Follow this and additional works at: https://scholarworks.lib.csusb.edu/iebusinessjournal

Part of the Business Commons

Recommended Citation
https://scholarworks.lib.csusb.edu/iebusinessjournal/162

This Article is brought to you for free and open access by the Special Collections & University Archives at CSUSB ScholarWorks. It has been accepted for inclusion in Inland Empire Business Journal by an authorized administrator of CSUSB ScholarWorks. For more information, please contact scholarworks@csusb.edu.
Pacific Power Management adds another power plant
4,488 Mitsubishi Electric Modules installed at Sierra Aluminum Company in Fontana

Pacific Power Management LLC announced that they have completed the design and installation of an 800 kilowatt power plant for Sierra Aluminum Company in Fontana. In addition to designing and building the solar power plant, PPM also financed the system under a power purchase agreement. Pacific Power Management’s PPA program allows clients to install a power plant and buy solar power directly from PPM with a long-term agreement and no capital investment.

The state-of-the-art system at Sierra Aluminum is comprised of 4,488 Mitsubishi Electric 180 watt modules and 2 SanCon 500 kW inverters. The system performance will be monitored by Pacific Power Management’s proprietary Web accessible, SolarWatch™ for real-time production measurement.

Shayne Seever, vice president of administration for Sierra Aluminum Company stated, “Sierra Aluminum Company strongly believes in sustainable energy and the responsible use of it. Over the years we have invested in many projects to reduce our energy usage and our impact on the environment. This solar power system is one example of that commitment. We are especially pleased to be able to install completely power one of our manufacturing plants with green energy. In fact, aluminum extrusions manufactured locally by Sierra Aluminum are on the roof of this building supporting the solar panels which include extrusions that contain over 40% recycled material.”

The cost of the system’s installation will be partially offset with $1.7 million in solar rebates from SCE and is expected to generate 1.4 million kWh per year; meeting approximately [60-70] percent of the total energy requirements of Sierra Aluminum’s manufacturing plant. The high-performance system will help reduce Sierra’s carbon footprint by displacing over 48 million pounds of carbon dioxide and provide enough energy to supply 2800 homes over a 25-year period. “It’s a very positive sign to see a company like Sierra Aluminum thinking about its impact on the environment,” continued on page 23

Temecula Bank
Agrees to FDIC Cease-and-Desist Order
State and federal banking regulators are putting some heavy restrictions on Temecula Valley Bank so it won’t slide into financial ruin.

Temecula Valley Bancorp, the parent of the bank, said it agreed to a cease-and-desist order issued by the Federal Deposit Insurance Corp. and the California Department of Financial Institutions, which mandates the bank abide by numerous management and lending rules.

Regulators believe the bank “engaged in unsafe or unsound banking practices,” according to documents filed with the Securities and Exchange Commission.

The bank’s parent company reported a $16 million loss for 2008 but was “well-capitalized” by regulatory standards as of Feb. 3.

The bank made loans on commercial construction projects and to small businesses, and the borrowers can’t repay what they owe on time.

In December, Temecula Valley Bancorp said it was considering applying for money from the federal government’s $700 billion financial stability plan, formerly called the Troubled Asset Relief Program. The bank is in receivership.

In order to retain companies and jobs in the Inland Empire, five critical factors should be addressed.

1. Get costs under control. To even companies from fleeing the state, California must learn how to manage its budget and cut back on spending. Companies want a business case they can count on year after year, and they don’t want to worry about what the state’s legislative Outcome is going to do next. One of California’s biggest weaknesses is its ever-increasing cost of doing business.

The Next Revolution in Safety and Security
ON WEDNESDAY, MAY 13
AWARE SENSOR SYSTEMS

A network of cameras at the Bowens College Engineering is being taught to recognize danger, act as a team to analyze the threats and respond intelligently to the situation. It could be a long, unsecured border, a massive industrial compound, a public water supply or any number of homeland security challenges.

So far the NSF, ONR, ARO and other funders have awarded more than $5 million to build and use the research infrastructure at UC Riverside. That work will be the focus of this year’s TechHorizons conference.

