Laura Bush designates Ontario a Preserve America Community

The City of Ontario was recently honored when First Lady Laura Bush, honorary chair of the Preserve America initiative, designated it as one of the nation's newest Preserve America Communities.

A representative from Congressman Joe Baca's office presented Ontario's mayor and city council with a certificate of community designation signed by Mrs. Bush, announcing Ontario as the newest Preserve America Community.

The Preserve America initiative is a White House effort to encourage and support community efforts to preserve and enjoy America's priceless cultural and natural heritage. The goals of the initiative include a greater shared knowledge about the nation's past; strengthened regional identities and local pride; increased local participation in preserving the country's cultural and natural heritage assets; and support for the eco-

Water park/amphitheater approved

The County Board of Supervisors approved a contract between Liquid Management Group, Inc. (LMG) and the County of San Bernardino for the development and operation of a water park and amphitheater at Cucamonga-Guasti Regional Park.

Supervisor Gary Ovitt commented on the park enhancement “Since its creation in 1974, the park has remained virtually unchanged. Since that time the population of the surrounding area has increased significantly. There is a pressing need to increase park services, attract new visitors, and contribute to the financial stability of the county park system.

“This financial lease agreement will benefit the county by providing a minimum of $300,000 a year for 25 years,” said Ovitt.

Ovitt went on to say, “Our objective is to build and operate a first-class family water park that provides an enjoyable experience in a safe, fun, wholesome and friendly environment at a reasonable price.”

The LMG proposal would continued on page 3
Excel National Bank president named Coleman Report’s “20 Most Influential”
Banking veteran nab spot on leading SBA industry publication’s annual list

Brian Carlson, president and CEO of Excel National Bank, has been named one of the Coleman Report’s 20 most influential leaders in Small Business Administration (SBA) lending. (The SBA is one of the primary lending sources for small businesses looking to expand.) According to Robert Coleman, whose publication is considered the leading source of news pertaining to the SBA, the “top 20” consists of those who have “made the most significant impact on SBA lending so far this year.” Others honored include SBA Administrator Steven Preston, Senator John Kerry and Inc. Magazine’s Robb Mandelbaum.

Laura Bush... continued from page 1

Laura Bush has rocketed to the 22nd spot in nationwide SBA lending with 228 loans totaling $200 million. With assets of more than $120 million, Excel offers a full range of services. Its growing reputation as a preferred SBA lender, however, is the key factor in its meteoric rise. Excel has helped a wide range of businesses expand their operations and realize their true growth potential. Its primary strength is its ability to help clients quickly and efficiently navigate through the complex SBA lending process.

Laura Bush... continued on page 34

Dowling tapped to head Economic Development Agency
A Rancho Cucamonga resident with extensive experience in economic development and real estate has been selected as the City of San Bernardino’s new economic development agency administrator.

Mark Dowling, currently chairman of the County Planning Commission, will succeed Brian P. McGowan, who left the county in December to become deputy secretary for economic development and commerce in the state Business, Transportation and Housing Agency.

"We’re looking forward to having Mark as part of our team and continuing the momentum we’ve built since the inception of the County Economic Development Agency,” said County Administrative Officer Mark Uffer, who supervises the agency under the leadership of the Board of Supervisors.

“Mark’s experience working with national and international economic development groups to further their efforts to attract businesses and create jobs, combined with his knowledge and understanding of community development principles, make him an excellent choice to lead the County’s Economic Development Agency,” Board of Supervisors Chairman Paul Biane said.

As they watch, whether it happens or in reviewing the recorded images, doctors and technologists at Pomona Valley Hospital Medical Center’s Stand Heart and Vascular Center can pinpoint problems and determine how to fix them. The result is longer, healthier lives for heart patients. And some interesting video to show your family.

The best tools for the job, in the hands of the best people—just what you expect at Pomona Valley Hospital Medical Center.

Laura Bush... continued from page 1

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Ontario Chamber Board of Directors fight for business at state capitol

The Ontario Chamber of Commerce led a delegation of business leaders to Sacramento on May 19, 2008 to meet with key elected officials on important issues impacting the Ontario business community.

"Our lobbying effort in Sacramento is part of our continuing effort to effectively represent the interests of Ontario business with government," stated Jennifer Resch-Silvestri, chairwoman of the Ontario Chamber Board of Directors.

"Informing our elected officials on issues that this chamber supports and opposes and finding ways to improve our local economy is our top priority," continued Resch-Silvestri.

Last year, the Ontario Chamber of Commerce board of directors created the Government Affairs Council (GAC) and authorized it to act on behalf of the board of directors to approve any public policy positions that align with the chamber’s policy platform. The GAC determined the following issues that were discussed with Sacramento officials throughout the day-long trip.

Governor’s Budget introduced in the State Legislature.

On July 1, 2008, California drivers must put their cell phones while driving in favor of use of hands-free cell phone devices. SB 1613, enacted in 2006, prohibits the use of hand-held cell phones among drivers 18 and older. Under similar Legislation passed in 2007, drivers under the age of 18 are prohibited from using any wireless device while driving, including hands-free devices. Exceptions exist for emergency calls to law enforcement and public safety agencies. Both laws take effect July 1, 2008. Violators face a $20 fine for a first offense and $50 fine for subsequent offenses. However, the fines under SB 1613 pale in comparison to the liability an employer may face if an employee gets into an accident while making a work-related cell phone call.

For example, in December 2007, a Georgia employer settled for $5.2 million a personal injury suit related, in part, to one of its employee’s use of a cell phone while driving. The employee allegedly was talking on her cell phone while driving on the freeway when she rear-ended another car. The collision caused the other car to crash into a ditch where it overturned, trapping the driver’s arm between the door and the road as the car slid along the ground. As a result of the accident, the driver’s arm was amputated.

In other examples of employer liability, an Arkansas employer lost a $20.9 million verdict in a case in which its driver was using a cell phone when an accident occurred. In another case, the state of Hawaii paid $2.5 million to a tourist who was hit by a state employee who was driving and talking on a cell phone. In light of the new law and potential liability, employers face for their employees’ negligence, employers should review their policies to ensure they address employee cellular phone use. A policy should provide that employees may not use hand-held cellular phones while driving for business purposes. The policy should also prohibit employees from using hand-held cellular phones for calls related to company business while driving for any purpose.

Finally, the policy should provide that employees who are charged with traffic violations due to use of a hand-held cell phone will be solely responsible for all liabilities that result.

Employers should review their policies to ensure they address employee cellular phone use.

Akin, Anderson, Loya, Raud & Romo, A professional law corporation.

Ontario Chamber members and business leaders head to Sacramento.
Do not forward this

By J. Allen Leinberger

I have warned people not to believe what gets e-mailed out to them. I have told people not to forward anything that asks them to forward it.

I have mentioned several times that the Minister of the Interior of Nigeria is not sending you $25,000,000. All of that being said, I am forwarding the following e-mail to you because it brings out the folly of what I find in my computer everyday, alongside of legitimate business and personal notes.

"I just want to thank all of you for your educational e-mails over the past year. Thanks to you:

• I no longer open a public bathroom door without using a paper towel.

• I can't use the remote in a hotel room because I don't know if the last person was doing it while flipping through the channels.

• I can't sit down on the hotel bedsacred because I can only imagine what has happened on it since it was last washed.

• I can't enjoy lemon slices in my tea or on my seafood anymore because lemon peels have been found to contain all kinds of nasty germs including feces.

• I have trouble shaking hands with someone who has been driving because the number one pass-time while driving alone is picking your nose (Although cell phone usage may be taking the number one spot).

• Eating a Little Debbie sends me on a guilt trip because I can only imagine how many gallons of trans fat I have consumed over the years.

• I can't touch any woman's purse for fear she has placed it on the floor of a public bathroom. Yuck!

• I must send my special thanks to whoever sent me the one about poop in the glue on envelopes because I now have to use a wet sponge with every envelope that needs sealing.

• Also, now I have to scrub the top of every can I open for the first time. I can't use the remote in a hotel room because I don't know if the last person was doing it while flipping through the channels.

• I no longer drink Coca Cola because it can remove toilet stains.

• I no longer can buy gasoline without taking someone along to watch the car so a serial killer won't crawl in my back seat when I'm pumping gas.

• I no longer drink Pepsi or Dr. Pepper because those people who make these products are atheists who refuse to put 'Under God' on their cans.

• I no longer use Sarah Wrap in the microwave because it causes cancer.

• And thanks for letting me know I can't boil a cup of water in the microwave anymore because it will blow up in my face...disfiguring me for life.

• I can no longer drive my car because I can't buy gas from certain gas companies!

I don't know which is worse: that people send this stuff out that people believe it. Most of the things listed above have come to me and probably to you. They only work because of what Buffalo Springfield sang so long ago--"Paranoia runs deep.'"

Don't forward these messages. They should stop at your computer.

Yuck!
Richard Hart, named president of Loma Linda University Adventist Health Sciences Center

Richard Hart, MD, Dr. PH, Chancellor and CEO of Loma Linda University, has been named president and chief executive officer of Loma Linda University Adventist Health Sciences Center (LLU/AHSC). He will replace Dr. Lynn Behren, MBBS, who announced last December that she would be retiring in March of 2008.

"The board and search committee believe that Dr. Hart's distinguished career of service has ideally prepared him for this position," said Cooper. "As both a physician and an academician, he is knowledgeable of the unique challenges and opportunities faced by an academic health sciences center. We believe he brings both the training and the experience to lead this organization at this important time in its history, and will be able to ensure that no momentum is lost as we move forward on major expansion, fund-raising and research initiatives now in place."

