everything you could hope to get out of the deal. This will provide an easy way to check things off as you go. It is a great way to keep the ice and create a common ground for moving forward. As you reach agreement on smaller issues, each subsequent discussion will go a little easier.

2) Rate your List
Give your list a rating system based on importance and simplicity to get through each detail. By identifying your main goals, you will have a clear understanding of what needs to be accomplished.

Realize that you might have to concede on some points in order to gain others. You can even make a big deal about some irrelevant point that seems to be important to the other party but not important to you and then concede. This will give the other party the idea that you are being more flexible than you are, thereby requesting the same from them. If you don’t rank your list, you won’t know which details can be sacrificed to achieve the more important goals.

Keep in mind that the importance of each item on the list will change as the negotiations progress. Be sure to listen to the other party so you know what their concerns and details are. As they outline theirs, it might make some of yours irrelevant. You need to be prepared to reassess your rankings as you go.

3) Start Small
Don’t jump into the negotiations with the biggest item on your list. You will only end up overwhelming the other side and will actually decrease the likelihood of getting what you want. The idea is not to strain. Start with a few of the easy things on your list. This is a great way to break the ice and create a common ground for moving forward. As you reach agreement on smaller issues, each subsequent discussion will go a little easier.

4) Know when to bring up the big issues
Don’t overwhelm the other parties with a list of a million small details. Save some of them for the end of the negotiations. When you have already dealt with several simpler details, smoothly you can work together to deal with these more critical details.

This is when you should begin to address your most important issue. If you do too many small issues first, by the time you get to the larger, more important items on your list, the other party will feel like they have already given you too much and will be less likely to want to help you achieve your large goals.

5) Don’t just focus on yourself
As you work through the process, you will need to continue listening to the other side. This will provide an opportunity for you to find out what their big issues are. If you don’t pinpoint and address their main goals, you will constantly run into roadblocks when trying to accomplish your own list of goals.

By creating an environment of give and take, each side will be much more willing to listen to the others’ goals and needs. You want to be sure to address their main issue, and once this is cleared up for them, the rest of the negotiation will proceed much more smoothly. You never know what you will lose, so it is going to be very easy for you to accommodate and thus make them much easier to deal with.

6) Come back to some of the smaller issues
After you wrap up some of the larger issues, you can go back to the smaller, unresolved issues on your list. After reaching an agreement on each party’s main goal, the smaller objectives won’t present a problem to reach an agreement.

Many times they are so invested that they will be willing to concede the smaller issues just to wrap up the deal. Don’t forget to constantly reexamine your list as you progress through the negotiation. Each agreement you reach will have an affect on the remaining items on your list. It may even make some irrelevant. Stay focused on the bigger picture. Walking into any negotiation with a clear plan and a flexible mindset will prevent both parties from getting bogged down by smaller details. Transcending the details can be a great way to form the partnership that you envisioned when you first started the negotiation process.

Don’t let the details hold you back!

For more information, please contact Marc at marc@marcfreeman.net or at 614-472-2277.

CordeValle
A Taste of Shangri-La

By Camille Rounds

Travel Editor

The cliché “The Best Kept Secret” has been overused in many areas but it should have been saved particularly for this very special Eden nestled in the foothills of the Santa Cruz Mountains. Many of the locals in the area are even not aware that this very luxurious location exists. CordeValle is the ultimate in exclusivity and offers the finest in service, food and accommodations that can be found anywhere in the U.S.

CordeValle is just 30 minutes south of San Jose, 45 minutes north of Monterey and a little over an hour from San Francisco. This very plush, elegant property that covers 1,700 acres plus of lush fields, brooks and meadows embraces a world class Robert Trent Jones Jr. designed golf course. It is rated by Golf Digest #2 course in California and the #11 golf resort in North America. In addition, 20 Golf Magazine anointed CordeValle golf course in the top 20 internationally. Many more awards have been acquired over the years. This pristine 18-hole, par 72 course sits on 260 acres of stunning scenery and superbly maintained playing areas. The spa will accommodate the golfer on the 18th hole with massage services to fit the needs of the golfer.

Accommodations are the ultimate in luxury—750-square foot bungalows, 1,100-square foot villas come with oversize bathrooms, fireplaces, and high-speed wireless Internet service. In some cottages, steam showers and jetted tubs and outdoor private whirlpool spas are available for your pleasure. The most current flat-screen TV, stereo, CD and DVD players are in all cottages. There are a few Fairway Homes available that are 3,100 square feet. Four master suites with separate entries and private baths make up these luxurious accommodations on the first fairway. Every amenity imaginable is available, and if you don’t see what you desire, just pick up your phone and ask, your request appears in minutes. Room service is available until 11 p.m. and a delightful breakfast ordered the night before will be delivered to your room in the morning exactly on time. You can choose to have it served on the private garden patio adjoining your room, or looking the ninth hole. This choice will start the day with a glow. Gourmet picnic baskets can be ordered for day excursions.

Award-winning Executive Chef Luca Lanzani brings his imaginative blend of Mediterranean menus to the three dining experiences in The Dining Room, The Grill and The Bar. Chef Luca utilizes the fresh produce from the local growers, Italian dishes such as cannelloni, avocado stuffed with creamy goat cheese, served in cold martano tomato broth, and topped with macadamia nuts is one of his many marvelous palate pleasers. When visiting we were treated to a cooking lesson from Luca’s mother (stopping by from Italy). The many steps of a glorious tiramisu was created before our eyes—we watched in awe as three tables of sugar for each egg white and egg whites in the recipe—and we documented each step of this gastronomic delight with great detail. The outcome was magnificent, and I shall never be able to order tiramisu again; nothing could match Mama Luca’s tiramisu.

The importance of wine pairing is taken very seriously by Chef Luca, and the fact that the fine wines of the premier Chen la Chance Winery and their tasting room are nearby, makes a considerable selection of excellent wines that includes many other vineyards of the area.

