July 2008

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Subprime Monetary Policy
BY GERALD P. O‘DRISCOLL, JR.

In recent years monetary policy has been conducted so as to create an expectation that the Federal Reserve will bail out investors when asset bubbles deflate. Investors have come to bank on the Fed’s backing of risky ventures. The recent crisis in the subprime mortgage market is at least partly the outcome of this new approach to monetary policy. That crisis has already had widespread ramifications for homeowners and investors.

Government programs and policies often serve to insulate individuals from the full consequences of their actions. Since the 1930s the federal government has insured bank deposits. That scheme inherently reduced the vigilance of bank depositors toward their banks, removing constraints on risk-taking by the insured depository institutions. The situation became acute in the 1980s and 1990s, when unconstrained risk-taking by banks and thrift institutions led to a series of banking and financial crises. Eventually the deposit insurance system was reformed and banking put on a sounder basis. Now we are in need of a reform of monetary policy.

Crisis in the Mortgage Market

Last February the popular press discovered subprime mortgage loans when two major originators of such loans, HSBC Holdings, PLC and New Century Financial, disclosed increased loan loss provisions. HSBC is a globally diversified financial company. While it was a large lender in the market, the aggregate amount of its subprime loans was not a significant portion of its total portfolio.

New Century Financial fared much less well because of the concentration of its lending in this risky category. Its stock price collapsed after problems surfaced the previous February, and the company eventually declared bankruptcy. Other lenders in the subprime market experienced difficulties. Fears of a housing collapse and even an economic recession grew as investors gauged the size and extent of the problem in the mortgage market. The crisis was foreseen by many. For more than a year before the bust, bankers, analysts, and even regulators knew they had a mess in the making. As John Makin of the American Enterprise Institute observed, the lending practices in the subprime market were “shoddy and absurd.” Lewis Brothers, echoed those comments “We’re not

continued on page 11
When Enough is Never Enough

Michelle Steel Announces No More Paper Returns

The BOE currently prints, mails, and processes over 3.5 million sales and use tax returns annually. The taxpayers transitioning to e-filing in this phase account for approximately 1.4 million of these returns. The BOE estimates savings of up to $1.8 million in 2008-2009 with a participation rate of 25 percent to 50 percent of those eligible for e-filing.

Over the next two years, the majority of existing sales and use tax accounts will be transitioned from paper to e-filing, phased in based on account type and reporting basis. All businesses will receive BOE-file notices in their next quarterly tax returns, expected around July 1, 2008. Taxpayers may request a one-year extension from on-line filing.

There are several e-filing options available on the BOE Website at www.boe.ca.gov. The BOE offers a free option, BOE-file. In addition, taxpayers may also choose from two fee-based electronic service providers. Accountants, bookkeepers, and other third-party return preparers can e-file on behalf of the taxpayer as well. BOE-file has options to make payments via credit card or by check for all taxes and fees it collects. Taxpayers may use e-filing to improve the accuracy and timeliness of their returns, reduce processing costs, and enhance administrative efficiencies.

For more information, taxpayers may visit the BOE website at www.boe.ca.gov and click on the E-services icon.

Palm Desert Chamber Luau

The 54th Annual PDCC Installation and Awards Dinner was held Wednesday night, June 25th at Palm Valley Country Club and over 340 guests arrived in their hula shirts and flip flops to welcome in the new Board of Directors and honor business, men and women who have volunteered their time and served our community to the fullest. It was an evening of appreciation for those in the business community who are remarkable leaders.
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Business Journal!

News and Features

Marketing: Six Reasons Why Face-to-Face Trumps Mass Marketing
Spams, e-mail, blogging, instant messaging, TV, canned phone messages, and other electronic methods of mass marketing have democratized the American buyer to these tactics of selling. Alan Bayham gives six things that only face-to-face communication can do.

What's in a Name? Everything! 5 Rules to Help You Remember
Remembering names are important in everyday life—but sometimes it is critical in making sales. Joe Takahash gives five tips to help you remember names. They are simple in theory, but require practice, commitment and repetition. The results are well worth it for your business and your career.

The Seven Failures of Business Growth
In order for you to avoid the most common traps that stifle business growth, you have to be aware of the seven top failures and know the growth projections.

Eat, Relax, and Play Close to Home at Big Bear Lake
This summer many will be taking their vacations closer to home to avoid costly plane fares that are constantly increasing. Big Bear Lake offers a perfect getaway—clean air and just clean fun. No need to travel so far to enjoy the many things Big Bear can offer—fishing, boating, "off road" adventures, and much more.

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Coachella...
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Motor Company Fund helps communities develop career academy networks—where students learn their academics through the lens of a career such as engineering or business—and sustain them over time through additional education program. Ford PAS Next Generation Learning Companies.

"Ford PAS has brought 21st century hands-on learning to my classroom, which has increased student engagement enormously," said Veronica Nichols, an architecture and engineering teacher at Cathedral City High School. "Now, with the resource hub, I can keep up with the latest trends and have access to continuous training that will allow my classroom to continue flourishing.

"The demand for professional development has increased exponentially since we first introduced Ford PAS into our community," said Kim McNulty, CVEP. "Thanks to Ford's support, this grant will help us develop a regional training resource to strengthen and expand the work we do with our business, education and government partners as we help students master the skills they need to succeed through high school, college and careers.

Ford Motor Company Fund introduced Ford PAS to Coachella Valley in 2007. The curriculum is aligned to the National and California State Academic Standards. Nationally, Ford PAS is currently being used in 500 sites across 26 states. Eighty teachers from Coachella Valley have been trained to Ford PAS this school year as a kickoff to launching the Ford PAS Resource Hub.

The Coachella Valley Economic Partnership is playing a critical role in forging links between educators and employers to ensure that the next generation has the workforce skills needed to succeed in a global economy," said Cheryl Carrier, program director for 21st Century Education Programs at Ford Motor Company Fund. "The Coachella Valley came together as a region to address community issues and opportunities and put a plan into action that addressed the high school dropout rate, workforce pipeline needs and economic development, with education being the cornerstone of all their work."

The announcement was made at the 6th Annual Ford PAS National Networking Conference held at Rancho Las Palmas Resort and Spa. More than 400 educators, business partners, and students attended the conference reporting 23 states plus the District of Columbia. At the conference, Assemblyman John Benoit presented Ford with a member resolution commending its investment in Coachella Valley.