The challenge of achieving persistent situational awareness in machines will require new approaches to network architecture, data mining, and machine logic. These developments and more will be presented at TechHorizons 2009.

Keynote addresses will be given by Ian F. Akyildiz, an influential researcher in wireless networking from the Georgia Institute of Technology and Arum Hampapur, a Distinguished Engineer at IBM who is a pioneer in the development of video surveillance technologies.

The work has broad implications for homeland security, corporate security, law enforcement, manufacturers, investors and many others.

To register, visit www.enz.ac.nz/tech2009. Event includes lunch and networking reception.

The current economic downturn has reignited the stampede of economic development organizations touting Southern California to recruit companies out of state. Multi-million-dollar campaigns are being mounted by out-of-state economic developers to attract Inland Empire companies and their jobs, using relocation as a way to cut costs and maintain competitive advantage.

The current business climate in California supports the business case built by these outsiders. The state’s reformed budget, with more than $12 billion in tax increases, will impact business practices struggling to survive. In this environment, the idea of moving to a place with lower taxes, lower workers’ compensation rates and less onerous permitting processes becomes more and more appealing.

In many cases, these companies are appealing to business owners and entrepreneurs. The state’s reformed budget is valued as important contributors to a region’s economy. California has not supported business, but rather created burdens for them to succeed through higher taxes and cumbersome regulatory processes. These companies are quick to entertain the notion of relocating to places where they can get more for their money, feel valued and operate more profitably.

The Inland Northwest region, an area spanning part of eastern Washington and northern Idaho, has benefited from California’s laissez-faire attitude. Case in point is that California economic development officials worked to keep only two of 73 companies that have relocated to this region from southern California. Interestingly, both were large, well-known California businesses.

Even though the state tried to retain them, it was too late. These companies found the advantages elsewhere more compelling. Even in these challenging times, there is strong interest from Inland Empire companies to relocate elsewhere.

In order to retain companies and jobs in the Inland Empire, five critical factors should be addressed.

1. Get costs under control. To even companies from fleeing the state, California must learn how to manage its budget and cut back on spending. Companies want a business case they can count on year after year, and they don’t want to worry about what the state’s legislative Outcome is going to do next. One of California’s biggest weaknesses is its ever-increasing cost of doing...
Ontario-based businessman Phillip Talleur named Board Chair at LeRoy Haynes Center in La Verne

Ontario-based businessman Phillip Talleur was recently named the 2009 board chair of the all-volunteer board of directors of LeRoy Haynes Center in La Verne.

Talleur, who has served on the board since February 2004, is president and CEO of Ontario Refrigeration, a commercial air conditioning company with offices throughout California, Arizona and Nevada.

Long involved as a community member and interested in children's issues, he has served as a coach in both the City of La Verne youth basketball league and American Youth Soccer Organization in Claremont.

Talleur, a life-long resident of the inland Empire, is a resident of a Claremont, graduated magna cum laude at the University of California at Santa Barbara in political science and business.

He takes over the gavel from the Term, Pitt, Sr., a retired Superior Court Judge, who has served as board chair for the past two years.

Other officers serving with Talleur on the board are John Remer, president and CEO, The Renken Company, 1st vice chair; Beverly Lee, past president and community volunteer, 2nd vice chair; Theodore Pitti, Sr., immediate past chair, Norm Dominguez, CEO, BNI Enterprises, Inc., treasurer; and Honorable Robert Dukes, Supervising Attorney, Superior Court Judge, secretary.

"We could not be more pleased with the caliber of community leaders and volunteers making up our current board, said Daniel May, executive director and CEO of the LeRoy Haynes Center. "We congratulate Phillip on his new position and we look forward to working closely with him and with all of our board members as we continue to grow our organization and educate children about the current challenges of our nation's economy."