There is a highly rated spa on premises with all services offered by registered spa technicians. Meetings, retreats, weddings and receptions are all handled with the classic efficiency with CordeValle’s on site professional coordinator. Hiking, biking, nature retreats and wine tastings are also available.

CordeValle, whose name is derived from the Spanish phrase, “El Corazon del Valle” or “Heart of the Valley” (thus the name CordeValle) truly deserves its place on Conde Nast Traveler’s “Best New Hotels in the World” list. Keep in mind this is at least a 20 -minute drive from downtown San Jose and it goes along with the ambiance and perfect service. CordeValle’s ultimate elegance and understated panache in the reason this place is a Shangri-La experience.

For reservations, please call CordeValle at 1-877-255-2626 or (408) 695-4500 or cordevalle@rosewoodhotels.com

Camille Rounds is the travel editor for the Inland Empire Business Journal and the Western Division of Sauerteig Publications.
Watch Those Speed Bumps! Avoiding Six Common Sales Mistakes

By: Paul Cherry

Not all sales interactions run smoothly, even the best salespeople inevitably hit a bump in the road. Maybe you’ve hit that bump because you unwittingly mishandled a situation, or because your customer had conflicted feelings about a sale. Either way, if you want to salvage your hard work and make sure the sale goes through, you must learn to deal with these obstacles to meet your customer’s needs.

Here are the six most common mistakes salespeople make and how to overcome them:

1. Fearing the customer’s reaction. When salespeople are afraid of what a customer might say, they end up losing sales opportunities because they don’t find out what the customer really wants. For example, you dread hearing customers say, “Your price is too high.” It’s almost a knee-jerk reaction to offer a lower price. Instead, be proactive and uncover the unique buying criteria important to the customer so the price objection doesn’t come up in the first place.

2. Taking it personally. Sure, in your head you know that a customer’s bad attitude doesn’t reflect on your worth as a human being. But our egoes get in the way, and we internalize the customer’s negative attitude. When your customer brings up a problem, don’t get defensive and explain the problem away. Not only will the customer probably not be over-joyed with your response, but you will have failed to address the heart of the matter: how to fix your customer’s problem.

3. Rushing to judgment. As a salesperson, you should work to focus all of your attention on your customer and his or her needs. It’s too easy to wimp in to present a solution instead of listening to your customer’s complaints and the specifics of her situation. In this rush to react to the chase, you’re in danger of coming across as arrogant, and your customer ends up feeling her input is unimportant and unappreciated. Embrace any information your prospect gives you—whether you believe it’s valuable or not. If you don’t have time to talk at length with this prospect, request the opportunity to call him back when you have the time. Otherwise, put down your briefcase, close your computer, and listen to him for as long as he needs. Remember, even if you hear the story all the time, it’s unique and personal for each customer. Instead of interrupting your customer with your standard solutions, let him have the floor and explain his problem. Only then can you proceed with the process of finding a solution for whatever ails him.

4. Beating a Dead Horse. How do you know when, despite your best efforts, your customer relationship is beyond saving and therefore taking up time and money isn’t worth it? When that customer is demanding, even confrontational, you provide with little to no business for all the irritation he’s giving you. Sometimes you actually cost you money because you spend so much time trying to please them. Even if you hope that if you keep doing business with them, they’ll eventually reward you for your persistence, you can’t face it, there are some customers you just don’t want.

5. Shifting blame. For the past 20 years, organizations have embraced the concept of teamwork. When things go wrong, though, it’s easy to point fingers. Donald Trump’s TV series, “The Apprentice,” individuals can turn on each other to protect their own interests. The boardroom meetings with the “Dance,” show a different side of each contestant’s character. One individual must be eliminated from the show each week, so one gets singled out for letting the team down. When customers come to you with problems, do you know someone on your team who tried to shift blame to another person or department in your company? Pointing fingers only delays resolving customers’ issues. When things go well in your firm, everyone should definitely share the glory—and when things go wrong, everyone should share the blame, too.

6. Treating all customers with the same approach. Some salespeople have a one-size-fits-all approach when it comes to dealing with customer objections. They may offer to lower their price or automatically throw in product extras. However, because the reasons the customer is upset, while you’re being conditioned to respond to objections with concessions, your customers are learning that whenever they complain, they’re rewarded, much like giving whiny children toys or treats to quiet them. For example, a customer might ask you to cut your price by 5% to clinch a deal. When you agree to this deal, you’re setting up your expectations for the next time you negotiate. She’ll think that she has to do is raise an objection and you’ll always give in. Having only one approach to resolving customer issues results in two mistakes:

- You’re not addressing your customer’s real problem.
- You end up offering more than what your customer really wants.

It’s better for both you and your customer if, instead of giving price cuts to close the deal, you really listen to what your customer tells you. Let him go from there. Slowly down and listening when you reach business relationship speed bumps works better in the long run than always trying to steer around them.

The art of communication has changed in revolutionary ways over the last decade. E-mail has virtually replaced the art of postal letters. E-mail is easier to compose, it has a much faster delivery time. E-mail is delivered instantly. While you’re being conditioned to respond to objections with concessions, your customers are learning that whenever they complain, they’re rewarded, much like giving whiny children toys or treats to quiet them. For example, a customer might ask you to cut your price by 5% to clinch a deal. When you agree to this deal, you’re setting up your expectations for the next time you negotiate. She’ll think that she has to do is raise an objection and you’ll always give in. Having only one approach to resolving customer issues results in two mistakes:

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Gaming a tribe. (And that’s not to mention the number of interior ministers from Argentina who want me to hide 414 million US dollars in my account and the dire warnings of computer viruses that will eat the food in my refrigerator.)

Then there is the new communications medium for high school students. Texting. It is, simply, sending typed messages over the cell phone. It has generated more stiff finger problems for youth than the first Nintendo. Basically you punch out words from the address book on your phone. This has led to new types of digital shorthand. Words, LOL, for example, means laugh out loud. CU, is simply, See you.

You wouldn’t say “I will meet you at the Burger King.” You would type, “CU@BK.” There are as many keyboard slangs as kids we verbally as kids.