Similarly, the mayors of the nine cities that make up the Coachella Valley presented Ford with a joint proclamation expressing their gratitude for Ford’s investment in their communities.

Other activities that took place during the week were Ford Motor Company Fund’s Driving Skills for Life Program, a national award winning, free, teen driver safety program. This program helps young drivers improve their skills in hazard recognition, vehicle handling, speed management, and space management that are critical factors in more than 60% of vehicle crashes. At the event, 200 teen drivers received hands-on defensive driving training by some of the country’s leading professional driving instructors.

Ford Motor Company Fund and Community Services is committed to creating opportunities that promote corporate citizenship, philanthropy, volunteerism and cultural diversity for those who live in the communities where Ford does business.

Established in 1949 and made possible by Ford Motor Company profits, Ford Motor Company Fund supports initiatives and institutions that foster innovative education, auto-related safety, and American citizenship, philanthropy, volunteerism and cultural diversity for those who live in the communities where Ford does business.

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I've often been asked during my time in Sacramento whether California's on-going budget problem— a problem that has plagued this state since I first took office— is the fault of the Legislature in 2002. For me the answer is relatively simple—a strong economy that grows California's tax dollars is the key to job creation and business expansion. Let's face it—the best solution to a problem in California is a good paying job.

Many economists in California have been debating whether this state is currently in a recession. But it seems clear that with an unemployment rate at more than 6 percent, gas prices at more than $4 a gallon, food prices seeing some dramatic increases and the housing market continuing to sag, the state's economy is struggling. But it seems clear that with an unemployment rate at more than 6 percent, gas prices at more than $4 a gallon, food prices seeing some dramatic increases and the housing market continuing to sag, the state's economy is struggling.

In the past several weeks my Republican colleagues and I have offered a number of real solutions to eliminate some of the hurdles that have resulted in California having one of the worst business climates in the nation. They asked 47th.

I've proposed making it easier for employers to have alternate work schedules— like working four 10-hour days, for example, instead of the traditional five eight-hour days. Making it easier for alternatives like this will not only allow workers to better balance work and family commitments, it would help ease traffic congestion during peak commute hours. As an added benefit, this sort of flexibility would also help reduce air pollution from vehicle emissions.

Take, for example, the alternative for fuel ethanol. Many believe this to be the answer to addressing the state's fuel standards, not just in California, but in many states throughout the country. Given that ethanol has been studied further, it has now been determined to actually increase GHG emissions and appear to be very corrosive, which may result in expensive retrofits.

One of the other common sense proposals that I believe will ultimately better protect the people of California, the environment, and jobs would be to eliminate any legislation into the environmental laws passed by the legislature in 2006. The bottom line is that all you need a leader with expertise, not only in your industry, but also in people management. Realize that a lot of the younger workers don't have the experience and skill to mentor the older side older workers, because they believe the Boomers aren't up to the task. This is a problem that needs to be addressed.

"The law allows the governor to do everything in Sacramento into the environmental laws passed by the legislature in 2006. The bottom line is that all you need a leader with expertise, not only in your industry, but also in people management. Realize that a lot of the younger workers don't have the experience and skill to mentor the older side older workers, because they believe the Boomers aren't up to the task. This is a problem that needs to be addressed.

A Looming in Transition: Survive the Mass Exodus of Boomers in the Workplace By Anne Houllhan

In 2011, the oldest of the Baby Boomers will turn 65, marking the beginning of the retirement of the Baby Boom generation and the entering into leadership roles. How are you going to transfer the 40+ years of experience that the Baby Boomers possess to your younger workers? How do you plan to keep your company success and running smoothly with a deficit of workers?

The bottom line is that all companies need to harness the younger leadership already in their company so that the Baby Boomers have minimum impact as possible on the organization. Use the following tips to help make the upcoming transition period a smooth one.

1. Know what you are up against.

You need to find out as soon as possible what changes in your work envi­ronment will affect your company. Get with your HR department and find out your workplace demographics. How many Baby Boomers are currently working in your company, what are their ages, and what are their anticipated retirement dates? For example, are all of the Baby Boom generation X workers that receive this sort of long-term mentoring program and are prepared to have the younger workers fill their place? What are the sales depart­ment shrink by half in the next five years? Will three key machinists be leaving at once? Will your sales depart­ment shrink by half in the next five years? What are you going to transfer the knowledge and prepare them for the future?

2. Develop a knowledge transfer strategy.

Most companies have policy manuals that detail each posi­tion’s job requirements. While such a policy manual is a good document, it does not document those kinds of things. That’s why you need to go a step further and develop a strategy/policy/transfer program for transferring the knowledge and skills of the older workers to the younger successors.

3. Mentor the younger workers.

As part of the knowledge transfer strategy, companies need to implement some sort of intentional mentoring program. For a com­pany to have a successful transi­tion period, each generation needs to work side-by-side with the older workers for some time. You simply cannot transfer 40+ years of knowledge and expert­ise overnight. Therefore, if you know that the issue is going to be retiring in three years, begin the mentoring of a younger worker now. Again, this is not something you can do during the 90-day train­ing period. True mentoring takes a year to accomplish at the very least.

4. Retain the older work­ers in some fashion.

Realize that just because someone turns 65 doesn’t mean they want to retire that day. Many of your older workers will want to stay in the workforce in some sort of capacity, either by choice or by necessity. Since many Boomers worked hard to put kids through college or are currently taking care of parents, they still need to work well past age 65 just to make ends meet. Many of them are looking forward to the advantage of medical break­throughs, and as a result, feel more active and alive than they were when they were younger. In either of these cases, your older workers want to use their skills in new activities. Plus, there are sub­tles of every job— things you do because experience. You can provide knowledge points in a cer­tain direction. You simply can’t document these kinds of things. That’s why you need to go a step further and develop a strategy/policy/transfer program for transferring the knowledge and skills of the older workers to the younger successors.

5. Put a strong manage­ment team in place.

For your company to get through this transitional phase, you need strong management and leadership. You need some­one who is young to mentor the newer generation, and an older generation to be open-minded and to learn from each other. You need a leader with expertise, not only in your industry, but also in people management. Realize that a lot of the younger workers don’t have the experience and skill to mentor the older side older workers, because they believe the Boomers aren’t up to the task. This is a problem that needs to be addressed.
Big Bear Off-Road Adventures

Doug Walton, proprietor of Big Bear Off Road Adventures and Alaskan Odyssey offers a unique look in the area around Big Bear Valley. Usually these glimpses into the wilderness terrain could only be seen by hikers, and well conditioned hikers at that. But with the help of a German all terrain Pingauer (aptly named Bigfoot)—Walton can reach some of Bear Valley’s remotest and picturesque places.