16th Annual Inland Empire World Trade Conference & U.S. Department of Commerce Export Achievement Awards

Conference Agenda
9:45 AM – Networking

10:00 AM – Registration, Networking, and Exhibits

11:00 AM – Welcome and Opening Remarks

11:15 AM – Keynote speaker

12:15 PM – Luncheon and U.S. Department of Commerce's Export Achievement Award Presentation


1:30 PM – Panel Discussion

2:00 PM – Networking Session

Questions?
Please call U.S. Department of Commerce's Inland Empire Export Assistance Center at (909) 466-4134

San Bernardino auto dealers, FDA join forces

By Jason Pesick

The city's Economic Development Agency is gearing up to spend as much as $150,000 on a promotional venture to attract customers to local auto dealerships. "Despite the stories of doom and gloom, we still have fairly active auto dealership activity along Intestate 215," said EDA Project Manager Colin Strange.

Several of San Bernardino's 111 Claremont, 222 N. Vineyard Ave.

On Wednesday the EDA is releasing a newsletter to the public aimed at helping customers choose shops to do business with to compete with the giant car companies. San Bernardino's auto dealers have a tendency to implement record losses, gave themselves unprecedented raises?

How much do you trust the leaders of your company? Do you think you have the ability to manage the company?

Do you think you have the trust of the auto industry to do "the right thing" for your customers?

This growing lack of trust can have serious consequences as we try to reverse the economic meltdown and bring about positive change and growth.

The one thing every business professional should be certain of, regardless of industry, is that the future is all about relationships. And the one thing the Internet has given us is the ability to survive is trust. In fact, trust is the glue that holds the networked economy together.

You have multiple relationships, Center Chevrolet, Shaver Kia, Freeway Lincoln and Jack Kennedy Cadillac, have gone out of business.

Auto sales have traditionally been a key source of sales-tax revenue for San Bernardino and other cities.

With billions of dollars taxpayer bailout money, how much do you trust the leadership of your company? Do you think you have the ability to manage the company? Do you think you have the trust of the auto industry to do "the right thing" for your customers?

This growing lack of trust can have serious consequences as we try to reverse the economic meltdown and bring about positive change and growth.

The one thing every business professional should be certain of, regardless of industry, is that the future is all about relationships. And the one thing the Internet has given us is the ability to survive is trust. In fact, trust is the glue that holds the networked economy together.

More trust you have with someone, the more powerful the relationship. The less trust you have, the weaker the relationship.

In business, trust is something you must earn. You do so by displaying three core values:

honesty, integrity, and delivering on promises. In fact, no matter the industry, people worldwide place such a high emphasis on trust, many companies cite "trust" in their list of organizational values.

As customers, most people are indeed trusting of others. But because trust is assumed, many companies have a tendency to not consider strategies that undermine trust. They fail to make trust a conscious part of their day. Instead, trust stays in the back

of their mind, and that's when problems begin.

For example, call your telephone company or Internet service provider today and tell them you're going to cancel your service and go with a different provider. I'm sure that in order to keep you as a customer, they'll respond by offering you a lower rate. Does changing to a different provider mean you have that trust?

No. In fact, you'll probably feel that you've been getting ripped off because you've gotten that lower price all along. Policies such as these train customers to distrust the company.

But trust missteps don't just happen with external customers and the public, they also happen internally with employees. A few years ago, one major company laid off a thousand employees. Rather than meeting with people individually, laying them off with dignity and support services, the company had their security guards tell those being laid-off the bad news. After giving these employees work, watched them clean out their desk, and then escorted the former employees out the door. Some employees still working there learned one important lesson that day: Never trust upper management.

Despite their actions, companies that violate trust are not evil. Rather, they're simply not thinking about trust when they lay out a course of action or outline policies. Therefore, in order to foster trust in a company, you need to lay out a course of action or outline policies.

Never assume trust. Whenever you're bringing about any change, either internally or externally, create a "trust trust" in the form of a trust chart or an er the trust meter to increase when

Offer more value to rewarding loyalty. You can't reward loyalty with only a $99 monthly delivery for no extra charge. So now instead of getting 12 months of newspaper delivery for a certain price, the customer gets 15 months of service for that same price. What's the catch? You can't cancel it. This kind of rewarding loyalty with more value rather than a lower price, people feel that the company is rewarding them a premium, not you. They feel appreciated (something everyone wants to feel) and will want to keep doing business with you. Therefore, pinpoint what your customers perceive as added value and make that a part of your policy change.

Think in terms of the other person's perspective.