Problem with the part of communication is the way in class. Kids have been passing messages and test answers electronically, which we used to read paper and some stupid tricks. Many schools have banned the use of mobile phones in class to avoid such problems, but of course, new technology has come on the shelves of the current rules. There is, I am told, a special frequency phone ring that people older than 20 are not longer able to hear. It is supposed to be just under the range of a dog’s ear. This is yet another reason to get my hearing checked.

More sophisticated forms of computer communication are being introduced in school. There was a time when Web sites had chat rooms for people who wanted to share different things like “The X-Files.”

From such humble beginnings came the blog. That is short for Web Log, if you hadn’t figured it out. Blogs are a sort of running commentary about just about anything. Movie stars and politicians put out regular blogs to let their people keep up with them. Of course, you don’t have to be famous to put out a blog. It has become the 21st century equivalent of soap operas. Everyone looks for London’s Hyde Park. Anyone can say anything. Blogs led to podcasts, which are running reports on the Web just about anything.

The 3rd annual Podcast Convention will be coming here to Ontario, California, September and last year they gave out awards to everyone from Thomas H. McMahon, daily rosary to a group who reported on advances in homosexual society. I tunes carries most of these, if not all, are set on a subscription basis. Voiced on simple but better recording equipment, the podcast has become a new alternative to radio. Popular ones downloaded from iTunes are usually from National Public Radio.

When I applied for journalist credentials for this year’s Podcast event, I was told that qualifications had been tightened up because they had to technically consider such a podcast program a journalist of sorts.

From the podcast we move on to MySpace. This is a kind of blog-Webcast-podcast-daisy. The difference is that diaries used to have locks on them and they were kept under the best of MySpace pages are out there for the entire world to read. Parents fear MySpace because they give rise to the type of organized teenage rebellion that no Elvis record or James Dean movie could have generated 50 years ago. There are pages on bringing guns to school and which classmatess to kill. Morality is cast to the wind and anarchy.

The worst part is there is no supervision. No “checks-and-balances.” All read what gets typed out there.

There is YouTube. This is the video equivalent of MySpace, but for the most part, it is a collection of videos of slacker dudes doing stupid things on skateboards. In fact, there has been a frightening rise in injuries from stupid stunts performed for the handheld camcorder to feed to You Tube.

Let him be said that here the people who run YouTube are beginning to take some responsibility. YouTube now offers every tapeless tape gets on. Michael Vick style dogfights have been banned, and they even produced a recent Democratic Candidate Forum in L.A. exclusively for You Tube.

Any of this could be channeled for good, these new forms of digital communication could revolutionize our ability to share our thoughts and philosophies with each other.

We are those who think that Muslim and Jew, Irish and English, Turk and Armenian, even Nataho and Hopi could come together and thump pixel to pixel, and create a new electronic brotherhood of man.

If only.
### Banks in the Inland Empire

**Ranked by Total Assets as of March 31, 2007**

<table>
<thead>
<tr>
<th>Bank Name</th>
<th>Address (Headquarters)</th>
<th>Tangible Assets ($ mil)</th>
<th>Tangible Capital ($ mil)</th>
<th>Tangible Capital Ratio</th>
<th>Rich Based Capital Ratio</th>
<th>Year to Date Income ($ mil)</th>
<th>Top Local Executive/Title/Address/Phone/Fax/E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Bank</td>
<td>130 Montgomery St.</td>
<td>209,245,515</td>
<td>12,490,202</td>
<td>0.067</td>
<td>10.906</td>
<td>1,080,080</td>
<td>Diana Pagano/Branch Mgr./2720 Mission Ave., Suite B-180/909-640-7713/dpagan@usbank.com</td>
</tr>
<tr>
<td>Union Bank of CA</td>
<td>309 California St.</td>
<td>52,300,977</td>
<td>4,219,036</td>
<td>0.086</td>
<td>10.331</td>
<td>1,047,677</td>
<td>Greg R. Arizmendi/Pre-V.P./Customer Banking/203-583-2766/garizmendi@unionbank.com</td>
</tr>
<tr>
<td>City National Bank</td>
<td>460 N. Lakeview Dr.</td>
<td>14,195,145</td>
<td>1,193,251</td>
<td>0.084</td>
<td>13.247</td>
<td>52,320</td>
<td>Karen Carpenter/Pre-Mgr./1334 Central Ave./Riverside, CA 92507/kcarpenter@citynational.com</td>
</tr>
<tr>
<td>California Bank &amp; Trust</td>
<td>4525 La Jolla Village Drive San Diego, CA 92122</td>
<td>9,881,682</td>
<td>755,606</td>
<td>0.077</td>
<td>11.714</td>
<td>42,069</td>
<td>Lorrie Schnurberg/Pre-V.P./561 Westmore Rd./Riverside, CA 92507/lschnurberg@calbank.com</td>
</tr>
<tr>
<td>Bank of America</td>
<td>2600 John Street</td>
<td>9,844,706</td>
<td>876,045</td>
<td>0.089</td>
<td>10.136</td>
<td>3,613</td>
<td>Diana Leja/Pre-Mgr./Riverside, CA 92506/dleja@bankofamerica.com</td>
</tr>
<tr>
<td>First Bank &amp; Trust</td>
<td>7710 Loma Linda Ave.</td>
<td>9,781,946</td>
<td>812,218</td>
<td>0.084</td>
<td>10.149</td>
<td>24,972</td>
<td>Christopher S. Myers/Pres./CEO/909-985-4080/chstmls@firstbank.com</td>
</tr>
<tr>
<td>Citizens Business Bank</td>
<td>791 S. Benson Ave., Ste 150</td>
<td>9,908,492</td>
<td>450,948</td>
<td>0.077</td>
<td>11.367</td>
<td>16,438</td>
<td>Steve Stansbury/Exec. VP/714-564-4407/steven.stansbury@citizensbank.com</td>
</tr>
<tr>
<td>Rabobank</td>
<td>6205 Cook St Ste 210</td>
<td>4,752,338</td>
<td>657,063</td>
<td>0.119</td>
<td>16.124</td>
<td>2,567</td>
<td>Mike Pericich/Pre-Ceo/2764 Yarn Rd./Riverside, CA 92506/mpericich@raban.com</td>
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<td>2200 Fountain St.</td>
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<td>Norman Morales/Pres./CEO/909-784-0180/nmorales@fiban.com</td>
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<td>Victoria Bank</td>
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<td>Frances Ornstein/200 E. Colusa Ave./Riverside, CA 92501/francesornstein@jlbank.com</td>
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<td>Shelly Freeman/Regional President/1000 Lakes Dr., Suite 200/Orange, CA 92865/714-331-6219/shelly.freeman@w Wells Fargo Bank</td>
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<td>Liza Hillebrand/Pre-V.P./Manager/3225 East Giani Rd., Suite 101/Riverside, CA 92503/951-357-3909/lhillebrand@pmcbank.com</td>
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<td>Russell Morel/Regional Vice President/Corporate Office/909-341-0920/rmorel@spbcorp.com</td>
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Inland Empire’s Largest Hotels