Bigfoot, who started life as a cargo and passenger van at a research facility in Antarctica before being bought at auction by Doug, can handle just about anything the rough and tumble trails and mountain fire roads can throw at it. Doug even does tours in middle of winter—actually one of his favorite times to go off road exploring, and with a vehicle that survived the worst that Antarctica had to offer, Big Bear is a breeze.

Doug’s trips range in duration from a couple of hours to a full day’s adventure and there’s a wide variety to choose from. An entertaining and knowledgeable guide, Doug fills every tour with tales of local history and lore that really give a new appreciation for the surrounding mountains and valleys.

The Alaskan Odyssey

The University of Alaska Fairbanks has just granted approval of university credit for the Alaskan Odyssey tour (the Alaskan Odyssey is a wholly-owned company of DMW Associates).

...in middle of winter—actually one of his favorite times to go off road exploring, and with a vehicle that survived the worst that Antarctica had to offer...

The summer session entitled, “Resource Management for Educators” is offered in conjunction with the 15-day Alaskan Odyssey tour, which provides a comprehensive Alaskan experience, both coastal and interior, plus Dawson City in the Yukon Territory. The issues of resource management facing the state are encountered daily as we visit the important scenic and historic attractions, as well as the remote places of awe-inspiring beauty and immense solitude. The guests are exposed to the problems of trying to balance the opposing interests of exploiting natural resources versus preserving the last frontier. The model evolving in Alaska will provide a guide for developing a unit on resource management for the classroom at home. This unit will be submitted on a pass-fail basis to fulfill the academic requirement for the course. Participants whose efforts warrant passing grade will receive two semester hours of credit from UAF.

The course will be conducted by Doug Walton, who has operated this tour for the last seven summers. Each tour is limited to eight persons to enhance camaraderie and facilitate the diverse agenda. Tuition is included in the tour price, which also includes all admissions, lodging, most meals and all local transportation.

Doug Walton, dmwwwww@bigbear.net
realize why some of us become a little nervous." Ranier helped pioneer the bundling of mortgages into marketable securities ("securitization"), so he should know.

Moral Hazard

The collapse of the subprime mortgage market is the latest in a series of financial bubbles whose existence reflects, at least in part, moral hazard in financial markets. Moral hazard is the outcome of explicit or implicit guarantees to borrowers. At one time, deposit insurance was a major culprit. Today, monetary policy is fostering moral hazard. Moral hazard occurs when some action or inaction allows the behavior of individuals in a competitive environment. Specifically, a person is likely to mitigate risk by taking measures that allow him to assume more risk. For example, a poorly designed policy allowing insurance against fire could lead individuals to diminish resources devoted to fire prevention. In that case, the insurance would increase the probability of the insured risk occurring.

Earlier financial crises were the result of deposit insurance and bank-closure policies that effectively insulated depositors and even other bank creditors from risk in the event of the failure of depository institutions. In an October 2002 speech to economists in New York, then-Fed Governor Ben Bernanke described the savings-and-loan crisis of the 1980s as a "problem . . . in which institutions could directly or indirectly take speculative positions using funds protected by the deposit insurance safety net—the classic 'heads I win, tails you lose' situation." After an intellectual and political battle of more than a decade, the deposit-insurance loophole was sealed.

To better understand moral hazard, consider the case of a gambler going to a casino. If he loses the breaks, his bets will be constrained by that risk. If someone were to guarantee him against loss, but allow him to keep the profits, the gambler would have an incentive to make the riskiest possible bet. He gains all the profits but bears none of the risk. If someone were to guarantee him against loss, but allow him to keep the profits, the gambler would have an incentive to make the riskiest possible bet.

Monetary policy can generate moral hazard if it is conducted so as to bail out investors of risky and otherwise ill-favored financial connections. We need to expect that, if the Republican Party, in its attempt to reframe the debate, will continue to add on additional risk without demanding comparable increases in returns. In effect, they will lead at the risk-free interest rate on risky projects, or at least a lower rate than would otherwise be the case. Too much risky lending and investment with negative and positive signals will be misallocated.

Money and Prices

To simplify a complex theoretical issue, an ideal monetary policy is one that facilates and does not distort economic decision-making by individuals. Market prices play a critical role in that process by signalling the availability of goods and services. Rapid appreciation is the result, until the inevitable balance of payments is reached or the economy is ready to continue.

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Six Reasons Why Face-to-Face Trumps Mass Marketing
By Alan Bayham

Gain the buyer’s attention: Overcome “Marketing Noise”!

When you are in front of a prospect or client, you have the enviable position of having his or her complete attention. However, just like TV commercials, you still must get the buyer’s attention immediately. Therefore, enthusiasm and energy are just as important as the conviction about the merits of your product or the advantages you have over your competition. Selling face-to-face and gaining the attention of a venture capitalist is much more powerful than being another envelope in a sea of letters.

Tailor product benefits to specific needs of the buyer: Sell Shoes to the Shoemaker

Your presentation to potential clients can vary based upon their specific and individual needs. For example, a surgeon may need different results from a gynecologist or primary care physician. And although the drug you’re promoting may work in both venues, face-to-face selling allows specific product features to be linked to specific buyer needs. The surgeon may like the fact that your drug has a universal word processing program, because they felt that certain elements of the program ran better on Apple than the Windows edition. That feeling still exists to some degree today.

Close the deal instead of waiting for buyer to make the move: Real-Time Selling

Face-to-face selling allows you to control the buying process instead of allowing the prospect to control the process. This allows you to control the speed and direction of the product pitch. Also, the more time that passes after the presentation, the less likely the sale will be made. The best time to make the sale is when the buyer is ready and sitting in front of you after the buying impulse has passed.

While mass marketing is an excellent tool to create awareness about your product or service, it cannot compete to face-to-face communication when it comes to making the sale or closing the deal. After all, your profits depend more upon “circulation,” “calls,” “exposures,” and “hits” or upon “unin." -

For more information, visit www.bayhamconsulting.com

The Office Without a Coffeeemaker
By J. Allen Leinberger

The Office includes other, not as popular programs such as Excel. If you are already using Palm desktop or some similar organization program, especially if it is a fierce competitor D.A. (Blackberry, Trio, Palm, etc.) instead of Entourage, with its To-Do list Calendar and even the new My Day feature, seems redundant.