Richard R. Hart, MD, PhD, was named chancellor and chief executive officer of Loma Linda University in February, 2001. He was born in 1945 at the Loma Linda Sanitarium and Hospital, and received his early education in Washington at Upper Columbia Academy in Spangle, and Walla Walla College in College Place. While at Walla Walla, he became the first student missionary from the Seventh-day Adventist Church to serve outside of North America.

In 1966, prior to his first year in medical school, he married Judy Osborne. The Harts now have three daughters: Chandra, Briana, and Karis.

In 1970, he earned two LLU degrees—an MD from the School of Medicine and an MPH from the School of Public Health. Following an internal medicine internship at LLU/UC, he began studies toward his doctor of public health degree at Johns Hopkins University in Baltimore.

From 1972 to 1976, Dr. Hart served in Tanzania. As a population intern from the Johns Hopkins School of Hygiene and Public Health, he developed the department of community health in Moshi. During this time, he co-authored "Child Health," a book for mid-level health professionals in Africa. In 1974, a USAID contract with LLU took him to Dar es Salam in Tanzania, where he was chief of party to the Ministry of Health and helped to develop a maternal and child health program.

In 1977, Dr. Hart received his doctor of public health degree from Johns Hopkins University and became board-certified in preventive medicine. Dr. Hart has served Loma Linda University since 1972, including as chair of the department of health education, director of the Center for Health Promotion, chair of the School of Allied Health Professions, dean of the College of Allied Health Professions, and, since 1990, dean of the School of Public Health.

Dr. Hart's vision extends to the farthest reaches of the globe. His early involvement in student missionary work was key in the development of Students for International Mission Service and Social Action Community Health System—a local low-cost health-care system for the medically underserved. He is also president of Adventist International Missions, a new organization created to manage health services in developing countries.

Founded in 1965, Loma Linda University (LLU) is a private, Christian, coeducational, health sciences university located in the San Bernardino Mountains and foothills of the San Gabriel Mountains in California. LLU is part of the Seventh-day Adventist Church's system of higher education and provides an environment for learning that emphasizes individual commitment to Christ, personal integrity, interprofessiOnal community and service. Eight schools and the Faculty of Graduate Studies comprise the university organization.

More than 100 certificate and degree programs are offered by the schools of Allied Health Professions, Dentistry, Medicine, Nursing, Pharmacy, Public Health, Religion, and Science and Technology. Curricula offer focused range from certificates of completion and associate in science degrees to doctor of philosophy and professional doctoral degrees. Students from more than 80 countries around the world and virtually every state in the nation are represented in Loma Linda University's student body.

Ontario Chamber... continued from page 4

SB 1539 (Calderon) Meal Periods

The Ontario Chamber supports SB 1539 that will provide clarity and guidance when complying and enforcing employer meal periods (meal breaks). The proposed law is a comprehensive solution that serves employers and employees regardless of the size or union status.

AB 3025 (Lieber) Polyurethane Packaging

The Ontario Chamber opposes AB 3025 because it would prohibit a business from selling expanded loose fill packing (commonly referred to as "packaging peanuts"). This proposed law fails to recognize the resource efficiency and environmental benefits of the loss fill packaging material. This could ultimately impact multiple businesses that ship goods and materials as a main component of their business.

"We look forward to working with our elected officials to take the lead on these three important issues to ensure that our regional business community remains prosperous," stated Mark Smiley, president/CEO of the Ontario Chamber. "Our businesses can't count on the Ontario Chamber to make sure their voices are heard in Sacramento," Smiley continued.

For more information on the Ontario Chamber's efforts in Sacramento, log on to: www.OntarioAdvo cy.org.
Investors Drawn to Healthy Leasing Activity in Inland Empire's Western Cities

For the Inland Empire office market, above-average construction activity will be the prevailing trend in 2008. Local job creation is projected to exceed the national average again in 2008, but it will lag the robust expansion recorded in previous years due to slower growth in housing related sectors. In terms of new supply, this year’s completions will be more than double the metro’s five-year annual average, representing a nearly 8 percent boost to total inventory. While marketwide vacancy is expected to push higher this year, leasing activity in the Chino/Montclair/Upland submarket is anticipated to remain strong, supported by the area’s transportation access and proximity to coastal counties. As such, vacancy in this forecast to improve in the mid-10 percent range allowing owners to trim concessions. Absorption will also stay robust in the Temecula Valley/Murrieta submarket, where demand from population-serving employment sectors continues to sustain the need for additional space.

Competitive cap rates and a favorable extended outlook will attract buyers to the Inland Empire in 2008. Cap rates averaged in the mid-6 percent range last year, where they are expected to remain throughout much of 2008. In recent years, Class B/C owners have benefited from spillover demand generated by aggressive rent growth in the Class A segment; however, this trend will likely reverse as new high-end supply comes online and competes for tenants. This year, buyers who typically target lower-tier space may become hesitant to assume significant re-leasing risk due to slower employment growth. As a result, many investors are likely to opt for high occupancy properties in stable inland cities, such as Chino, where the construction pipeline remains thin due to land constraints.

2008 Market Outlook

- **2008 NOPI Rank:** 8. No Change. The Inland Empire held its position in 2008 despite more modest employment growth than in recent years.
- **Employment Forecast:** Local employers are forecast to expand payrolls by 20,000 positions this year, a 1.5 percent increase. Office-using sectors are expected to add 1,800 new hires in 2008, a gain of 0.8 percent.***
- **Construction Forecast:** Office completions will total 1.5 million square feet this year, down from 1.6 million square feet in 2007.
- **Vacancy Forecast:** A reduced pace of job creation and above-average supply growth will push up marketwide vacancy 160 basis points to 15.1 percent. Last year, vacancy climbed 370 basis points.
- **Rent Forecast:** The delivery of more expensive space is projected to support asking rent growth of 3.8 percent to $23.48 per square foot in 2008, while effective rents are forecast to climb 2.9 percent to $20.12 per square foot.
- **Investment Forecast:** Potential buyers may want to consider locations in the Palm Springs/Palm Desert submarket. A lack of construction and steady household growth have led to increasingly tight conditions, a trend that is expected to continue given the limited number of projects in the pipeline.

***In the Inland Empire quarterly economic report published by SANBAG, Dr. John Husing forecasts that in 2008, the Inland Empire economy is forecasted to lose 17,000 jobs (1.4%), after adding just 292 jobs in 2007 (0.0%).

Marcus & Millichap
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**June 2008**

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**Promoting property rights**

By Bill Leonard
member State Board of Equalization

The few Californians who will cast ballots in the June elections will be considering only two initiatives that on cursory glance are very similar. Proposition 98 is the “California Property Owners and Farmland Protection Act” while Proposition 99 is the “Homeowners and Private Property Protection Act.” Both measures are the latest reaction to the U.S. Supreme Court decision Kelo vs. The City of New London which granted that city the right to take owner-occupied homes and turn the land over to a private developer who had constructed plans. And while both measures claim to limit the power of government to seize your property, I believe only Prop. 98 does that sufficiently to merit your support.

Prop. 98 is sponsored by the Howard Jarvis Taxpayers Association and says that government may not use eminent domain to take for private business, churches or farms and give it over to a private developer for so-called redevelopment. However, government can still use eminent domain if the land is needed for a public purpose like a school, road or park. I am voting YES on Prop. 98 because I do not believe that private redevelopment should coexist with government to get the properties they want to build on for less than they might have to pay that property owner directly. I used to do land acquisition for a redevelopment agency. Every single time that agency wanted a piece of land, I was able to purchase it by negotiating with the property owner and eminent domain was never invoked. There is no reason that same negotiation cannot work today.

Unfortunately, some local governments are not interested in negotiating. It takes too long, it costs too much. Those local governments are now pushing Prop. 99, which also limits eminent domain, but does not go far enough.

Simply put, my bias is in favor of property owners rather than government. Property owners have the right to disagree with both future developers and government about whether a project is “necessary” and whether seizing private property is “justified.” Since I am not proposing an abolishment of eminent domain, the next step when such a dispute exists would be for the government to get a jury to award them the property and to pay the amount named while letting the owner tell the jury why he does not wish to sell. Prop. 99 does make it tougher on the government to make the case.
Dowling to head agency... 
continued from page 3

Ovid. "He has made prudent, well thought-out decisions reflecting his broad experience of service and common sense. He will be hard to replace. However, he will be an asset to our county family in his new position."

Dowling began his new duties on May 27. A licensed real estate broker, he holds a master's degree in public administration and a bachelor's degree in political science from California State University, Fullerton. "As we continue to work together to strengthen our economy—bringing in jobs that can support families, incorporating green technologies that save our resources, and developing strong growth communities that contribute to the overall health of our residents—I am confident that hiring Mark Dowling will enable us to accomplish what is best for our county," said Fifth District Supervisor Jude Gonzales. "I am pleased to welcome him to the Rivera Economic Development Department. Bringing Mark on board is a continuation of our efforts to work with talented, progressive-thinking people who are committed to making San Bernardino County the best it can be for those whom we serve," said Gonzales. Since 1999, Dowling has served as vice president of De Oro Properties, a full-service real estate development company in Ontario. He previously served as vice president of the La Jolla Institute and as assistant director of the Center for the New West, both of which are non-profit economic development think tanks. He also served as a business development associate for the Inland Empire Economic Partnership, a regionwide business development organization representing San Bernardino and Riverside Counties.