September 2007
Do Your Meetings Sabotage Your Profits?

By Don Schminke

It's yet another weekly management meeting. Everyone shows up, sits down, and takes their turn in reporting progress on assigned projects. At first glance this looks like a great way to ensure accountability for performance, but could it be sabotaging your company's future success? How can this be? Surely something as simple as meeting to track performance is basic MBA 101 on how to run a company, right? Well, some CEOs disagree. By challenging the assumption about these types of meetings, they've found something remarkable - competitive advantage.

It's not that tracking performance is wrong, but there are other ways to issue status reports on projects more efficiently. E-mail, intranet, and old-fashioned paper can allow data to be absorbed more quickly than verbal presentations at meetings. Why not use the invaluable time in management meetings to demonstrate his good performance on projects he was assigned until manager plan meetings.

Profits: It doesn't take a rocket scientist to figure out how Toyota and other companies have found the value in solving problems. Continuously seeking improvements by finding and resolving problems enhances competitive advantage in any market. Tolerating a culture that avoids looking for "good" or satisfies personal interests creates a dramatic financial failure. This has toppled the largest of companies, some whose executives are now facing prison time.

Make it Happen in Your Company

Shifting your company's culture to embrace problem-solving meetings can be tough. It takes more than an e-mail announcement or a speech. Some ideas include:

1. Assess management meetings you are now attending for improvements. Are they necessary? If not, distribute data or information from those meetings using other methods.

2. If the meeting is important, shift the agenda from focusing on performance accolades to sharing and solving problems.

3. Challenge those who "don't have problems." Are they playing hard enough? Are they holding their cards too close to the vest?

4. Notice the level of defensiveness in the culture. Are people cocky? Can they disclose issues easily? Can they take feedback without it seeming so personal?

5. Start leading by example. Surface your problems first! This last idea could be difficult, but it shows you are serious. And it allows you to start challenging the group. Start asking questions like:

   "Even though we are performing well, what's not working or can be improved in your department?"

   "What is your greatest personal challenge or concern we should be talking about today?"

   "Where in your area are you having the most problems?"

This doesn't mean that project performance status shouldn't be on the agenda. A few accolades can be appropriate, but focusing and concentrating on projects and problems which are off-course so the group can work together on resolving them is critical for sustaining competitive advantage and profitability.

Is something that everyone is ready for? No. It requires a strong, confident staff. Only solid teams thrive in an open and supporting culture. On the other hand, weak teams don't have the courage to disclose their close issues and accept help. But then, if that's the case, perhaps you have another problem.

For more information, call: 1-866-LEAD-866 or visit: www.leadleadership.com.
Embrace Mistakes So Your Organization Can Thrive

by Marsha Lindquist

"Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep." —Scott Adams, cartoonist, The Dilbert Principle

Business is more a creative art than a science. Unfortunately, such an idea frightens many executives and managers. As a result, they hold onto the notion that there are only two ways to do things: the right way and the wrong way—the way that leads to glory and success and the mistake that brings failure and shame. No one wants to seem foolish or a showboat, even when the creative process goes right.

However, allowing a problem to continue and waiting for a "perfect" solution to appear in order to avoid a mistake is a good idea, because you still have a problem! Try to see that, in creative problem-solving, there's no such thing as a screw-up. Wider latitude allows creative minds to reach for new heights and come up with some amazing ideas.

Even if you're not creating something new, the problem-solving employees are working on but new and different filters and potentially damaging failures, consider the value of taking action instead of over-thinking, analyzing a problem to death, and spinning your wheels in inaction. They're charging in, exploring, and taking risks, not wasting time mulling it over, but finding new ways to cover their behinds.

Model it. Take risks yourself. Great thinkers, inventors, and entrepreneurs know that many mistakes almost always precede a great success. Albert Einstein said, "A person who never made a mistake never tried anything new." Allow yourself and your employees to make mistakes. Model risk-taking behavior to others in the organization, and they'll follow suit.

One CEO made an unintentionally offensive remark in the course of a presentation. When he saw the reaction of his audience, he realized his mistake and knew to recover with a humorous, self-deprecating reassurance that cleared the air and restored his personal credibility. Sharing the story of this incident with his senior management, he modeled the value of accountability and the idea that mistakes need not be fatal. He showed them how to look at themselves in a similar situation and turn a potential negative into a positive.

Form a Mistake of the Month Club. Make light of some mistakes that help create culture which in mistakes are no longer considered the end of the road, but instead our monthly humorous awards to your people (and yourself) for bone-headed moves. Make it a matter of pride to be in the club's good company, rather than a source of humiliation. Wait until you can see the value of time—perhaps a month or so—after the mistake occurs so that the redaction of perspective on the incident is and is amused without feeling ridiculed. Also consider empowering those who were able to turn mistakes into an embarrassment into something positive, or at least something that everyone can laugh about now.