Entourage, as an e-mail generator, giving you the power to add photos and graphics to your daily electronic correspondence. They have also improved the filtering of junk mail and phishing.

Note here that phishing is the online fraud technique criminals use to get your personal information. You never want to give out your account numbers or passwords. Remember that the interior minister of Nigeria does not want to send you any money. You have not won the Feid's lottery. And the widow from North Korea does not want to marry you to bring her millions into the States. (I have all of these and more in my files.)

Excel, on the other hand, has had impressive competitions over the years. Linda Russell, The certified QuickBooks Queen of the Inland Empire has told me that for bookkeeping and accounting, as well as tax prep, there are actually several better programs available. Not just QuickBooks, she tells me, but Quicken as well. Ironically, Microsoft Money does a better job according to Russell. The key elements, she says, have to do with accounting. If you write a check to pay a credit card, you need a program that does not allow you to make the complete transaction.

Still the new ‘08 edition of Excel includes the same elements for charting, graphics and templating of work. It can now support work over of a mid-

Remote Control. Improved Presenter Tools have been introduced with this release, which means the staff is not available to Windows Office users yet.

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Remote Control. Improved Presenter Tools have been introduced with this release, which means the staff is not available to Windows Office users yet.
It's the hottest technology—feature-weighting laptops that feature rapid response, crisp graphics and operate complete computer games; slim cell phones with Web-browsing capabilities, store high-resolution photos and keep track of our lives; credit-card sized MP3 players that store thousands of songs and hours of video.

But as those gadgets get smaller, more portable, and are asked to do more, they are getting hotter—as in overheating. Electronic appliances that once were large enough to be cooled by fans are now in danger of malfunctioning because there is no easy way to all the excess heat produced by large numbers of tiny transistors operating inside them.

"It's a major problem that could limit the ability to make all electronics smaller and at the same time faster and more powerful," said Alexander Balandin, a UC professor of electrical engineering.

To that end, Balandin recently received a $600,000 grant to help devise such technology. The three-year project, funded by the Air Force Office of Scientific Research (AFOSR), aims to increase the speed of the next generation of electronic and optoelectronic devices while simultaneously reducing heat dissipation and improving thermal management.

UC Riverside engineering professor receives a $600,000 grant for finding ways to cool technology devices.
The Seven Failures of Business Growth
By Daniel Burns

If you want to truly stand out in today's marketplace and lead your company to new heights of success, you have to work smarter and not harder. For many leaders and managers, that's easier said than done. Despite their best efforts to get ahead of the curve, they still find themselves falling behind their competitors.

1. Inability to communicate. There is a big difference between informing and communicating. Informing is one-way, static, and often leads to action. Communicating is two-way, dynamic and usually leads to action. In fact, we claim that this is the key to success.

2. Fear of failure. It's natural to be afraid of failure, but the majority of companies innovate once, but a bigger piece for everyone. That's because the majority of companies innovate once, but still struggle to create and implement a successful new product or service.

3. Failure to innovate. We believe that innovation is key to success. In order for a company to be successful, it must continuously innovate and improve.

4. Failure to solve problems. Many companies have problems, but they don't know how to solve them. They are afraid of change, and they don't know how to react to the government's regulations.

5. Failure to pre-solve problems. Some people say that a problem is an opportunity in disguise. However, we believe that a problem is a problem. It is not an opportunity. Therefore, the key to success is to pre-solve problems before they become a problem.

The Seven Failures of Business Growth
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5. Failure to pre-solve problems. Some people say that a problem is an opportunity in disguise. However, we believe that a problem is a problem. It is not an opportunity. Therefore, the key to success is to pre-solve problems before they become a problem.
Kaiser Permanente has purchased Moreno Valley Community Hospital for $53 million.

“The sale of Moreno Valley Community Hospital begins a new chapter in our efforts to lead Valley Health System back in financial health, said Fred Harder, chief executive officer of Valley Health System. “This was a good decision for Valley Health System, Kaiser Permanente and the communities we both serve—a deal that will benefit everyone.”

Kaiser Permanente intends to operate the 101-bed hospital as a community hospital—serving residents of the community. Kaiser Permanente plans to make meaningful investments to improve the facility and advance technology at the hospital.

“Now, we can get down to the serious work ahead—to make the hospital a smooth one for everyone involved. We have begun plans for building a medical office building near the hospital, and we are planning other longer-term efforts that will serve the people of Moreno Valley,” said Vita Willet, executive director for Kaiser Permanente’s Riverside service area.

The sale of Moreno Valley Community Hospital to Kaiser Permanente is part of a four-party transaction that also involves Select Healthcare and Valley Health System bondholders.

“We are working closely with the physicians who currently practice at Moreno Valley Community Hospital, and we have already contracted with many of the physicians at the hospital,” said Richard Rajaraman, M.D., FRCS, FACS, medical director for Kaiser Permanente-Southern California Permanente Medical Group (SCPMG) in Riverside County.

Valley Health System, a California Local Health Care District, owns and operates two acute care hospitals and skilled nursing facility, Hemet Valley Medical Center, a 340-bed facility located in Hemet, Menifee Valley Medical Center, an 84-bed facility located in San Jacinto, and City of Hemet HealthCare Center, a skilled nursing facility located in Hemet, Homer Valley Medical Center opened its doors in 1943, and Menifee Valley Medical Center opened in 1989.

Founded in 1945, Kaiser Permanente opened its medical center in Riverside in 1989, and currently provides care for over 272,000 members throughout the county. Over 400 physicians care for its members at 9 medical facilities and at Kaiser Permanente’s Riverside Medical Center.

Valley Health System, Fred Harder, Chief Executive Officer, (951) 925-6363.
The following are some of the... continued from pg. 34

intersect, for $1.7 million ($279/sf), Walter Frome and Bill Brehme of Marcus & Millichap represented the seller, West Hollywood-based Capital Management, located at 68487 East Plaza, a well-maintained, 40,000-sq.-ft. office building at the intersection of Grand Ave. and Peyton Drive, The Shoppes at Chino Hills features outdoor shopping along landscaped streets, allowing store adjacent parking. Parking component of the site will be designed as a pedestrian-only promenade with shaded seating areas and fountains. Designed by internationally known retail architect Aliot + Porter, the regional center is part of a new, 750,000-sq.-ft. master-planned project that will include civic, office, retail, restaurant and residential uses. Situated on 50 acres, the project will create a truly unique downtown experience for the City of Chino Hills. In Temecula, a 4,800-sq.-ft. free-standing retail building at 30643 Hwy. 79 South sold for $1.57 million ($328/sf). The buyer, Venit Jr. Family Trust, represented itself in the transaction. The seller, Borchard Temecula LP, was represented by Reg Kebbi, Pal Scruggs and Philipp Voorhees of CB Richard Ellis.