The city of Riverside continues to top national economists' lists for growth in employment, due to its diverse industry base and burgeoning high technology and research corridor. With the continued growth in the business community, the city recently made Forbes Magazine's list of "Best Cities for Jobs," thanks to its strong job and income growth, with the city having achieved a five-year annualized job growth rate of 4.3%. Also, Integrarealty Advisors, one of the nation's leading real estate valuation and consulting firms, touts the growth potential in Riverside. It ranked Riverside #1 for both overall annual growth percent and total employment growth in its 2008 IRR Viewpoint. The following are some of the commercial real estate activities in the Inland Empire:

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A high-profile neighborhood shopping center in Chino Hills was purchased by a Los Angeles investment entity for $47.2 million, or $457/sf. The property is Gateway Village, a 97,000-sq.-ft. retail center located on 3560-3670 Grand Ave, directly adjacent to the Chino Valley (State Highway 71) Freeway at the Grand Ave. exits. National retail and regional credit tenants, including Henry's Market, Baja Fresh, Bank of America, Chevys, Coffee Bean & Tea Leaf, Chick-Fil-A and Chili's, make up roughly 81% of the property's square footage. The property was 100 percent occupied at the time of sale. The eight-building prop-

ety was constructed in three phases, with Phases I and II hav-
ing been completed and the employment base built out by Phase III in 2006. Edward B. Hanley of Hanley Investment Group represented both the buyer and seller in the deal. The buyer was Grand Gateway II, III, and IV, LLC, while the seller was Galley Visionary and Gateway Visionary, L.P. of Newport Beach. Also in Chino Hills, Jacuzzi, the world's largest manufacturer of hot tubs and other related products, inked a six-year lease for 30,000 sf. of office space at The Shops at Chino Hills, a 750,000-sq.-ft. master-planned project incorporating retail, office and a new civic center in Chino Hills. Situated above retailers, Jacuzzi's space will include a luxury showroom, a private entry, openable windows, a bal-
court overlooking the Chino Valley and immediate access to more than 70 retailers set to open their doors at The Shops at Chino Hills.

Edward Day of CB Richard Ellis represented both Opus West and Jacuzzi in the transaction. Listed in the Register are Gale couples-known architect Alphonso & Porter, The Shops at Chino Hills is situated on 50 acres and will feature a 400,000-sq.-ft. regional center, 60,000-sq.-ft. of office space built over retail, 250 units of housing, a community library and police station…….Garmon Corporation, a manufacturer of nutritional pet supplies, purchased three industrial buildings totaling 38,500 sf. within The PREX Companies' newly com-

pleted Temecula Corporate Center. The buildings are at 27461, 27497 and 27503 Via Industrial and are part of an overall development that continues on page 15

REAL ESTATE NOTES

Six Small Steps to Break Out of a Big Rut
By Guylene Jasmin

You know how it feels to be stuck in a rut. You're doing the same activities over and over, and you're feeling bored or burnt out on the job. Perhaps you know what made you happy, such as a new job position or increased responsibility at work, but making that goal a reality now seems unattainable and not even worth trying. So you stay in the same situation, hoping that someday something will change, but it never does. Face it…you're in a rut! Stuck in a rut is not fun. Aside from being bored with your situation, being in a rut also makes you more prone to depression and negative thinking–the two things that will keep you in your rut, even longer. So if you want your situation to change, you must change. Instead of com-

plaining about your situation, you must do something to make your life better, realize that there's actually a lot you can do. If you think you just have to get out there, take a risk, and do something. When you are not making any changes to your life, you will feel like a small baby that you feel bored with your life or burnt out on the job. Always remember that small steps, done consist-
ently, will get you where you want to go.

1. Be 100 Percent Responsible
To get unstuck, you have to be 100 percent responsible for your actions. After all, you are the only person with the power to change your situation. Despite what you may think about your company, the marketplace and even your family do not have the power to make changes for you. You are in control of your life and must be responsible for making changes. Therefore, don't com-

plain about your current situation. Sure, your complaints are justified, but if you're not even realizing that you were dissatisfied with something, but now that you're aware of that, you want to do something about it more. If you don't want to lose job, stop complaining. Your constant nega-
tivity will only further drain you of energy, rather than change your sit-
vation. For example, if you're experiencing a bad situation, make a job loss, instead of concentrating on the job loss and complaining about it, embrace the change and think what you can upgrade your resume or whom you can contact for new job opportunities.

3. Express, Don't Repress
As you work your way through a rut, don't sup-

press your emotions. Instead, try experiencing them fully. Go back to an example of a job loss, perhaps you're very sad about it, but you lose your job. Maybe you loved that job and wanted to stay with the company for the rest of your working career. Rather than be depressed for weeks or months, express what's on your mind, even if you feel you need to cry or rage in tune, so do that. After all, you let the emotion out, let it. Don't dwell on it forever. Experience the emotion and then move on. Remember, each event in your life is a learning opportunity. Find the lesson that's hidden in your current situation so you can move on.

4. Take Inventory

Schedule time each day to review your past successes. Many times when people get stuck in a rut, they forget about all the great things they did in the past. They are concentration on their current circumstances and making it seem so good right now, and they can't figure out how they'll get past their current circumstance. However, when you look back at your past successes, you start building your confidence in yourself and your inner strength. You will be amazed by all the wonder ful capabilities and that you can be successful again, if only work toward your goal.

5. Expand Your Focus

To get unstuck, whether it's a new relationship, a promotion, or even to lose weight. The work happens when you're making that want a reality. This is when you need to shift your thinking from wanting to wanting. Why is a "having mindset" so impor-
tant? Because when you focus on something in terms of "having," your subconscious mind will go to work immediately to come up with a number of ways in which you can get the item or cir-

stance. Therefore, create a pic-
ture or scrapbook representing your life. Cut out pictures and words from magazines that represent what you want. This step is important, because once you have your vision on paper, it'll be rein-
forced in your mind. You can then go through that scrapbook every day to remind yourself of the kind of life you want. Additionally, write down what you want seven times per day. When doing so, be sure to write in the present tense, as if you already have that typing.

For example, you could write, "I am the best salesper-
son in the company." Or, "I am the new 2008 Mercedes-Benz."

6. Do Something

Many people who are stuck in a rut reply to every sugges-
tion or request with the same answer: "Well…I'll try." It's time to reject that answer. You need to either accept, decline, or counter the suggestion. For example, words "I'll try" are not moti-
vating and contain the seeds of defeat. The fact is that thinking and thinking about doing something are a waste of time and energy. To get out of a rut, you must do something. An example, you can take a different road to and from work. Take a walk during your lunch hour. Meditate 15 minutes a day. Doing something, whether big or small, will revitalize your life and make you more open to opportunities.

Ultimately, the decision is up to you. So if you really want a change, do something today. No matter what the outcome is of your activity, you're going to learn something. So take a step toward getting out of the place you don't want to be any-
more...
Economic stimulus package is good public policy
By Frank Williams
CEO, Building Industry Association, Baldy View Chapter

All parts of our county today are feeling the pinch of the economic recession we currently find ourselves in. In San Bernardino County, the housing crisis is no exception. High gas prices, mounting job losses in various sectors, and the surrounding housing market crisis all contribute to the pocketbook challenges that families face today.

The housing crisis in San Bernardino County is particularly bad news for our local economy. The jobs created from direct construction and related employment such as suppliers, subcontractors, lenders and realtors all suffer during a housing slump. Inevitably, new commercial development will also slow as well since new retail follows rooftops. The housing recession hurts us all because it not only results in increased unemployment but also means significantly less tax revenue that will be generated for local government to use for quality of life services.

Put another way, a 2004 study by Dr. John Husing highlighting the economic benefits of new residential development to San Bernardino County found that over 70,000 new jobs and $3 billion in revenue were a direct result of new home construction. Sadly, it is likely that these annual economic contributions during the housing boom are all but eliminated in our current housing recession.

Fortunately, local government leaders in San Bernardino County are responding to this crisis by implementing a comprehensive economic stimulus package – a growing trend of temporary policies sought to stimulate new home construction in hopes of sparking economic growth. The boldest of these policy decisions to date was made on May 14th, when the Victorville City Council voted to reduce single family and multi-family development impact fees through the end of the year – from approximately $11,300 to $4,900.

The city also already offered the option to defer payment of the fees from prior to construction to fee payment near the close of escrows. The fee deferral decreases the burden of upfront costs by easing the sum amount of construction loan builders will need, which ultimately make their way to the end sales price. The approach to defer payment of fees toward the end of construction is a policy approach also embraced in a variety of cities including San Bernardino, Chino Hills and Ontario.

Victorville’s decision followed a recent study from the Rose Institute highlighting the economically less adverse nature of a temporary fee reduction. Specifically, the analysis of Victorville’s local economy revealed each new home built in the city generates $230 per capita in new sales tax revenue. The study also concluded a temporary reduction in some fees could have a major impact on construction which could increase local income, employment, and tax revenue, and might even increase the total volume of fees collected.

Avoiding fee increases for new home construction remains the cornerstone component of the economic stimulus package. An increasing number of cities are opting to delay proposed fees for the next 12 months in hopes of jumpstarting their respective housing markets. Emphatic support of this approach was also evident at a regional level earlier this month when SANBAG voted 28-1 to allow each city in San Bernardino County the option to decide on their own whether to keep traffic fees at their current levels rather than a previously proposed across the board 12.9% increase. Similarly, in Riverside County, WRCOC voted earlier this year not to have an impact fee on a single-family housing slump.