Reward innovation. Ross Perot said, "Punishing honest mistakes stifles creativity. I never made a mistake unless I discovered anything new." Allow yourself and your employees to make mistakes. Model risk-taking behavior to others in the organization, and they're going to make mistakes. Organizations need to take chances in order to grow. An overly cautious or punitive corporate culture will ultimately suffer in numerous ways from its "safer for now." approach. So consider mistakes to be innovations, and rather than veer from those who support the one chosen idea. Also, you're ready when you're ready. Go into a problem and don't need to go back to the drawing board—or when a new, similar problem arises.

Remember, though, that you want all contributors to feel heard. So be sure to explain to those whose ideas were not used that they might be used in the future, and that they're welcome to continue to do so.

Cuban cigars... continued from page 14

United States may legally purchase Cuban tobacco in personal use outside the United States. The answer is no.

Inland Empire’s Largest Hotels

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Business Journal • Page 29 September 2007
Environmental Solutions in the New Millennium

By Joe Lyons

Traditionally environmentalists and developers have been exact opposites. Not unlike fire and ice, day and night, Yankees and Red Sox, or in my case, the Cleveland Browns and the Pittsburgh Steelers. You just wouldn’t want to invite them to the same party.

But this is the 21st century and the vast amount of available land here in the Inland Empire is rapidly disappearing.

Endangered species habitats are taking up valuable space while developers are discovering that jokes about K-rats barbecues are not as funny as they were a decade ago.

Expansion here in our area has taken on a new color and that color is green. Environmental green.

Thus is born a new industry. The environmental consultant.

One such person whom I spoke to recently helped to take a scar upon the land, that had been a Corona rock quarry, and convert the area into a habitat for K-rats and bobcats and red shouldered hawks and built the best possible overlay to the site.

A golf course!

Granted, it is a bit unerving to be poking around for a lost ball under a sign that says “Beware of Rattlesnakes.”

The issue has become so important that the California State Treasurer, Bill Lockyer, recently came to our area to address what was dubbed a Green Valley Initiative. This is not an initiative that you would find on a ballot in the voting booth. Rather, it is a concept that would define the Inland Empire as environmentally friendly just as Silicon Valley up north is computer friendly. Its vision is an enhanced quality of life coupled with sustainable economic growth for the Inland Empire.

The Green Valley Initiative is described as a plan that integrates social, economic and environmental forces to bring new jobs, greater opportunities and a higher quality of life to the region.

It goes on to explain that a movement is underway to bring green technologies and sustainable practices to the Inland Empire. This will reduce the region’s long commutes, underutilized resources and non-eco­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­©2007 BUSINESS JOURNAL - PAGE 30 September 2007 BUSINESS JOURNAL - PAGE 31

Environmental solutions...

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1. Unprecedented growth: 2 million new residents will move here in the next 15 years.
2. Land availability: Space is available to build facilities to accommodate the Green Valley Initiative.
3. Infrastructure: Proximity to interstate freeways, rail systems, international airports and ports already exists and can support business here.
4. Education: 17 colleges and universities are in the area, many with research and programs important to these new technologies.
5. Conservation: An established interest in protecting and preserving natural resources (Multi-Species Habitat Conservation Plan, etc.).
6. Established Industries: Kramer Jr.’s solar farms, Heliostate’s thermal electric farm in Barstow, Palm Springs’ wind farms, Salton Sea’s geothermal farm, Phoenix Motorcruiser’s electric car company in Ontario and the Waste to Energy plant in Romoland, to name a few.
7. International interest in green technologies: The prime time to implement the vision.
8. Climate: Sunshine and consistent winds; the region has the ideal climate for many renewable energies.
9. Market demand: The Southern California region is particularly receptive to environmental concerns, providing a large consumer base for green industries moving into the region.
10. Environmental need: With traffic blocking our roadways and clogging our air, change is needed to bring in jobs, take people off the freeways and promote clean industry and quality jobs that can support the environment we want in our future.

Of course, you can’t accomplish all of this just by building new golf courses. Thus we come to a company known as MBA.

MBA is a comprehensive environmental planning services firm specializing in environmental documentation, planning, and natural resources management. MBA actually has eight branch offices, including San Bernardino, as well as Palm Springs and Irvine.

Are developers confused about the latest environmental regulations? Or, perhaps are they in need of environmental assistance?

The Green Valley Initiative is an enhanced quality of life coupled with sustainable economic growth for the Inland Empire.
embrace mistakes
continued from page 28

include ideas for future projects.

• Sweep and save what's on the cutting room floor. Originality and creativity are the natural results of an environment that permits and encourages mistakes in the context of problem-solving. After brainstorming sessions, those ideas that you reject and do not implement may turn out to be, at some point, the most forward-thinking sort of ingenuity that will bring your company forward. You need a new idea about how to do something, for example, and the team agrees to choose just one of the many ideas generated, the stuff on the cutting room floor may very well become an idea you get behind next year, or that you'll find out is too avant-garde for today but that might work three years from now when the technology or the customer base is ready for it.

• Be a Monday morning quarterback. Chuck Jones, the brilliant creator of Bugs Bunny and other beloved Looney Tunes characters, said, “It’s the stumbling that lets us know what we’re really looking for.” Mistakes can be a learning experience. So don’t forget to look at the positive. Review the efforts of those in your organization who took risks and turned out well, rather than only focusing on a mistake’s doomsday potential.

Ask questions after the effort has been made:

• What lessons can we learn from our mistakes?

• How can we recover most effectively from this?

• Why didn’t we get the result we wanted?

• What could we do, trying again, to achieve the result we wanted?

• Did a new opportunity emerge from the effort, different from what we sought but better even?

• How can we apply that lesson to future projects?

The Best Mistake You Ever Made

Great innovations can emerge from creative problem-solving that explores many options in any situation and encourages forward-thinking creative minds to try to implement even far-fetched ideas. When you stop fearing mistakes, and even introduce humor into the process, you’ll learn that the effort is often more important than the end result. Among the rewards for your organization will be a supportive atmospheric framework, in which you and your people no longer fear mistakes but fearlessly try your best in any circumstance.