This column provides a review of the latest commercial real estate activity throughout the Inland Empire. It is produced in joint media effort between the Inland Empire Business Journal and Rent.com, a leading Internet real estate news site which has been covering the industry in California for nine years. For more commercial real estate information, go to www.rent.com.

The following Certified Public Accountant Firms are listed in the Inland Empire.

Certified Public Accountant Firms

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<td>Rm, Lundus, &amp; Pae, LLP, CPAs</td>
<td>7576 South Freeway</td>
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<td>Marynade, Madden, Gordon, &amp; Campbell</td>
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The box. Gary Griggs and Brian Rissman at Marcus & Millichap represented the seller, a California-based private investor, and the buyer in the transaction.

And in Fontana, 11.28-sq.-ft. industrial property at 15050 Hilton Dr. traded hands at a price of $1.45 mil ($129/sf). The building was constructed in 2007. Paul Brehme of Marcus & Millichap represented the buyer in the deal. The Shoppes at Chino Hills is a 400,000-sq.-ft. open-air lifestyle center in Chino Hills that recently opened for business. The company will be designed as a pedestrian-only promenade with shaded seating areas and fountains. Design by internationally known retail architect Aliot + Porter, the regional center is part of a new, 750,000-sq.-ft. master-planned project that will include civic, office, retail, restaurant and residential uses. Situated on 50 acres, the project will create a truly unique downtown experience for the City of Chino Hills. In Temecula, a 4,800-sq.-ft. free-standing retail building at 30643 Hwy. 79 South sold for $1.57 million ($328/sf). The buyer, Venit Jr. Family Trust, represented itself in the transaction. The seller, Borchard Temecula LP, was represented by Reg Kebbi, Pal Scruggs and Philipp Voorhees of CB Richard Ellis.
CLOSE-UP

A man and his dog

Alan Davis came to Big Bear Lake four years ago. Initially, it was to allow his son, Adrian, now 20, to snowboard every day and allow him to achieve his aspirations of becoming a pro snowboarder. Adrian is still following his dream. Davis, however, was retired and with little to do, purchased a restaurant that was considerably run down but had a good following of more than 16 years—primarily for sandwiches. Not liking the name BLT’s, he changed it to Kaju’s—naming it after his dog, Kaju, a 95 lb. gentle giant.

After remodeling the restaurant, attention was turned to the menu. He added some gourmet additions to the sandwiches, but more importantly, he introduced the quiche. This is what put Kaju’s on the map so to speak. Later he added dinners, featuring some classic French dishes—coq-au-vin, salmon en creuse, etc. The quiche has since become the most popular item, and with more than 30 varieties, there is something to please everyone. Along with the quiche, came salads and the introduction of their own salad dressings. Demand for them to bottle the dressings became such that now he manufactures four dressings, Secret House, Mango Citrus, Cranberry Orange and Papaya Lime in Fullerton. Soon they will start manufacturing the quiche in Brea.

Davis’s background is worldly. Originally from the UK, he traveled to Paris when he was young and learned the art of sauces and quiche at a very well known Parisian restaurant. He became an assistant in the kitchen, and soon was involved in the daily preparation of sauces and quiche. However, since this was not his chosen career, he returned to his native country, the UK. While he was there he became one of the youngest ever news photographers and traveled worldwide.

In 1967, he left the UK and came to the U.S. and changed his career again. He then became an international negotiator of both manufacturing and distribution licenses for American products. This venture took him all over the world again; in fact, Davis has visited over 70 countries and has traveled more than three million miles.

Davis is now 69—still very active and not slowing down in the least. In fact, the restaurant is now up for sale in order that he can focus on the manufacture and distribution of his salad dressings and quiches nationwide for all to enjoy.

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<td>A.T. &amp; T. Business Services</td>
<td>1600 E. Main St, Corona</td>
<td>92880</td>
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### Advertising Agencies In The Inland Empire

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The outlook for single-tenant retail properties is expected to be mixed throughout the rest of the year, with buyers becoming increasingly selective about the impact of slower economic growth, tighter underwriting and fewer apartment owners over into single-tenant retail properties is causing a slowdown in sales velocity, risks that are expected to continue during the next few quarters. The uncertain climate is resulting in investors pursuing safe choices, with buyers typically targeting national-credit tenants in primary markets. As such, well-located, necessity-based retail properties such as drugstores and gas stations have continued to change hands while prices are typically higher.

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Become a Sales Superstar - 10 Critical Areas to Master
By Voss Graham

Being a sales superstar is ALL about the choices you make as a salesperson. There are many good and bad news to this state­ment. First the bad, what you do today will most likely make you a sales superstar tomorrow. Now for the good news, you can be a sales super­star if you start making choices today—like a sales superstar.

Sales superstars don’t just suddenly show up or arrive out of nowhere. They design their paths of growth; they work and thinking about their choices ALL THE TIME! They develop a winner’s edge on the mental side and learn the skills to insure winning. So, how do they do this? By working on 10 critical areas that create success today in today’s highly competitive world. To become a sales superstar, you must decide to improve your skills in these 10 critical areas:

1. Learning - Sales superstars have one thing in common—they are always learning. Their learning can take several avenues. One, they learn about their customers, in depth, so they can understand the current and future situations they will face. They are also readers. Remember this—leaders are readers! They read about selling, business trends, leadership issues, economic trends and industry trends. They are the first to sign up for extended training and development ses­sions. They know that they need to sharpen their skills every­day—if they want to keep win­ning in the game of selling.

2. Business Acumen - In the modern world of selling, sales­people MUST be able to speak in terms that are important to customers and especially the “C” level customers. These terms are the world of Business Acumen—revenue growth, cost of goods sold, gross margin, related costs, turnover ratios, velocity and net income. If you are just talking about features and benefits—you are in the world of commodity selling and price alone rules.

3. Preparedness - Like the Boy Scout motto, Be Prepared, sales superstars know that customer research is done before meeting with customers. You must validate what you have learned while in the presence of cus­tomers—which shows the cus­tomer that you are diligent and will not waste their valuable time. Using Web search engines to find information about your customers, their customers, financial data and trends—allow you to be more knowledgeable than your competition.