The Building Industry Association Baldy View Chapter urges each city to consider the implications of the Rose Institute’s Victorville study and adopt their recommendation of a temporary fee reduction. Clearly, the economic benefits of a fee reduction transcends Victorville and would also apply in other jurisdictions. The more local government continues the trend to support the policy approach of an economic stimulus package the more likely we will move out of our recession and begin the road to economic recovery.

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Frank Williams

International Trade office honored...
continued from page 7

Westside Business Center, which is located off of Winchester Road in Temecula. Garmon is a manufacturer of nutritional pet supplies whose products include NatureVet, GreenTree and Pet Organics. New businesses and benefactors of Garmon’s community effort are also embraced in a variety of other jurisdictions.

Victorville’s decision follows one of the main organizations around the state that recognizes the work being done by local government to decrease development cost index (CDI) for the benefit of temporary development. Garmon’s decision follows one of the main organizations around the state that recognized the work being done by local government to decrease development cost index (CDI) for the benefit of temporary development.

The boldest of these recommendations was made by the California Building Industry Association Baldy View Chapter. Their recommendation of a temporary fee reduction was made to allow each city in San Bernardino County the option to decide on their own whether to keep traffic fees at their current levels rather than a previously proposed across the board 12.9% increase. Similarly, in Riverside County, WRCOC voted earlier this year not to have an impact fee on a single-family housing slump.

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High desert retail study

Results show opportunity for business growth in Victor Valley

San Bernardino County Supervisor Brad Mitzelfelt released results of a study that shows explosive population growth in the Victor Valley region has created a need for more than 2.5 million square feet of additional retail space and that $288 million in spending is currently leaking out of the market. The analysis, conducted by Inland Empire economist John Husing, shows that recent Victor Valley population increases would support additional business growth.

"Dr. Husing's analysis confirms what Victor Valley residents have long suspected: there is a need for more retail in the Victor Valley," said Supervisor Mitzelfelt, who represents the region and co-sponsored the study. "Victor Valley residents are tired of driving long distances to shop and are eager for the opportunity to shop locally at new retailers."

Population growth in the area has generated a corresponding increase in the amount of money available for spending on retail sales. The study found that more than $29 billion is expected to be spent each year in areas of the High Desert economy that support additional retail development.

Dr. Husing has studied the economy of Inland Southern California for decades and is widely regarded as an expert on economic trends in San Bernardino and Riverside counties. Dr. Husing has been cited by the Los Angeles Times as one of the 100 most influential people in Southern California.

The report was written and researched by John Husing. It shows the potential retail market resulting from explosive growth in Victor Valley. The report includes an analysis of the growth of Victor Valley businesses and a review of the current retail mix.

Gregory A. Husing, President of the Husing Group, said the report was done to answer the question "What is the potential retail market for the Victor Valley region?"

High Desert communities such as Victorville, Apple Valley, Hesperia and Adelanto, as well as in surrounding unincorporated areas of San Bernardino County, have experienced explosive population increases in recent years.

Dr. Husing's research shows how, from 2000-2007, the region's population increased by more than 120,000 people, and is expected to exceed 425,000 by mid-2012. As a result, the total taxable sales in the region more than doubled to more than $3.32 billion during the same period, which payroll in the area increased from $15.6 billion to $26.6 billion.

The growth in population and spending power has resulted in a significant increase in the demand for retail space in the High Desert, Husing said. He documented how the region is capable of supporting more than 2.25 million square feet of retail space, but is home to only about 5.69 million square feet of retail space.

The study suggests that the region could support an additional 167 retail stores, or about 105 retail stores per year for the next 10 years. That's a figure about 10 percent below the national average.

The report was released at the Victor Valley Mall.

Governor Schwarzenegger released the May Revision of the 2008-09 budget last weekend which officially starts the process of new budget negotiations. Republicans try to find a way to balance the $20.2 billion state budget.

In my view, there were no real surprises when the governor released the May Revision. It was clear for quite some time that the governor was going to try to use California's state lottery as a way to generate extra revenue for the State of California. It was also clear that the weakened state economy would result in revenues not meeting expectations.

Many of you have probably seen the stories where the deficit is projected at $17.5 billion for 2008-09 and this is a "cuts only" budget. While saying we have a $17.5 billion budget deficit and that this is a "cuts only" budget might make for good sound bites, it isn't an accurate reflection of the true budget picture.

The $17.5 billion figure being used for this budget is for projected total spending in the room more than doubled to over $6.7 million during the same period, which payroll in the area increased from $15.6 billion to $26.6 billion.

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The real reasons employees leave, and how to keep the best

By Jim Welch

Why do people leave teams and organizations? The #1 reason people leave jobs is because they fail to connect with their boss, their team, or their colleagues. People are really honest about why they leave a company. Too many guns that associate their department head with their comments about the company. Too many people that realize the power way for emotionally connected with another person. Think about it! Do you get more credit with your significant other when you send a handwritten note when they last expect it? Of course you do! The same concept applies to you as a leader. It is the "unexpected" things a leader does that really make the difference. Some examples:

1. Write a personal handwritten note or send a greeting card to the spouses or significant others telling them what a difference their partner is making to your business.

2. Take the employee to breakfast, lunch or dinner (if appropriate) and ask them what really matters to them and what you can do as a leader to help them build their future dreams.

3. Take your entire team out together to celebrate a special event. For example, when I worked with Hallmark, I would make my team out every year for a holiday dinner in the private dining room at one of our restaurants. I would ask around the room and say something special about each of the team members at the end of the meeting. The primary message delivered in front of the entire team focused on the unique skill sets each person brings to the table throughout the year to make us all successful.

4. Place a call to a significant influencer or key family member in their lives. You should make phone calls to fathers and mothers if you believe it will make a difference to your best employee. Always ask permission first if you are contacting any one beyond the spouse. It is impossible to know without asking whether a call to someone's parents would be comfortable for an employee or not. You also should follow any laws or rules regarding employee privacy.

5. Create a surprise, fun outing as part of a team business trip. For example, I took my team on a business trip together to the West Coast. While on the trip, we made an "unexpected" stop at "The Rock," or Alcatraz in San Francisco. This type of event will be open to the customers as leaders. You "pay it forward." In the 2006 movie "Pay It Forward," Kevin Spacey indicated that sometimes the smallest things make the biggest differences. "Just using random acts of kindness you can "pay it forward." The team learns to value your employees and in turn to your customers.

Big Foot

I have always had a habit as a leader of stomping my feet when I walk down the hallway. People could always hear my size 12 shoes before we made visual contact. This habit has followed me throughout my career. During a meeting at one of our key retailer locations, I was counseled to walk slower and lower if I really wanted to move up in the company. Ron Cox, an Ace Hardware store owner in Appleton, Wisconsin, represents a great example of emotionally connecting with employees. Ron sent a handwritten note and gift to one of his stars employees to let them know how much their spouse meant to his store as a highly valued employee and person. This emotional connections will be transferred to the customer as Ron's "staff pays it forward." In the 2006 movie "Pay It Forward," Kevin Spacey indicated that sometimes the smallest things make the biggest differences. "Just using random acts of kindness you can "pay it forward." This will work very well from you to your employees and in turn to your customers.
Keeping up—with technology, with competitors, with anything in business or life—is a continual challenge. Remember: Only when you go beyond your competition will you find advantage and the financial rewards competitive advantage brings.

Do What the Masses Don’t Do

Most businesses do exactly the same thing as their competitors and then wonder why they don’t have the upper hand. Few, if any, chances are that in your business you use a word processing program, and if you’re like the majority of people, you use Microsoft Word. Did you know that there are over four thousand features in Microsoft Word? How many of those four thousand features do you use on a regular basis? Probably less than 10 percent. You probably have no idea how to think about your competitors. Do you think your competitors are using Word the same way you do?

Taking it a step further, when a new version of Word comes out, your competitors purchase it, just like you. They even use the same features. They use the new features in the new Word program, as they did in the old version—again, just like you. The point is that everyone is doing the same thing, few programs can be done in a way that produces any real advantage.

The key is to direct yourself to finding advantage and using it. Using the word processing program example, go beyond thinking of the word program as a tool. You should ask yourself, “What are the features in Word that people are not using that can give me an edge?” In other words, don’t just copy what the competition does; rather, look at what they’re doing and then do what they don’t do. If you can’t find anything different to do, then analyze why and think of something different.

To get away from keeping up with your competition, review the list of different ways to compete and ask yourself, “Do I have a strategy for every one of these different ways of competing?” Most companies compete in only one or two areas and have a detailed strategy for both. But few compete in all areas. To gain an advantage, you want a strategy for every area. Detail how you are different in each area so you can go beyond keeping up and truly stand out.

Don’t Imitate-Innovate

In the future, competition will intensify. Therefore, in order to gain advantage, you need to differentiate yourself from the competition. And while it is good to keep track of the competition, far too many organizations focus more attention on “keeping up” than on internal innovation.