No matter how hard you try, sometimes mistakes will happen. Mistakes happen in the workplace. But rather than accept the lower level of trust, see this as an opportunity to raise the level of trust people who are feeling less of it. For example, suppose you have a major disagreement with one of your key distributors. You both the other person is wrong. This is when you need to step up and say to the distributor:

"We've had a long and trusting relationship with you and we don't want to lose that. What can we do to make you happy?" The answer you hear will likely be more than fair because the conversation has now shifted from a confrontational to a relational one. Everyone will come out a

Survey customers and employees about trust.

Have employees business continued on page 30
Imagine Lance Armstrong’s best day. Do you feel the wind blowing against your sweaty face? Are there fans cheering as you cross the finish line? Or, is there the scent of antiseptic, the sound of the crowd and the buzz of fluorescent lighting in a dreary hospital room?

Surprisingly, Lance Armstrong said his best day was not on his bike but on his back; the day he learned he had cancer. The character he developed through this adversity helped Lance Armstrong win Le Tour de France a record seven times. His strongest achievement, though, was still to come. He has encouraged thousands of cancer survivors and raised millions of dollars to fight the disease.

What adversity are you facing? Your ability to handle this adversity is one of the most robust predictors of your personal growth, future contributions and happiness in life. Organizations that develop their leaders’ ability to grow in all areas and achieve significance in their work are energized by the constant learning, growing.

3. Live a Balanced Life of Meaning and Contribution. Make a list of the five most important elements of your life - family relationships, vibrant health, personal faith, meaningful contributions at work, satisfying hobbies, a volunteer role, and financial stewardship, for example. Now, number these areas in order of importance. Put this list on a card and carry it in your wallet or purse. Any area of your life invites you to make specific contributions that improve quality of life for yourself and others. Living a balanced life makes you give your best in all areas. Work-life balance means that work intrudes on family as much as family intrudes on work. Personal faith, meaning and contribution. Don’t quit now.

Integrity is doing what you say you will do. Be honest with yourself and others. Build trust with those closest to you. Your relationships always matter more.

Patience is uncomplaining endurance; calmly and contentedly waiting for something you desire. The lack of delayed gratification is a major cause of our problems. It will also be a significant part of the solution. Produce more than you consume. Live within your means.

Happiness is freedom from pride and arrogance, a modest estimate of one’s own worth. The most respected leaders are servant leaders. The most valued employees are those who consistently serve others. Acknowledge your limitations and learn to work more effectively with others. We’re all in this together. We need each other to succeed.

Meaning and contribution. Virtually everyone says, during times of adversity, in order to effectively lead our teams and organizations through adversity, we must develop these character qualities.

- Courage is the quality of mind that enables you to encounter danger and difficulties with fearlessness and resolution. Associate with people who build your faith, not your fears. Limit your exposure to negative input.
- Perseverance is the continued pursuit of any endeavor or enterprise, no matter how small. Your character quality is demonstrated as you continue to climb your mountains. The entire world is facing unparalleled challenges and opportunities. Don’t quit now.

You’re being tested. You’re being examined. You’re being shaped.

3. Live a Balanced Life of Meaning and Contribution. Make a list of the five most important elements of your life - family relationships, vibrant health, personal faith, meaningful contributions at work, satisfying hobbies, a volunteer role, and financial stewardship, for example. Now, number these areas in order of importance. Put this list on a card and carry it in your wallet or purse. Any area of your life invites you to make specific contributions that improve quality of life for yourself and others. Living a balanced life makes you give your best in all areas. Work-life balance means that work intrudes on family as much as family intrudes on work. Personal faith, meaning and contribution. Don’t quit now.
Environmental Companies Serving the Inland Empire