4. Industry Knowledge - This should be a no-brainer, however, you will still find sales people with little industry understanding. To be a sales superstar, knowing the industry is a requirement. It assists you in understanding trends, cycles, what is old or new, best prac­tices, and who are your cus­tomers. Industry knowledge allows you to understand the little secrets of success and most importantly the ability to antic­i­pate trends within the indus­try—allowing you to guide the customer to better decisions about their business.

5. Questioning Skills - Here is the big one. Most sales people talk too much. They talk too much and actually bore the cus­tomer. Why? Because the cus­tomer will have opinions about things and they will believe Their Thoughts Over Yours! This is a form of bias, yes, but the best sales people have learned this fact. They use questions to uncover these biases, use different­ kind of questions to guide or educate the customer, and even different types of questions to learn what specific benefit or advantage certain solutions would provide for that specific customer. The key is using questions to get a clear view of what you think you know. This is a huge step and is one of the ladders of the sales super­star and they have learned the importance of this skill.

6. Listening - Closely relat­ed to the questioning skills is the ability to actively listen to the customer. By focusing on exac­tly what the customer is saying and the opens the door to understanding what is going on in the cus­tomer’s world. The sales super­stars have taken listening to a higher level. They listen for things that are not clearly defined by the customer, what should have been said—but was not. They hear general state­ments and respond with a clarifying question for specific and clear understanding of the sit­uation. Another interesting effect comes from listening to the cus­tomer—their needs and you.

7. Think Like an Owner - This means connecting with business dots. How does your team finish the sales? Who is the customer? Does the customer have? After the sale or does doubt and frustra­tion rule? Coordinating other functional areas to satisfy the customer is another critical issue that most sales people overlook—but yet it is the one that influences the next sale to that customer and the most. Take time to think about customer satisfac­tion and what it takes to insure success with each customer.

8. Creative Problem Solving - The key here is “crea­tive.” This is not by-the-book or policy type of problem solv­ing. It is looking at the customer’s situation and thinking about different ways to solve the problems. First choose the one idea that will create the most effective solu­tion for both the customer and your company. Hint: Your biggest opportunity customers will not vocally complain about being sold—before they buy—just to see if you are looking after their best interests. This is a guaranteed test.

9. Practice, Practice, Practice - The sales superstars do not practice a new or improved technique on a critical customer. They work on the skills using role-plays, applica­tions, and other forms of customer stimulation. Using video in the practice sessions is the fastest method to gain imme­diate improvement in selling skills—yet it is the least used due to egos and fear of failure. Focus on becoming a superstar.

10. Self Confidence - The final critical factor is both a means and an end to succeeding in the other nine factors. Confidence is the key to having the winner’s edge. Most impor­tant, you must have confidence with confident people to get the results and outcomes they need. If you do not have this confi­dence will come. Or use self confidence in demonstrating the discipline needed to make the choices that lead to success and sales superstar status.

The world of sales is chang­ing rapidly. As a sales person, you need to decide if you want to stay in sales for the long term or do something else? Strong words, yet, truthful words based upon the change that has already started and is in several industries. Commodity selling will be ruled by the Internet and price deci­sions rather than best value solu­tions. Make a decision today to become a sales superstar and master the 10 critical factors of success.

For more information, please e-mail voss@innerac­tiveconsulting.com.
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For the full table, please see the actual document as it contains additional information not visible here.
The following are some of the commercial real estate activities in the Inland Empire:

Newport Beach-based CT Realty recently completed a $24 million purchase of a 417,800-sq.-ft. building on 3125 and 91 Freeway and 93 acres south of the 91 Freeway in Corona. The property owner, Magnolia Enterprises Inc., in what is reportedly one of the largest sale transactions in the Inland Empire so far this year. The property, at 3125 and 91 Freeway, is located on 3125 and 91 Freeway, just south of the 91 Freeway and West of Van Buren Blvd. Two of the buildings are two-story office buildings totaling approximately 78,100 sq. ft. and the other 10 buildings are single-story industrial warehouse buildings with an approximate total square footage of 332,700 sq. ft.

Fleetwood, one of the nation’s largest manufacturers of manufactured housing and recreational vehicles, will remain a major tenant in the office buildings, currently used as Fleetwood’s national headquarters and located at 3125 and 3075 Myers Street. Rick Fuller of Lee & Associates represented both CT Realty and Fleetwood Enterprises in the Citrus Park transaction. Equity financing was provided by CT California Fund V and Fund VI, with debt financing provided by Pacific Coast Capital Partners. In Victorville, construction has been completed on a new 296,500-sq.-ft. distribution facility at the Southern California Logistics Centre (SCLC). The Class A building, known as Distribution Centre 13A, is the fourth industrial structure to be completed at SCLC by Stirling Capital Investments, the project’s master developer. The new facility is on a cross-decked and features 32-foot clear height with ESFR sprinklers, 112 dock-high loading doors, 147 truck trailer parking spaces and 164 automobile parking spaces along with a full 100,000 square foot yard. It is a “green” building targeted for LEED certification and which includes skylights and energy efficient lighting. The building can be leased to any combination of any one or two users. The building is part of the Phase 1 at SCLC which will total over 64.5 million sq. ft. of facilities. Jay Dick, Darla Longo and Mark Lathan of CB Richard Ellis are responsible for marketing the building. Last month, Stirling Capital Investments completed construction of Access Business Centre, two Class A multi-tenant facilities totaling 221,800 sq. ft. Hunter Park Business Center, a 294,100 sq. ft. industrial park in the heart of Victorville, was completed four months prior to the market. The high-image business park, which is located on the corner of Sturtevant and Sturtevant, is comprised of four free-standing industrial buildings ranging in size from 31,000 sq. ft. to 150,100 sq. ft. and one building comprised of 19 multi-tenant industrial units ranging in size from 4,100 sq. ft. to 25,700 sq. ft. Construction was completed on the buildings in 2007. The buildings, which are being offered for lease or sale, are being marketed by Milo Lipson and Ryan Velazquez of Grubb & Ellis, on behalf of Oakmont Industrial Group. In Corona, Monkeysports Inc. signed a seven-year, $4.2 million lease for a 113,500-sq.-ft. (50,043/m2) industrial property at 1550 Magnolia Ave. Greg Sargenti of Voit Commercial Brokerage represented the property owner, Magnolia Trademark Center. Kevin Thomas of Lee & Associates represented the tenant, Voit’s Walter Fronn and Bille Livsey represented the sellers, Dudley Sewell and Chandler Pessau-Bond, while Michael Hefner and Mike Vernick, also with Voit, represented the buyer. In and in a Corona office sale, investors acquired a 6,100-sq.-ft. building at 4210 Green River Road, near where the 91 and 71 Freeways intersect. 