Perhaps when it began, it was meant to play the one-upsmanship game of keeping up with the competition. But the dramatic changes spawned by science and technology have made that a perilous game for the present and a formula for disaster for the future. Those who “keep up” are usually caught up in meeting their own standards and standards set by the competition instead of focusing on their own standards. They can only worry about the future, and the real business...
Hospitals Serving The Inland Empire
Ranked by number of licensed beds

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<th># of Lic. Beds</th>
<th># of Reg. Beds</th>
<th>Current Operating Budget</th>
<th>Specialty</th>
<th>Top Local Exec.</th>
<th>Phone/Ext.</th>
<th>E-Mail Address</th>
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<tbody>
<tr>
<td>Rancho Cucamonga Community Hospital</td>
<td>22741 E. 10th St</td>
<td>155</td>
<td>$416.8 million</td>
<td>Internal Medicine, Surgery</td>
<td>James H. Williams</td>
<td>(909) 876-1000</td>
<td><a href="mailto:jwilliams@ranchocucamongahospital.com">jwilliams@ranchocucamongahospital.com</a></td>
</tr>
<tr>
<td>Palmdale Regional Medical Center</td>
<td>155 S. 1st St</td>
<td>325</td>
<td>$320.7 million</td>
<td>Medical Center</td>
<td>James A. Ewing</td>
<td>(661) 272-1234</td>
<td><a href="mailto:James.Ewing@MarshfieldMedicalHealth.com">James.Ewing@MarshfieldMedicalHealth.com</a></td>
</tr>
<tr>
<td>John Wayne Hospital</td>
<td>26100 Amber Rd</td>
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<td>$350.5 million</td>
<td>Medical Center</td>
<td>Richard L. Golden</td>
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<td><a href="mailto:Richard.Golden@MarshfieldMedicalHealth.com">Richard.Golden@MarshfieldMedicalHealth.com</a></td>
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**June 2008**

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**Continued from page 17**

With this award at my expense. I loved it!

Combine all of these emotional connections with self-efacing humor. Always remember, humor at the expense of your team almost always removes deposits from the emotional connection take. Bank it seriously and, if you must, go crazy making fun of yourself. Your team will love it. Humor also calms your team and reduces tension. Why is the movie and television series “MA STER” so successful? They conveyed humor that was so necessary to maintain sanity in a horrific situation.

**Home Turf**

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**June 2008**

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**Continued from page 19**

innovators see the present as the stepping stone they can use to get to a bigger and better future.

A new world is taking shape before our eyes, and no company can afford to hide out in the old familiar places. While it’s important to stay abreast of changes and update your company as new technologies and developments unfold, it’s just as crucial to distance yourself from the competition and embrace a forward-thinking mindset that will enable you to turn tomorrow’s opportunities into today’s profits.

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For our friends in Palm Springs and the Coachella Valley from the Board of La Sierra University's World Museum of Natural History-Palm Springs.

La Sierra University recently formed a local board for the upcoming World Museum of Natural History-Palm Springs, now to be located at 575 North Palm Canyon.

The University received a generous start-up donation for project planning and is excited about the opportunity to develop a new museum/campus in the desert.

Please share this exciting news with your friends, family and neighbors.

For more details on the World Museum of Natural History-Palm Springs, please contact Tim Franks (909) 885-0138 or txfranks@lasierr.edu.

LA SIERRA UNIVERSITY
Consumer Watchdog raises concern that health policy cancellation rules have been derailed in deal with Kaiser

Sees improvement but is concerned about loss of legal remedies

A settlement with Kaiser Permanente over more than 1,000 patients, whose health coverage was retroactively cancelled, is an improvement on past proposals because it acknowledges that patients can make claims for repayment of losses resulting from policy cancellations such as bankruptcy or loss of a home. In past proposals patients could not recover costs incurred after policies were wrongly cancelled.

However, Consumer Watchdog said that such a deal is no substitute for regulations promised 18 months ago by the Department of Managed Health Care (DMHC) which regulators said today will not be issued. Consumer Watchdog said that the Department appears to be trading away tough regulations for new legislation that is likely to favor insurance companies.

"Putting this issue to the legislature where insurers have immense lobbying power risks regulation that is more looking at a hole than protection," said Jerry Flanagan of Consumer Watchdog. "The Department has both the ability and the responsibility to develop strong regulations that could be put into effect faster than legislation and provide immediate protection."

Consumer Watchdog also raised concerns that today's "voluntary settlement" with Kaiser stacked the legal deck against consumers whose policies were wrongfully cancelled by forcing them into mandatory arbitration, potentially limiting class action lawsuits, and by letting insurers off the hook for punitive damages.

Under the agreement with Kaiser, patients who paid more than $15,000 out-of-pocket for medical expenses resulting from policy cancellations, or who suffered other damages like bankruptcy, loss of a job or home, would have to submit to arbitrators chosen by the DMHC and Kaiser with no patient input. It appears that patients would have to pay for their own attorneys, which would be cost-prohibitive for most.

Patients who were retroactively cancelled -- in so-called "recisions" -- would be allowed to buy new coverage from Kaiser, without limitations due to their health conditions, and retain the right to take their cases to court. However, Consumer Watchdog said that patients with less than $250,000 in damages would have difficulty finding an

continued on page 36

Jon Gordon didn't set out to create the next coolest ice cream brand in the country, but that's exactly where he's headed with his new all-natural, sugar-free Clemmy’s Ice Cream. He simply wanted to make a great tasting ice cream so he could continue to indulge his passion for ice cream after being told by his doctor that he had to eliminate sugar from his diet or suffer the perils of Type 2 Diabetes.

"I'm a foodie and love to cook, that's ultimately how I developed Clemmy's," comments Gordon who created Clemmy's in his test kitchen in Rancho Mirage.

"I just wasn't satisfied with the available diet and artificially sweetened frozen treats. I wanted something that actually tasted good. This was a selfish endeavor that turned out to be something far more important. Lucky for the millions of people with diabetes and parents concerned about their children's sugar consumption, there is now a great tasting sugar free ice cream, and best of all it's all natural."

Sugar is the enemy

"Sugar is the enemy," maintains Gordon. "It lowers the immune systems, breaks down collagen so you age faster and it's just not good for you in the dosages people consume it."

So what makes Clemmy's taste so good? Clemmy's uses the highest quality natural ingredients including real cream and it is sweetened with a proprietary blend of Xyllitol and Maltitol. Gordon has patent-pending trademarks on all his formulas. While Clemmy's is sugar free, it is not low fat and that's another reason it tastes so good.

From passion to business

The turning point from passion to business was when Gordon started sharing the product with his friends who did not realize it was sugar free and thought it was amazing. Then he did research and discovered there are more than 20 million people with diabetes and another 40 million who are pre-diabetic.

"You're looking at 22 percent of the U.S. population that's either diabetic or pre-diabetic and this is a big population the ice cream industry is missing," explains Gordon.

Why didn't anyone think of this before? "The big corporate players in today's society don't invent. They buy companies," says Gordon. Gordon began his quest for the quintessential "sugar-free ice cream" in early 2007, and by March 30, 2007, he officially launched Clemmy's as an LLC. Clemmy's is named in memory of his beloved cat.

"There were nights I was up all night and my wife would come out to see when I was coming to bed and I'd say, I've got one more run to try. I went through thousands of quarts of cream," he says.

Once he was satisfied with the formulas, they had to be refined for commercial distribution to ensure stabilization and shelf life. "In less than one year, we went from a research company to being in 40 grocery stores," says Gordon. By this September, the company plans to be in 400 stores which will qualify it as a national brand. A longer-term goal is to be in 8,000 stores by spring 2009.

"We have the opportunity to be in 3,000 to 4,000 stores initially, but we decided to control our growth and make sure all of our systems were operating smoothly first," comments Gordon.

Clemmy's is currently available at Jensen's Finest Foods, Stater Bros., Bristol Farms, Gelson's, Pavilions, Lows and Harris Teeter stores.

"Clemmy's is doing really well, especially in our desert stores," says Kim Grotewold, Frozen Food Buyer for Jensen's Finest Foods, who restocks Clemmy's weekly to meet the growing demand. "Toasted Almond is the most popular flavor with our customers, followed by Vanilla," she added.

Stater Bros. has already reordered and it looks like Clemmy's has begun to realize the sweet taste of success. "We are experiencing tremendous success and to be able to do this in a down market is confirmation that we've got a great product," says Gordon.

Key Players

Other than his life-long love of ice cream, Gordon had no commercial food industry experience, although he has an extensive background in marketing, communications and finance. So, he parlayed that business expertise into finding the right partners to bring Clemmy's to fruition. And it was as if the key ingredients for success in the ice cream industry were scooped into his lap.

During Gordon's search for a copacker, an executive at one of the leading ice cream companies introduced him to Tom Lavan, now Clemmy's CEO. Lavan is a 25-year veteran in the ice cream industry.

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Companies around the globe are starting to experience labor shortages and are having a difficult time retaining quality workers. The competition for key talent is quickly becoming a battle for retention.

One answer lies in your organization’s ability to have a culture where people actually want to work—in other words, you need to become an employer of choice. Numerous studies have identified safe environments and corporations that are viewed as a great place to work outside their competitors in retaining talent, market share, behavioral success, and bottom line.

Employers of choice have corporate cultures where the working climate is supportive and genuinely appealing—often referred to as a “warm climate.” Many corporate objectives state the desire to be an “employer of choice” and delegate the sole task to the human resources department. Unfortunately, corporate officials overlook the basic issues needed in creating a supportive corporate culture. The result is a company plagued by employee defects, which on the surface appears to be a company with improved climate organizations as key to work outshine their competitors in retaining talent.

A cold climate is supportive companies that display loyalty, cooperation, and a concern for the employee of choice. And cooperation, and a concern for the employee of choice, which on the surface appears to be a company with a cold climate and a corresponding reputation, can mean the company is not able to compete.