For more information on Marsha Lankdog, please visit: Marsha@MarshaLankdog.com or e-mail Marsha@MarshaLankdog.com.

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continued from page 25

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City, State, Zip
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First Mountain Bank
10050 Big Bear Blvd.
Big Bear Lake, CA 92314
Inland Empire National Bank
15577 Palm Canyon Dr., Suite 201
Rancho Mirage, CA 92270
RSVA Bancorp
18700 East Canyon Suite 300
Rancho Cucamonga, CA 91730
Chino Commercial Bank
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Chino, CA 91710

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Tier.Capital
Tier.Capital
Tier.Capital
Tier.Risk
Capital
Capital
Capital
Capital

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Tier.Capital
Tier.Capital
Tier.Risk
Capital
Capital
Capital
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RebeccaDGeorge@caponationalbank.com

September 2007
**REAL ESTATE NOTES... continued from pg 97**

Herrick Johnson, Alexey Bobolotovskii and Victor Kazarian of Lee & Associates' Riverside office negotiated a lease for the industrial portion of Waterman Business Park in Rialto. The space, formerly a 57,000-square-foot office building, was purchased by a partnership consisting of one office building and three Industrial Park building sites, all in the Inland Empire. The partnership includes an office building at 5336 Concours Street in Ontario, in addition to the fully entitled development site for 888 Haven Ave; located at the southwest corner of 888 Haven Ave and Audience St, and two fully entitled development sites that make up The Retreat Business Center, located on the southwest corner of Weirick Road and the 1-15 freeway interchange. The properties were acquired from Empire Commercial for a price in excess of one million dollars. The office is headed by former Trammell Crow company President Bob Rush, who has acquired five office projects within the first five months of its forming. Phil Woodford, Vindar Interests, is the general partner. One of the more successful is the Suit Yourself Exchange of money. Instead, a participant provides free advice and a relationship based on mutual respect. A mentor can prevent a world of headaches and problems for someone with the knowledge and experience one needs. Women need mentors in order to be mentors can be in short supply in some areas, and this has given rise to the present and trendy position of a life coach. A coach can help with financial planning, sexual, sales, management and any aspect of personal life. A mentor can help attain goals and deliver maximum performance on the job.

To find a mentor, look at your network. Is there someone you admire for her skills or success? Invite her to coffee, or on a walk, or just call and ask her advice. Everyone knows you are asking for advice and will be willing to help you in your return. There’s no shame in needing help now and then. A mentor is not only a source of advice in moments of stress or professional as the conference room or as casual as the coffee shop. Create a system or format that will allow mentors to pair up based on similar interests and needs.

Go beyond professional organizations to gauge the interest in starting a women’s mentoring program. This can be sent through the human resources department or from a supervisor or department leader. If there seems to be a lot of interest in mentoring, the next step is to help put one together.

2) Search the Internet for information on local women’s professional organizations. See if they have any existing mentoring programs. There is no reason to reinvent the wheel. If there are local programs, you can encourage other women in your organization to come along and join with you.

3) If there aren’t any programs in place handy, you may want to consider starting your own. Understand the purpose of such a program and their guidelines and membership policies. This should be a voluntary, supportive group of professional women who seek to help younger women entering the profession.

4) Decide the focus of the mentoring program you create. There are many established and scheduled meetings, whether once or a week, or once every one to three months. A mentor and mentee should meet as professional as the conference room or as casual as the coffee shop. Create a system or format that will allow mentors to pair up based on similar interests and needs.

Foster the relationships created in the mentoring program by checking in with members for feedback. Encourage them to meet one-on-one, build relationships and meet outside the office for advice and bonding. Networking parties, local charity events and organizational meetings are ways that mentees and mentors can learn more about their industry.

Mentoring programs can also help women transition from little to no education or job experience by assisting them with educational and career planning. Brandon DeVaughn of CB Richard Ellis represented the buyer in the transaction. The buyer represented the seller in the transaction. The buyer represented the seller in the transaction. The buyer represented the seller in the transaction.

Environmental solutions... continued from page 12

MBA asserts that they understand the importance of providing professional solutions in a cost-effective and timely manner. They believe that their environmental planners have the technical credibility required for drafting high-quality project documents that meet client expectations and agency requirements. Now in its 25th year, MBA takes pride in its extensive experience managing, preparing, and processing a full range of CEQA, NEPA, and planning documents for a wide diversity of projects. These include entertainments, venues, mixed-use retail projects, golf courses, housing subdivisions, planned communities, roadways, landfills, dams, reservoirs, correctional facilities, and hazardous waste treatment facilities. Since 1982, they have completed environmental and planning documents for more than 5,000 projects, many of which involved complex and controversial issues.

Andres Soto from the City of Commerce stated, "MBA's local reputation is that of a superb environmental consultant." He adds that MBA will always be "my number one."
RESTAURANT REVIEW
Where Should We Go Tonight?

By Joe Lyons

Over the years these pages have been devoted to individual restaurants and how they serve the dining needs of Inland Empire residents. Occasionally we look at more than one facility for comparison sake. This is one of those times. There is, as we have alluded to before, a relatively new phenomenon here in our area. It is a mid-level restaurant concept. It is not necessarily the fine dining facility, of which there are too few around here. It is also not the fast food or coffee shop style facility. You might not want to eat at these restaurants every week, and yet you would not save them for only anniversary or special occasion dining.

These are the limited location chains.

National chains tend to have too common a menu. Single locations are too unique for this category. Many of these chains began in L.A. or Orange County. Many spread to San Diego or Palm Springs before they "discovered" the Inland Empire. Reports have come across my desk to indicate that those have, who opened in Las Vegas have grossed as much as $12 million dollars in a year.

That's a million a month! How many local restaurants only wish they could do that business?

We have reviewed some of these restaurants here in the past, so much of what follows will seem to be familiar. Still, we wanted to look at them as a group. We may have missed some on the list, perhaps one of your favorites, but we believe you will get the idea.