REAL ESTATE NOTES

Monkeysports, a company that deals in team-related sporting goods such as baseball, hockey and lacrosse. Also in Corona, E&M Investments paid $1.8 million for 33,250 sq.-ft. ($57/sf) industrial building at 3155 Palisades Drive. The facility will be occupied by Standard Drywall Inc., a commercial drywall contractor that will use the property to expand its existing Corona operation.

Community Leaders Celebrate New Ontario Mills Banking Store

Wilds Fargo Ontario Mills Store, located at 1001 S. St, will undergo a grand opening this month. The festivities will be held on Friday, July 11, a day that will also mark the grand opening of the Grizzly Manor CAFE.


done are the days when fine dining in Big Bear meant that the chef skinned a squirrel—sprinkled onto, what remained, some dry sub prior to finishing it well done on the grill—and then topping it off with a port wine reduction. The new chefs, the new cooks and the new owners on the top of the mountain can go toe-to-toe, oven-to-oven, grill-to-grill with the best of the really good food magicians down in LA, Newport Beach, Vegas or wherever spot and place you name! I, and a few other foodies, enjoyed the best the mountain had to offer last month over three day visit, and it all started with dinner at Madlon’s Restaurant—a serious fine dining place with a flair to the French side of cuisine. Chefess Ori, a La Credence Bleu graduate of the Minneapolis/St. Paul campus and her husband, Robert, also a Credence Bleu graduate of the Pasadena campus are co-owners of Madlons. They have transformed and dressed up a gingerbread-style cottage into an intimate and elegant dining room. The wine list is one of the best that has been seen in any of the better fine dining spots around. The markup is low, prices are reasonable, and the selection should please any wine lover who has to his or her heart’s content. The food is even better. Rave reviews by all office and family. On opening night, we didn’t have room to chase you with the menu (go and try this "find" yourselves, you will not be disappointed, I guarantee. Appetizers prices range from $6 to $9; entrees $11 to $28; and dessert $6 to $8. Seating is limited so reservations are a must. Rating 10 pigs...
Lodge. Set in a forest of pine trees, the house was three stories high, home to nine bedrooms, eight fireplaces, a wine cellar, a billiard room, chauffeur’s quarters, and three deluxe studios. Gold Mountain Manor remains the same today, except the chauffeur’s quarters and the studios were remodeled for additional bedroom space.

Today there are seven guest rooms individually decorated with antiques and vintage touches. All have private bath, queen size bed with down comforters and fireplaces. A stay at Gold Mountain Manor includes a gourmet breakfast, afternoon hors d’oeuvres and wine on weekends, and fresh baked goods. A stay at Gold Mountain Manor.

Now About That Gas Offer!

Now that gas prices continue to sky rocket, vacation planners will seek gas-saving alternatives. This year for the first time Big Bear Lake Resort Association (BBRLA) offers a free $100 gas card for guests booking five or more nights at a participating lodge, or a free $50 gas card for guests booking a three or four night stay at a participating lodge.

BBRLA will also offer its standard complimentary $25 gas card for guests staying one or two nights at a participating lodge. The free gas offer for $25, $50 and $100 gas cards began April 20 and ends Nov. 23, 2008 (non-holiday). Minimum night stays vary per lodge and other restrictions apply. The free gas card promotion must be mentioned at the time of booking. A $25, $50 and $100 Arco Gas Card, redeemable at participating Arco gas stations, will be given to the guest at check-in. Limit one gas card per reservation. The offer may not be used in combination with any other offers. For details see the “Tank Away” gas card special located on www.bigbear.com or call 1-800-424-4232.

KUJO’S RESTAURANT

What is a Kujo? It’s a dog! Yep... and Kujo is owned by Alan Davis (probably the most interesting person in Big Bear City) and Kujo. He traveled the whole world and is now settled in at Big Bear City much to the delight of his customers and friends. Please note that this place is open from 8:30 a.m. until 4:30 p.m.—so breakfast and lunch only. Hot sandwich: (8.95 to $9.75) includes a side dish; salads ($8.95 to $11.95); and burgers ($8.25 to $9.95). The draw and magnet of Kujo’s is the quiche—the special of the house. Kujo offers 30 varieties and all served with a salad for a price of $9.65. To be sure they have your favorite quiche, call 24 hours ahead and it will be waiting for you. All are $9.65 for a 9-inch pie and an addition as a side dish. Selections include Lorraine, ham and bacon, apple pear, smoked salmon, foil, European, broccoli, Ortega chilli, salmon artichoke—something for everyone. Guaranteed you will love this place. (No beer or wine served.)

Ratting for lunch only: 9 pips, service: 9 pips, value: 9.5 pips. Friendly and comfortable rating: 10 pips.

Kujo’s Restaurant is located at 41799 Big Bear Blvd. in Big Bear City. The phone number is (909) 866-6226.

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Calendar Event Schedule

The following are some upcoming events happening in Big Bear:

- August 23-24 Antique Wood Boat Show at B’s Backyard Barbeque
- August 23-24 Native American Arts Festival at the Moonridge Animal Park
- Sept. 11-14 The Big Bear Lake International Film Festival
- Sept. 13-14, 20-21, 27-28 Oktoberfest at the Convention Center
- Sept. 18-21 Big Bear Cowboy Gathering at the PAC
- Oct. 4-5, 11-12-18-19-25-26 Oktoberfest at the Convention Center

For additional events at Big Bear Lake, visit the Event Resource Office at www.eventsinbigbear.com or call (909) 866-2638. For general information, contact the Big Bear Lake Resort Association at www.bigbear.com.

For a final note, Big Bear Lake is renowned for being a destination for its gourmet food and home-style cooking. See this month’s restaurant review for just a taste of what Big Bear has to offer in dining. Enjoy Big Bear Lake—whether it be in winter or summer, you will not be disappointed—‘it’s worth the drive in itself.

Great breakfast food at this unique joint. No reservations necessary. Rating of pigs: Breakfast: 10 pips; value: 9 pips.