“Becoming an employer of choice” involves the active encouragement of employee participation, which includes the parent company’s culture, and employee climate.

A cold climate is a company with a cold climate and a corresponding reputation, can mean the company is not able to compete.

Incorporating corporate values can make a company with a cold climate and a corresponding reputation, can mean the company is not able to compete.

Key #1: Be Descriptive

When you communicate with others, describe situations and will foster a warmer work climate.

And when you hear them out, you won’t work, the cold and natural response is, “No. That’ll never work.” But such a response breeds defensiveness, resentment and resistance. To communicate warmly, a better response would be something like, “Let’s talk more about that idea. What do you think the impact of your suggestion would be on our sales department?”

Managers need to involve employees in decisions and demonstrate they are the key influencers in the company’s working culture climate. Two things:

1. The attitude from the top filters down into the organization, which includes the parent organization’s political situation and organizational systems, and 2) Effective communication and leadership skills of managers and team leaders.

That is why you may have a company with a cold climate and a corresponding reputation, but you see pockets within that company where people think it’s a great place to work. Everyone wants to work in a certain person’s department because that manager created a warm climate.

But having “pockets” of warmth within your company isn’t enough. Corporate officials must ensure a warm climate, which includes the parent company’s culture, and employee climate.

Regrettably, many companies have corporate cultures where the working climate is supportive and genuinely appealing—often referred to as a “warm climate.” Many corporate objectives state the desire to be an “employer of choice” and delegate the sole task to the human resources department. Unfortunately, corporate officials overlook the basic issues needed in creating a supportive corporate culture. The result is a company plagued by employee defects, which on the surface appears to be a company with improved climate organizations as key to work outshine their competitors in retaining talent.

A cold climate is supportive companies that display loyalty, cooperation, and a concern for the employee of choice, which on the surface appears to be a company with a cold climate and a corresponding reputation, can mean the company is not able to compete.

Key #2: Engage Your People

Many companies say they solve problems as a team, but in reality the manager proposes a solution, and that’s it. No one challenges the manager, either because they know from past experience not to, or because the manager doesn’t ask for feedback in an open way. Rather, he or she states the solution and then asks, “Does anyone have a problem with that?” Of course, no one raises a hand. Employees are not actively encouraged to submit ideas, counter suggestions, or speak honestly. Gen-Xers want to give their input and opinions.

And when you hear them out, you won’t work, the cold and natural response is, “No. That’ll never work.” But such a response breeds defensiveness, resentment and resistance. To communicate warmly, a better response would be something like, “Let’s talk more about that idea. What do you think the impact of your suggestion would be on our sales department?”

Managers need to involve employees in decisions and demonstrate they are the key influencers in the company’s working culture climate. Two things:
Transportation experts say local governments and taxpayers will save more in transportation costs by adding toll roads than carpool lanes, additional lanes or even light rail lines. Those were the conclusions of several speakers at the second annual forum hosted by Cal State San Bernardino's William and Barbara Leonard Transportation Center on May 2 at the Hilton Ontario Airport, "For Who the Road Tolls: The Future of Toll Roads and Road Pricing in California." It was presented in collaboration with the Inland Empire Economic Partnership and the WTS (Advancing Women in Transportation). The event featured three panels of specialists and consultants from various state and national agencies as well as scholars on transportation financing and pricing for Southern California. More than 165 people attended the conference.

One of the presenters, Brennan Kidd, a traffic engineer from Lee Engineering in Arizona, said it would be cheaper to build and maintain toll roads, which, in the long run, could save motorists money.

"We hosted the conference to help educate agencies and key decision makers regarding transportation management," said John Wu, director of CSUSB's Leonard Transportation Center. "There are two purposes to building toll roads: First, to finance the transportation infrastructure; and secondly, to better manage traffic congestion."

A 2006 survey, presented by Asha Agrawal from San Jose State University's Mineta Transportation Institute, indicated there is evidence for public support for toll roads. The study showed strong support among women, younger populations and from regions with existing toll roads.

Norm King, former and founding director of CSUSB's Leonard Transportation Center, who has remained in an advisory capacity, said, "There was a wide spectrum of academic, consulting and public sector representatives with a favorable concept of toll roads in the future of California. Tolling appears to be a more efficient manner of reducing congestion and the future of road pricing."
The keys to an unstoppable sales drive

By Steve McCann

Sometimeth back in 1995 I was invited to speak at a real estate conference. One of the other speakers on the program for that day was a high-producing realltor and had been for a number of years. He was the opening preson so I got the chance to sit in on the presenta- tion and I found it to be a memoranle experience. He was motivated and his production numbers were strong. The ideas he shared with the audience, with a bit of license and my own part, went something like this: You wake up at 5:00 a.m., from 5:00-7:00 a.m., you plan your day, every hour. Be in the office by 7:00 a.m. and arrived at the office to do your fol­

low-up with all your prospective clients. From 7:00 a.m. - 9:00 a.m. do your adminis-

trative work. After that, get into bed so you’re ready for 5:00 a.m. again.

There were about 200 realtors in attendance, many of which were inspired by his ideas. And my guess is that many of the agents took action after that day because they wanted to see similar results. Most of them probably started getting up at 5:00 a.m. and arrived at the office at 7:00 a.m. and they started making the calls they normally weren’t making. But pretty soon, within a few days or weeks, most will stop doing it. Their activity levels go back to normal. Why? Because their productivity rose above their self-image and their self-image squashed their productiv- ity down within their comfort level—a level consistent with their self-image. They took an afternoon off here and there, maybe they watched Oprah, maybe Jerry Springr, it was hard to say. Their actions were becoming inconsistent with their self-image.

You will always perform at a level equal to your self-image.

Our self-image is the por- trait we have of ourselves. It is the picture we’ve created about ourselves and is commonly based on past experience. So if a new desire for improvement is introduced and it conflicts with our current self-image, it is doomed to fail.

Our actions, behaviors and our discipline, are all heavi- lily influenced by our self-image. Even if you force yourself via will power to do things beyond your self-image, you won’t be able to sustain it for very long. You will go back to the old behaviors consistent with your own self-belief because you believe it and you act from this belief. What caused the Ali’s and Jordan’s of the word to work as hard as they did? What causes the top 1% in selling to consistently sustain their mind-boggling activity levels? Answer for both: their self-image. Major changes occur in income and productivity for the average salesperson when they understand the importance of changing their self-image. In time, a thought and feeling pattern, and as we actually chang- ing our self-image with a new self-belief. Our self-image is only communicated to us through pictures, hence the term self-image. When this ‘picture thought with feeling’ intention is sustained over weeks and months the picture becomes more con- fident and succeed in the large client area.

As we raise our self-image we raise our behaviors and discipline we bring to our disciplines.

Learning to change behavior perma- nently is one of the most important skills a person can develop in their life. Without this skill, any self-improvement intention will result in failure and frustration. Why? Because it is the change the picture by investing time and energy. Our self-image is based on subconscious mind. This is the inside part of our brain where all of our beliefs are formed. Many variables in the field of psychology suggest we are only utilizing a small part of our brain—generally 10% or less. This means that nearly 90% is untapped and waiting to serve us. Our subconscious mind is this under- utilized resource. It’s the part of the brain that allows our body to do things naturally and consistently with such ease and proficiency that our conscious mind could never match.

Great things that seem impossible become possible when we learn to communicate to our subconscious mind. How can we do this? Accept the subconscious mind. When we add pictures or visualization, which match this thought/feeling combi- nation, we are actually chang- ing a picture thought with feeling.

Follow these steps to a new level of discipline by changing your self-image:

Step one: Decide exactly what you want. This is critical. Is it a habit change you’re after or how about a new production goal? Whatever it is, be crystal clear on the outcome you desire

Step two: Determine the activities that would lead to this outcome

Step three: Invest 20 min- utes a day in focused quiet time—10 minutes in the a.m. and 10 minutes in the p.m.

Here is the place you need to invest the time and energy. In this time, find a quiet place in which you will not be interrupt- ed and close your eyes. With eyes closed, put your attention on this goal. With thoughts on the goal, see yourself doing these activities with ease in day and out day. Picture yourself becoming proficient at these activities. Bring in more and more clarity to the picture every time you do this. Visualize the time of day and the reaction from those around you. The more detail the better! And finally feel the feeling you would feel as you would engage in these activities, also feel the feelings, with intensity, that you would feel accomplishing this goal. See yourself actually doing the deal!

Driven people produce record results because of their

7-Eleven deposits...

continued from page 1

Stan Holten, CO-OP Financial Services president/CEO. This new facet of our relationship is a real coup for the credit union industry. We’re able to give our members’ cardholders a competitive edge in the market place with more than 2,200 new 7-Eleven deposit locations and 9,000 deposit locations nation-wide.

"If a member needs to make a check deposit, they can add 7-Eleven to their list of places they know they can stop. The ease of being able to make a deposit or get cash, then grab coffee or the paper all in one place, meets the needs of our always-on-the-go society." 7-Eleven, based in Dallas, Texas, is the largest chain in the convenience retailing industry, with 7,500 stores in North America. The deposit-taking Venm machines are located in Arizona, California, Colorado, Delaware, Florida, Maryland, Oregon, Pennsylvania, Texas, Utah, Virginia and Washington.