Pomadore Cucina

The publishers of the Journal eat at this restaurant at least once a week and justify it. It has several locations around the area, including the Hidden Valley exit of I-15 in Corona. It is an Italian-style restaurant with remarkable prices. While it is not uncommon to find the difference between a Santa Monica restaurant and an Inland Empire restaurant to be found in a significantly variance in price, it is quite noticeable here. A glass of good chardonnay runs about $4.50 here, as opposed to $9 elsewhere. Among their features is an amazing buttermilk ravioli, as well as a shrimp risotto in brown butter and sage sauce.

Maggiano’s Little Italy

The Business Journal reported just this past July that Maggiano’s Little Italy “...has an enticing menu full of old and new world Southern Italian recipes, popular house specialities, tires, irresistible desserts, and a large selection of wines you should try for the evening.”

We also warned you that they serve “massive” dishes and has a restaurant within its restaurant for people in a hurry.

The Yard House

This is not a sports bar and it is not a fast bar, but it has elements of both. Its tasteful dark interior has a sense of intimacy. These are the limited location chains.

The Cheesecake Factory

Don’t let the name fool you. The large dining room looks like the lobby of the Egyptian Theater in Hollywood. Yes they have a large selection of cheeses, but there is an equally large selection of great lunch sandwiches. Take a friend and split one. The Cheesecake Factory draws a large clientele of mommies shopping at Victoria Gardens with their small children in tow. Well, after all, the kids need to learn that there is something better out there than Big Macs.

Joe’s Crab Shack

This is one of the most family friendly of the list. Granted its loud music and Jimmy Buffet atmosphere may alienate some, but how can you dislike a place with a balloon animal magician to entertain the kids? Behind the register are shirts that read, “I love Joe’s.”

I am honored.

Kabuki Japanese Restaurant

A Japanese restaurant run by Koreans? Why not. The sushi is good. The "boots" are exciting and fun. The service is wonderful. The accoustics at the one in Victoria Gardens could be better. The room tends to be noisy. Block it out and enjoy your dinner.

The Rainforest Cafe

Environmentalist dining. The place actually has its own rainforest. It also has screaming elephants and roaring gorillas and a giant salt-water aquarium. The menu has a number of wittily named food selections and drinks. Lunch or dinner can be an event, whether you dine at the Ontario Mills Mall, South Coast Plaza, Downtown Disneyland or the MGM Grand in Las Vegas (which is a two-story wonder).

Dave & Buster’s

D&B is now an international chain, but the people at the Ontario restaurant have worked hard to make the place a part of the community. I can still remember the delight I enjoyed when I sank my teeth into that Jack Daniels’ burger. D&B is many places at once. It features an enjoyable dark wood restaurant, a large arcade, a sports bar, party areas, pool tables and a showroom in the back. They used to have fine old oak telephones, booths, the kind that Superman could change in. Unfortunately the age of the cell phone has eliminated that feature.

An orange and white split level building with a sign reading "D&B" across the road. The entrance is inside the building. The sign to the left of the entrance is "Rainforest Cafe". The sign to the right of the entrance is "Dave & Buster’s".

Are there others? Of course. You could argue that we should have included The Old Spaghetti Factory, Red Brick Pizza, Applebee’s, Chili’s, T.G.I. Friday’s or even ESPN Zone or the Hard Rock Café (neither of which is here in our area yet).

Some others, like Fleming’s and P.F. Chang’s, are actually of a different, if not pricier, standard.

It’s like I have always said, "Restaurants are like good wine or cigars or whiskey. Tastes are individual." Just enjoy.

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By Donna Fenn.
224 Pages: $14.95.

In broad terms, each decade between 1950 and 2000 were tagged by events that took place among the largest corporations in North America. The ‘50s were the decade of growth; the ‘60s were the decade of consolidation; the ‘70s were the decade of diversification; the ‘80s were the decade of takeovers, restructuring, and reengineering; and, finally, the ‘90s were the decade of rediscovering the painful lessons of economic boom and bust.

The first decade of the 21st Century brought forward lessons that the previous two generations still have a hard time accepting. For example, getting a job at a small business poses no more of a risk than being employed by a very large corporation.

Author Donna Fenn, a contributing editor at Inc. magazine, also makes the point that employment at a corporate giant can be as risky as starting your own business. If you think that only a bit of poetic license, you might ask the folks at Chrysler or American Home for their opinions. It’s entirely possible that major companies which didn’t exist a generation ago may not be around as a source of work for the next generation.

The one bright spot, according to author Fenn, is that the United States continues to be the largest single home to a large numbers of small businesses in the world. Fenn attributes their ability to small business to being more flexible, more consumer oriented, and far more service oriented than large organizations whose size may give them a unit price advantage because of economies of scale.

Fenn notes that although price is always a factor, the small business which can distinguish itself from the information clutter by taking the extra steps to gain and keep customers satisfied, are going to survive, thrive, and grow.

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 USA.

2. “Execution: The Discipline Of Getting Things Done,” by Larry Bossidy and Ram Charan (Crown Publishing... $20.95)** (3)
3. “The Five Dysfunctions of a Team: A Leadership Fable,” by Patrick M. Lencioni (John Wiley & Sons... $22.95) (6)
4. “Common problems that prevent teams from working together,” by Chris Anderson (Hyperion. . . . $24.95) (8)
5. “Conversation is King: How Small Businesses are Generating Profits through Social Networking,” by Jeffery Gitomer (Career Books... $24.95) (10)
7. “Why winners often quit and losers stick,” by Tim Hanrahan (McGraw-Hill... $16.95) (9)
9. “Why winners often quit and losers stick,” by Tim Hanrahan (McGraw-Hill... $16.95) (9)
10. “What’s new about the next generation,” by Chris Anderson (Hyperion. . . . $24.95) (1)"
**NEW BUSINESS**