OAXACA COMES TO SANTA ANA

Casa Oaxaca restaurant, named after a southern state of Mexico, comes to Santa Ana and is definitely not an El Torito (or don’t want red or green sauce) type of place. As you may know, this state in Mexico has its own distinct style of cooking—like, comparing Northern Italy to Southern Italian cooking. Just a few differences include agave mescal vs. tequi­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­…
“The Age Curve: How to Profit From the Coming Demographic Storm,” by Kenneth W. Gronbach

Business Books

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

1. “The Post-American World” by Fareed Zakaria
2. “Why We Lost Afghanistan” by Jon M. Huntsman
3. “The Living Company” by Orrin Orrin
5. “Good to Great: Why Some Companies Make the Leap...and Others Don’t” by Jim Collins
8. “The Age Curve: How to Profit From the Coming Demographic Storm,” by Kenneth W. Gronbach
9. “The 7 Failures...continued from pg. 17 to add value. But don't stop there. Add even more value to it every year so you never become a commodity again.
10. “Failure to Differentiate...too small? Differentiate your company if you're only bold enough to try. Have the courage to do the things your competition isn't doing.

Bestselling Books for Business...

“The Seven Failures...continued from pg. 17 to add value. But don't stop there. Add even more value to it every year so you never become a commodity again.
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The Office Without...continued from pg. 13...when you realize that Apple has produced a new package called iWork 09. Its Keynote 08 is a “Cinema-Quality” presentation program designed to compete with PowerPoint. Pages 08 is of course, the Apple spreadsheet program. Rez 08 has only been around, that is, Office. Some people still have said that the future is better.

Myself, I am reminded of the old AppleWorks, which began to work. They were also “suites” with word-processing and spreadsheet packages, and had the same market share. I think this might be heretical but it was the north shore. Generation Y will bring...will be improvements.

Abundance in Your...continued from pg. 17 to add value. But don't stop there. Add even more value to it every year so you never become a commodity again.
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EXECUTIVE TIME OUT

Eat, Relax and Play Close to Home at BIG BEAR LAKE

By Bill Anthony

Have I got a great getaway recommendation for you! Want to get away...well, how about a place where you can get to in less than two hours...where the air is so clean and clear that you can really relax (no not a public relations sound bite) really. If you vote for all of the above, then enjoy Big Bear Lake----they will even pay for your gas to get there and return home (see offer in this article).

Big Bear Lake is seven miles long and a mile wide at its widest point and, at an elevation of about 7,000 ft., you now understand why the air is very, very clean. Less than 100 miles from West Los Angeles, it is an easy two hour drive. Big Bear in the winter is a ski wonderland offering 55 runs, 27 lifts, 150 jumps and much more—but that’s for another story late this fall. During the summer, however, scenic Big Bear has much to offer for those who want a spur-of-the-moment getaway. Activities include hiking, horseback riding, golfing, fishing, mountain biking, or just plain basking in the clean mountain air.

“Not to Miss” Things to Do

- A wild ride on unpaved terrain called “Big Bear Off Road Adventures” offers a jeep tour packed with local history and plenty of excitement. Better than any Disney “E” ticket adventure, Jim Lyon, the tour guide, begins this trip by telling the passengers, “At least at Disney, you know you are going to get back.” Think of this tour as a Big Bear safari. Jim points out historic sites such as Wilber’s Grave (today, well over 100 years later, visitors still leave gifts on his burial site), reminisces about Two Gun Bill’s Saloon, as well as the Hangman’s Tree where so many were hung that the tree actually died. From 1860 to about 1875 the area swarmed with prospectors. It was Southern California’s largest gold rush, and it was a wild, wild place filled with “rich” history. For information, call (909) 585-1036.

- If “off road” adventures are not for you, and you would like the scenic view of the lake, catch the Big Bear Queen. This tranquil tour on this boat takes about one and a half hours. It highlights the history of the lake from 1845 to the present and includes sights along the waters edge like the Solar Observatory, Garstin Island, and celebrity homes. Make reservations by calling (909) 866-3218.

- Fishing ---- Big Bear Lake is planted with about 2,000 pounds of rainbow trout every two weeks. At about 200,000 pounds a year, you are bound to catch a few of these tasty morsels. Big Bear Lake has both largemouth and small mouth bass, catfish, crappie, pumpkinseed and bluegill. As they say, “Why travel five or six hours to the Sierras when you can get the same quality of trout fishing here in Big Bear Lake?” For questions or additional information, call Curt Dills (Fishing with Big Bear Charter Service) at (909) 635-7501.

- A visit to Moonridge Animal Park makes for great family fun. Open weekends year-round and daily throughout the summer, the 11-acre park serves as temporary habitats. Permanent “residents” include a family of Grizzly bears, bobcats, wolves, mountain lion and snow leopard, as well as dozens of smaller animals, such as coyotes, foxes, eagles and other birds. A pair of bison, reflecting the ancient wildlife of the region, also lives at the park. Both guided and self-guided tours are available and provide an excellent first-hand look into mountain wildlife and the delicate balance of nature.

Places to Stay

Accommodations in Big Bear Lake range from affordable to first-class and include lodges, full-service hotels, bed & breakfast inns, condominiums, cabins and private home rentals. Lakeside RV and motor home parks and Forest Service camping areas are also

found in Big Bear Valley.

We stayed at Gold Mountain Manor Bed and Breakfast where owner Cathy Weil treated her guests as family rather than just paying customers. You fall in love with the manor, the staff and Cathy as soon as you are introduced. Starting the day with one of her breakfasts adds to the delight of your getaway. All of her breakfast items are made from scratch (even the yogurt which is a well-guarded secret). The French toast croissants we had one day were stuffed with cheese and fruits---just the breakfast dishes alone entices her guests to return.

The history of Gold Mountain Manor is also interesting. In the early part of the last century, entrepreneur Harry Kiener hired Guy Sherman Malby, contractor and owner of the Bear Valley Milling and Lumber Company to build the Peter Pan Woodland Club, a log and stone lodge equipped with the finest amenities the roaring twenties could offer: a full movie theater, ballroom, banquet room, five gigantic fireplaces; and beautiful guest rooms. At the end of the 20’s, Malby built his largest home, Gold Mountain Manor, a private mansion for Alexander Buchanan Barret, a wealthy Los Angeles movie investor, and his bride, Bessie. When it was finished, the mansion was even more beautiful than the

continued on page 36