Established in 1981 and located in Rancho Cucamonga, CO-OP Financial Services (formerly CO-OP Network) is the nation’s largest credit union service organization. Wholly-owned by its credit union shareholders, CO-OP provides volume discounts on products and services that include ATM network access, ATM processing, debit/credit services and shared branching. With nearly 3,000 credit union members, 25,000 7-Eleven stores and free ATMs (including 9,000 deposit-taking), 120 million-plus monthly transactions and more than 9,000 7-Eleven cardholders, CO-OP Financial Services is the No. 1 credit union EFT networks and processor in the U.S. financial services industry.

property rights...

continued from page 11

for the public purpose of the project, but that added burden does not outweigh property rights.

There are two additional issues that compound the politi- cal atmosphere in Oregon but that should not affect your votes. First, Prop. 98 would determine that rent controls are a "taking" of private property. Second, the opponents of Prop. 98 are criticizing its potential for increasing the cost of acquiring property for highway projects and speculating that it may even prevent acquiring property needed for water proj- ects. If Prop. 98 passes, I have no doubt that these aspects of it will be parsed out in court. Do not let that eventuality prevent you from casting a vote in favor of this measure protecting property rights for all California property owners.

unstoppable sales drive...

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beliefs in themselves. They grew their self-image by this ‘pic- tured thought with feeling’ process. Many probably didn’t even realize they were doing it. Whether they intended to or not really doesn’t matter because this is how it works and it can work for anyone. Apply this process and remember the importance of vivid pictures and concentrated feeling. Do this and you’ll never again have to be stuck in undesirable pat- terns from your past. With new information can come new results. Get after it!

For more information on Steve McCann’s speaking pro- grams or consulting please contact: steve@mccannresearch- corp.com.
Top Savings & Loans and Federal Savings Banks
Serving the Inland Empire

<table>
<thead>
<tr>
<th>Bank Name</th>
<th>Address</th>
<th>City, State, Zip</th>
<th>Tangerine Assets 1 1/2 miles</th>
<th>Tangible Capital 1 1/2 miles</th>
<th>Tangible Capital Ratio</th>
<th>Risk-Based Capital Ratio</th>
<th>Year to Date Income</th>
<th>Year to Date Earnings</th>
<th>Top Local Executives</th>
<th>Phone/ Fax</th>
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<tr>
<td>Downey Sav &amp; Loan Assn, F.A.</td>
<td>3903 Sycamore Rd., Newport Beach, CA 92666</td>
<td>Newport Beach, CA 92666</td>
<td>14,052,758</td>
<td>1,403,035</td>
<td>10.0</td>
<td>4.6</td>
<td>21,788</td>
<td>36,464</td>
<td>Daniel E. Rempt (949) 752-8560</td>
<td>81022</td>
<td>downeysavings.com</td>
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<tr>
<td>Pacific Premier Bank</td>
<td>1,505 Silver Screen Ave., 2nd Floor Costa Mesa, CA 92626</td>
<td>Costa Mesa, CA 92626</td>
<td>747,267</td>
<td>66,447</td>
<td>8.627</td>
<td>11.334</td>
<td>3,425</td>
<td>Steven R. Gardner</td>
<td>714-838-6550</td>
<td>800-510-5109</td>
<td><a href="mailto:steven.gardner@pacific-pb.com">steven.gardner@pacific-pb.com</a></td>
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Inland Empire Motorcycle Dealers

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<tr>
<th>Company Name</th>
<th>Product Lines Address</th>
<th>City, State, Zip</th>
<th>Years in Inland Empire</th>
<th># of Employees Total Employees</th>
<th>Owner</th>
<th>Top Local Executive Title</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
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<tr>
<td>B &amp; B Cycle Co.</td>
<td>Honda, Yamaha, Sea-Doo, Polaris, Can-Am</td>
<td>Van Nuys, CA 91405</td>
<td>34</td>
<td>4</td>
<td>Richard Bannister</td>
<td>818-747-2025</td>
<td><a href="mailto:richard.bannister@honda.com">richard.bannister@honda.com</a></td>
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<tr>
<td>Callaway Motorsports</td>
<td>Honda</td>
<td>Kawasaki, Prince</td>
<td>25</td>
<td>6</td>
<td>David Callaway</td>
<td>951-632-9909</td>
<td><a href="mailto:david.callaway@honda.com">david.callaway@honda.com</a></td>
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<tr>
<td>Chaput Motorcycle</td>
<td>Honda, Yamaha, Suzuki</td>
<td>Kawasaki, Prince</td>
<td>27</td>
<td>30</td>
<td>Todd Hutson</td>
<td>925-387-1227</td>
<td><a href="mailto:todd.hutson@honda.com">todd.hutson@honda.com</a></td>
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<tr>
<td>Doug Douglas Motorcycles</td>
<td>Triumph, Brother</td>
<td>San Bernardino, CA 92410</td>
<td>44</td>
<td>2</td>
<td>Art Gutelle</td>
<td>909-597-9474</td>
<td><a href="mailto:art.gutelle@honda.com">art.gutelle@honda.com</a></td>
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<tr>
<td>Honda Yamaha of Redlands</td>
<td>Honda, Yamaha, Kawasaki, Polaris</td>
<td>Redlands, CA 92373</td>
<td>32</td>
<td>3</td>
<td>George Johnson</td>
<td>909-797-2800</td>
<td><a href="mailto:george.johnson@honda.com">george.johnson@honda.com</a></td>
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<tr>
<td>Kawasaki Motorcycle Sales</td>
<td>Yamaha, Suzuki, Sea-Doo, Yamaha</td>
<td>Kawasaki, Prince</td>
<td>32</td>
<td>52</td>
<td>Malcolm Smith</td>
<td>805-793-2473</td>
<td><a href="mailto:malcolm.smith@honda.com">malcolm.smith@honda.com</a></td>
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<tr>
<td>Penna Valley Harley-Davidson</td>
<td>Harley-Davidson, Parts &amp; Accessories, Clothing &amp; Accessories</td>
<td>Mountain View, CA 94043</td>
<td>11</td>
<td>57</td>
<td>Barbara E. Peck</td>
<td>650-279-8020</td>
<td><a href="mailto:barbara.peck@honda.com">barbara.peck@honda.com</a></td>
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<tr>
<td>Corona Motorcycle</td>
<td>Yamaha</td>
<td>Corona, CA 92882</td>
<td>12</td>
<td>8</td>
<td>Larry Jacklin</td>
<td>951-735-5757</td>
<td><a href="mailto:larry.jacklin@honda.com">larry.jacklin@honda.com</a></td>
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<tr>
<td>Skip Forster Harley-Davidson</td>
<td>Harley-Davidson, Parts &amp; Accessories, Clothing &amp; Accessories</td>
<td>Redlands, CA 92373</td>
<td>65</td>
<td>14</td>
<td>Delco Family</td>
<td>909-352-0475</td>
<td><a href="mailto:delco.family@honda.com">delco.family@honda.com</a></td>
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<tr>
<td>Yamaha of Cerritos</td>
<td>Yamaha</td>
<td>Cerritos, CA 90701</td>
<td>31</td>
<td>2</td>
<td>Jay Scott</td>
<td>562-434-8747</td>
<td><a href="mailto:jay.scott@honda.com">jay.scott@honda.com</a></td>
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June 2009

BUSINESS JOURNAL • PAGE 33
University announces gift... continued from page 1

Gore, Rosa Parks, Gore Vidal, Barack Obama, Studs Terkel, Joyce Carol Oates, and many, many more.

Under the direction of the Drucker Institute and Transdisciplinary Studies Program, the Connie Martinson Talks Books Collection will be digitized on an ongoing basis over the next several years, with all of Martinson's significant events eventually made available online to anyone who would like to view them. The project will be handled through the Claremont Colleges Digital Library. "This is a remarkable gift," said Rick Wartman, director of the Drucker Institute, a campus-wide resource of CGU. "There aren't too many authors of note who have passed through L.A. in the last three decades whom Con has interviewed, and interviewed well."

Wendy Martin, associate provost and director of the Transdisciplinary Studies, pointed out that the Martinson Collection offers a window into an unusually wide range of fields, including art, architecture, economics, education, history, literature, management, mathematics, philosophy, physics, politics, psychology, and social sciences.

"This inherently transdisciplinary archive will provide material for research projects for generations of scholars and students," Martin said.

"Digitalizing these tapes will give students and others an opportunity to hear and watch these outstanding authors for themselves, whenever they want," said Martinson. "Seeing authors up close like this provides a rich point of view to their work."

Wartman noted that the Drucker Institute—whose mission is to stimulate effective management and ethical leadership across society by advancing the ideas and ideals of the late Peter F. Drucker—has a keen interest in the Martinson acquisition because of Drucker's notion that management is "an liberal art." Drucker believed that a healthy society is run by organizations whose values are shaped by a wide range of disciplines: history, sociology, psychology, culture, and religion," Wartman said. "In fact, Drucker once described management books as 'dreadful trash' and suggested that he derived much of his philosophy from novelists such as Austen, Balzac and others."