**County of Riverside**

**Gilroyville Lake**

2222 Pomehill CT, Riverside, CA 92529

**Passion Parties By Kat**

465 E. McKinley Ave, Riverside, CA 92501

**Simply The Solutions**

201 S. San Diego St, Riverside, CA 92501

**Deneaux**

1315 E. Madison St, Riverside, CA 92501

**Molino's Detail & Detail**

720 W. 34th St, Riverside, CA 92506

**Center for Vision Development**

2600 Orange Ave, Riverside, CA 92507

**Johnson, Old, Koe II**

31601 Asia Way, Perris, CA 92570

**Pacific Source C.C.**

7227 Mead St, Riverside, CA 92508

**O.C. Lemon**

1901 E. 13th St., Riverside, CA 92506

**Wolfe's Manufacturing**

13530 Lark Lane, Riverside, CA 92504

**Old Town Construction**

2007 S. 1st St, Lake Elsinore, CA 92530

**Arts Power Washing**

4021 Washington St, Riverside, CA 92507

**Takor El Carrito**

1015 S. 14th St, Riverside, CA 92507

**MV-DC**

4403 Temple Ct, Riverside, CA 92508

**Adrianne's Patchwork and Quilting**

1115 5th Ave, Riverside, CA 92507

**Circle City Mobile Car Wash**

2927 E. Central Ave, Riverside, CA 92502

**Anthony Home Realty**

1771 Cather Dr, San Jacinto, CA 92583

**Garcia-Ville Lake Thomas**

742 Arrowhead Lake Rd, Riverside, CA 92506

**Simple It Solutions**

5771 Avenida Del Sol, Riverside, CA 92509

**B2**

11472 Madison St, Riverside, CA 92506

**Mission Impossible Properties**

1210 Bancroft St, Riverside, CA 92501

**Kyla's Carving Hands**

2201 90th St, Riverside, CA 92504

**Financial Finders**

13501 Brookdale Ave, Riverside, CA 92508

**Kiddo Trans**

20820 Industry St, Riverside, CA 92507

**Wise Way Design**

730 N. Main St, Riverside, CA 92501

**Get It Done**

951 E. 49th Lane, Riverside, CA 92507

**Jarcov**

440 W. Welles Road #65, RIVERSIDE, CA 92507

**Desert Eclipse Resort**

502 S. Palm Road, TEMECULA, CA 92590

**Ryn, Scott Allan & Company**

28010 Jamboree Rd., Tustin, CA 92780

**Darius Professional Services**

13620 Decker Ct, RANCHO CUCAMONGA, CA 91730

**Missy's Pools +**

406 E. 30th St, RIVERSIDE, CA 92501

**Advanced Environment Concepts**

6044 Hillside Ave, RIVERSIDE, CA 92506

**Digital Advantage**

13505 Harvest Way, Eastvale, CA 92880

**Combat Clothing**

13409 Hawthorne Court, CA 92508

**Pool Masters**

1733 Hargrave Dr., RIVERSIDE, CA 92506

**Cost Recovery**

54225 North Circle Dr, RIVERSIDE, CA 92506

**D Crockett's Hot Shop**

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**Water跑**

2402 Roland Road, Riverside, CA 92507

**Quality Contractor, LLC**

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**Gymnopedie Outlet**

411 S. Doheny Dr, RIVERSIDE, CA 92507

**Entremedia**

540 N. Smith Avenue, RIVERSIDE, CA 92505

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**KEYNOTE SPEAKERS**

**Cloris Leachman**

Leachman, the elder of three sisters, was born in Des Moines, Iowa, USA, to Jack and Cloris Leachman. She majored in drama at Northwestern University. After winning a scholarship to the beaux-arts program, Leachman studied acting in New York City at the Actors Studio. She earned her first professional role in the Chicago premiere of Tennessee Williams’ “A Streetcar Named Desire.”

**Adrienne Barbeau**

Adrienne Barbeau made her Broadway debut as “Fiddler on the Roof,” playing Tzeitel’s daughter, Hodel. She has since starred in over 25 musicals and plays, among them “Women Behind Bars,” “The Best Little Whorehouse in Tex,” and “Grease,” as well as the TONY Award-winning play “The Piano Lesson.”

**Deborah Wahl Meyer**

Deborah Wahl Meyer is vice president of marketing for Lexus, the luxury division of Toyota Motor Sales, U.S.A., Inc. Previously, Meyer served as corporate manager of marketing communications for Toyota. She is responsible for managing the Toyota Motor Sales, U.S.A., Inc./Lexusaha marketing communications and advertising for Toyota’s vehicles.

**Joan Brock**

Livid with humor, Joan’s presentation inspire us to see the beautiful, funny and remarkable adventures that happen in our lives. Joan’s presentation will give you the tools to experience life through all of your years. At the age of 32, Joan Brock suddenly lost her sight from a rare eye disease, in a three week period... WHILE working at a school for blind children. Five years later the tragically lost her husband to cancer and was left to raise her young daughter as a single parent. In her presentations, attendees are challenged with her unique and humorous approach to paralyzing and new childhood challenges.

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September 14th, 2007

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- How to get funding
- Branding your business
- Marketing and sales

Session 2
"Employment Rights"
- Workplace harassment and legal issues
- Personal difficulties affecting business (divorce and custody issues and dealing with difficult customers, etc.)
- Computer and E-mail privacy

Session 3
Women’s Health
- Communicating with your kids
- Alcohol, drugs, etc.
- New advances on birth control
- Go red for women: love your heart
- New advances in cancer: there is hope

See page 43 for names and bios of this year’s keynote speakers.

Registration - Women & Business Expo

Registration fee includes:
lunch, keynote speakers, and networking.

Location:
DoubleTree Hotel,
222 N. Vineyard Ave
Ontario, CA 91764

Mail payment and registration form to:
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(909) 483-4700
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E-mail: jk@busjournal.com

When: Friday, Sept. 14, 2007
7:30 a.m. (coffee, exhibits, registration) to 5:00 p.m.

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Cancellation: In the unlikely event that you are unable to attend, we are willing to accept a substitute in your place. All cancellation requests must be in writing and received by August 15th for a full refund (less $25 cancellation fee). No refunds can be granted after August 15th.

Tickets sold on a first-come, first-served basis. Early registration receives best seating location.

Reservations Mandatory (909) 483-4700