Martinson herself recalled meeting Peter Drucker at the home of her longtime friend Jean Lipman-Blumen, the Thornton F. Bradshaw Professor of Public Policy and Professor of Organizational Behavior at CGU's Peter F. Drucker and Masatoshi Ito Graduate School of Management. "Claremont," said Martinson, "is a beautiful setting for the tapes to call home."
Johannes Restaurant in Palm Springs---Highly Recommended and Earning Rave Reviews

By Bill Anthony

Main dishes include oven roasted duck breast with sautéed spinach, roasted rosemary, alba truffle oil, star anise honey plum sauce, Australian grass fed beef tenderloin steak with Yukon gold mashed potatoes, creamed spinach, green Madagascar pepper corn brandy sauce; seared rare spice crustedahi with pineapple guava apricot and truffle yaki reduction, stir fried Napa cabbage, sweet peppers, shrimp, shiitake and pancetta wrapped monkfish with pineapple sauerkraut, roasted fingerling potatoes, chicken mango sausage, passion mango mustard sauce.

The restaurant is small with less than 25 tables inside and an enclosed sidewalk patio. Our centerpiece on the white linen tablecloths was an apple—the decor hip and high end as described on their Web site. The 38 degree wine cellar sits in the dining room holding a selection of over 300 wines from around the world. There is a wine to please everyone—even the most demanding wine snob. Don’t care for wine—no problem—chose a martini from apple strudel to the wild zone.

Johannes is not for everyone. It’s for those who wish to dine and not just to eat. My advice for an exceptional two hour dining experience: share gourmet dishes with others who also like to share and drink their fine wines—all with exceptional service to boot.

Now the best part—the price. Johannes is very affordable. You might even say cheap compared to the food value served—big city taste and small village cost. That is my kind of restaurant. The complete package.

Other Reviews:
Zagat 2006: “The bravos echo across the Coachella Valley for perfectly executed Pan-Asian-Austrian cuisine and excellent wine selection at this great minimalist find in Palm Springs.”

Desert Entertainer
“Simply the best of the best.”

Wine Spectator—“Through perhaps the desert’s most accomplished restaurant, there’s not a hint of pretension.”

P.S. Johannes Bachar could probably give tips to that other

Johannes is a must, Bravo Johannes. Keep up the good work.

Johannes is located at 196 South Indian Canyon Drive in Palm Springs. Since reservations is a must, call (760) 778-0017.

Private investor..In Fontana, an 11,200-sq.-ft. property at 15030 Hilton Drive sold for $1.45 million ($125/sf). Built in 2007, the property is just north of Foothill Blvd. in the southern quadrant of the intersection of the 210 and 15 Freeways. Paul Brehme of Marcus & Millichap represented the buyer.

Johannes Bachar, the owner of Johannes Restaurant in Palm Springs, may be one of the best chefs of Austria or maybe he’s not; however, in Palm Springs, I can tell you he is the best Austrian chef—performing food magic on a continuous basis. Don’t believe me—well, go experience Johannes and then you tell me. He has achieved success in converting the frontier foods of Austria to casual California fusion, and his restaurant is on another level—maybe even on another planet. Planet GREAT.

Let me share an example—mushroom soup with cream fraiche, roasted shallots and truffle oil, menage a trois lobster, shrimp and scallops in dressing—sounds simple, not so—all of these dishes are very complex. Another example—try the roasted beets with Wisconsin blue Bill goat cheese, hazelnut oil, pistachio, pink grapefruit, tiny greens, and yellow-lower bell pepper puree. For only $5, it is labor intensive the cost of labor to prepare such a dish must be at least $9). What a bargain.

How about a spread for the bread. Rather than the usual butter, Johannes serves its customers an artichoke, barbanza beans, basil, olive oil, salt and pepper combination—all blended together to form a tasty and delicious spread.

June 2008
Bestselling Business Books
Here are the current top 10 bestselling books for business. The list is compiled based on information from retail bookstores throughout the USA.

1. "Winners Never Cheat: Everyday Values We Learned As Children (But Many Executives Have Forgotten)," by Jon M. Huntsman (Wharton School Publishing...$19.95)**
   Why playing by the rules is the only way to win.

2. "Hobbit, Full of Spies: The Real World of "Casablanca,"" by Earl Hamner Jr. (Putnam...$24.95)**
   The tone of author Eric Gerst's

   Economics always appear logical when nothing else does.

   Detailed view of how to develop leadership skills.

5. "The Little Book That Taught Me to Quit (and When to Stick)," by Seth Godin and Hugh MacLeod [Illustrator] (Penguin Group...USA...$12.95)**
   Why winners often quit while losers stick.

   How women's financial empowerment tells how it's not too late to take control of your financial future.

7. "Ethical Emissaries: The Fairness That's Valuable as the Next Teammate," by Kevin Trudaue (Equity Press...$25.95)**
   Why honesty is essential in any business.

8. "What Banks and Credit Card Companies Prefer You Not to Know," by Chris Brady and Orrin Woodward (Random House...$24.95)**
   Why you shouldn't accept the official version of anything.

9. "Debt Cures: They Don't Want You to Know About," by Peggy McElligott (John Wiley & Sons...$15.95)**
   Why banks and credit card companies prefer you not to know.

10. "A Rogue Economist Explores the Hidden Side of Everything," by Steven D. Levitt and Stephen J. Dubner (Free Press...$24.95)**
    Why you shouldn't accept the official version of anything.

** employer of choice ** continued from pg. 27

Key #5: Fairness Rules
Fairness is a fundamental building block in creating a supportive culture. It creates diverse thinking and ideas, and sends the message that each employee is as important and valuable as the next. Using

Why you didn't do that?"
"What are the reasons behind your actions?"

Reaping the Rewards
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Noteable Events

June 2008
A Getaway So Close and So Much Fun ----- Rancho Las Palmas Resort & Spa

By Robert Page

Unlike many adults, kids are usually pretty immune to heat. They don’t give it a second thought, which is why if you’ve little ones around the house, pack them up and head off to Rancho Las Palmas in Rancho Mirage.

What with summer setting in on the desert, and parents thinking about summer escapes for the family, which won’t break the bank as gasoline soars to $4 a gallon, nearby is a perfect family destination.

You may remember Rancho Las Palmas from its previous incarnation as a Marriott, but that all ended about two years ago when KSL Resorts, whose recent California buying spree included acquiring the Del Coronado and La Costa Resort, added this grand old lady of Rancho Mirage to its portfolio—and then spent $35 million to convince you that it was no longer the old Marriott.

They have succeeded.

At the heart of attracting a younger audience is a fun-filled water complex trademarked as Splashtopia, which ringed by a 425-foot lazy river, is the ultimate family-friendly spot at the resort. There are two 100-foot water slides, a Cliffside Jacuzzi, expansive swimming pools, a sandy beach and a water-play zone.

We overheard a 10-year-old tell his Dad that this was “the coolest” fun that he and his brothers had had in a long time.

The KSL planners couldn’t have put together a more perfect holiday adventure for kids. The water slides deliver 100 feet of twists and turns that send you down a 35-foot man-made mountain and into the cool waters of the shallow pool below.

Well, ok, enough about kids. So what about the rest of us who are beyond the kid stage in our lives.

For starters, there is an adult pool, a 27-hole golf course, a 25-court tennis center and three other pools where all ages are welcome.

The resort has 444 guest rooms and 22 suites, with the buildings done in a style of Spanish architecture. The rooms have been updated with plush down comforters and top premium mattresses, and include 42-inch plasma televisions with cable and satellite, two-line telephones with voice mail and high-speed Internet access.

I’ve always been doubtful about hotel food, a suspicion that dates back to earlier days. Like airline food, hotels didn’t seem to care much about what you were fed as long as they thought they held you captive to their grounds.

Interestingly, the very upscale restaurant at Rancho Las Palmas is attracting a huge local crowd, which is significant when you consider how competitive the local marketplace is with a plethora of upscale restaurants in Rancho Mirage and its neighboring communities of Palm Desert and Indian Wells.

bluEmber is the resort’s signature restaurant, and when you learn that Todd Claytor, its chef, arrived via Charlie Trotter’s in Chicago and L’Auberge in Sedona, the KSL guys understand the significance of providing a fine dining experience at their resorts.

We shared seared sea scallops, served with chanterelles, pear tomatoes and pea puree, and a bluEmber ceviche, with its mountain of shrimp, red peppers, avocado and orange segments.

For our main courses we chose an Angus filet mignon and a baked lobster tail.

Claytor’s creative offerings include a “Mac and Cheese” orecchiette pasta with duck confit, port wine onions and wild mushrooms. The bluEmber’s Sunday brunch is not to be missed, either. Simply put, the man can cook.

Nor did the wine list disappoint. We chose a Louis Latour Chassange Montrachet from Burgundy.

The restaurant’s most popular drink is its bluEmbertini, made with Grey Goose Citron, Blue Curacao, Triple Sec and muddled lemons. One should suffice!

For something a little more casual, the resort’s R Bar gives you the feeling of an upscale sports bar but without the down market crowd which overruns so many of them.

There’s a great vibe to the place, what with its sleek leather seating, dark woods and three flat-screen TVs, a pool table and a shuffleboard table.

If you’re into having a room service breakfast, you’ll note the promptness of their service, but a nice alternative is the resort’s Internet café which offers several computer stations as well as Starbucks coffee, brick-oven pizzas and sandwiches to go as well as offering of lighter fare for breakfast, lunch and dinner.

Locals as well as guests are making great use of the new Spa Las Palmas, which experienced a complete makeover as part of the $35 million which KSL put into the resort’s re-do.

The spa has 26 treatment rooms, including two for couples, separate men’s and women’s relaxation lounges with peaceful verandas, a Turkish steam room with cold shower, Vichy showers, chromatherapy soaking tub, Finnish sauna and heated whirlpool.

The crème de la crème offering in the spa, however, is its heated sanctuary pool, which is

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