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Specialties</th>
</tr>
</thead>
<tbody>
<tr>
<td>A&amp;B Infosystems, Inc.</td>
<td>10970 Temescal Rd, Rancho Cucamonga, CA 91730</td>
<td>GIS, Environmental Consulting, Data Analysis</td>
</tr>
<tr>
<td>Allen Congreso</td>
<td>321-A Technology Dr, Ontario, CA 91761</td>
<td>Environmental Consulting</td>
</tr>
<tr>
<td>AMEC Earth &amp; Environmental</td>
<td>5841 E. Court St., Ontario, CA 91761</td>
<td>Environmental Consulting, Environmental Monitoring, Site Assessment</td>
</tr>
<tr>
<td>Applied Planning, Inc.</td>
<td>5817 Park Ave, Simi Valley, CA 93063</td>
<td>Environmental Documentation, Cultural &amp; Historical Preservation</td>
</tr>
<tr>
<td>AVFS INC</td>
<td>3150 Garey Ave, Ontario, CA 91761</td>
<td>Air, Soil, Water Quality</td>
</tr>
<tr>
<td>Beckley Environmental, Inc.</td>
<td>5020 N. Main St, Ste. 12, Rancho Cucamonga, CA 91730</td>
<td>Land Use Studies, Environmental Consulting, Cultural &amp; Historical Preservation</td>
</tr>
<tr>
<td>但未提及的公司</td>
<td>但未提及的地址</td>
<td>但未提及的专长</td>
</tr>
</tbody>
</table>

Economic Rep... will be restrained by the impact of the budget on state funded institutions. The federal government's growth, in part preparing for the 2010 census, should offset losses at the state and yield some state and federal government growth (500). Mining, utility, medical device and pharmaceutical companies should add a few jobs as they are impacted by federal infrastructure, environmental, and medical guidelines. However, local governments will be handicapped by declining property taxes and the drop in home values (-1,000). Management and professional firms will face significant job loss with the slowdown in work for the construction and logistics sectors (-4,000).

2. Clean Work, Moderate Paying ($30,000-$40,000). Traditional white collar sectors will again be the strongest of the Inland Empire to begin increasing the demand for labor during the first few years-3.0% and -1.1%. The loss will be 4.0% of the 86,200 job forecast. Given the Inland Empire's growth, population health care is again expected to be the strongest single sector in 2009, up 3,000. Jobs in local public and private K-12 schools will lose 500 positions assuming the U.S. stimulus offsets even higher losses. Traditional and supply chain managers plus engineering firms will lose-2,500 jobs-while the manufacturing and retailing sectors are the biggest hit by the continued shrinkage in its residential real estate and logistics sectors.

3. Blue Collar, Moderate Paying ($35,000-$42,000). The Inland Empire's modestly educated labor force and its competitive advantage for homes and large facilities have historically caused moderate paying blue-collar firms to be its fastest growing sectors.

However in 2009, these sectors will again be hampered, losing-44,400 jobs (-14.7%), at the top of a loss of 33,400 jobs (-10.24%) in 2008. They will account for 53.6% of the 82,600 job forecast. Manufacturing will be hit by the U.S. and housing downturns and lose-12,800 jobs. Logistics will be hurt by the logistics of imports through the ports of Los Angeles and Long Beach and lose-5,800 positions. With foreclosures causing inland home prices to drop (back to 2003 levels) plus vacancies soaring in the housing (9.5%) and office (20.6%) markets, construction activity will shrink another-25,400 jobs.

In particular, the Inland Empire needs federal policies to help its blue collar sectors, since they bring the bulk of money into its economic base. Falling home prices plus the lack of manufacturing and logistics demand have caused construction activity to bring $8.6 billion fewer dollars into it. To help that this, the area needs the federal stimulus to increase (almost) $4 billion in infrastructure and infrastructure construction. It also needs a federal solution to the mortgage crisis so home prices can stabilize and begin rising, shortening the time until residential construction firms again become profitable employers.

4. Lower Paying ($15,000-$25,000). Like most U.S. areas, the Inland Empire's largest sectors are those paying the lowest average incomes. In 2008, they lost -17,800 jobs (-4.1%). In 2009, they are expected to lose another-31,800 jobs and -7.7%. That will represent 38.5% of the Inland Empire's forecasted loss of 86,200 jobs. Here, the difficulty is that the loss of jobs in sectors like construction, logistics, or service sectors with national clients means less income flowing to the workers in them. In turn, they create no longer spend that money on local goods and services causing average household income to fall as retailing to decline as well. The $8.6 billion loss in construction alone thus caused these second sectors to lose another-43,000 jobs and $1 billion in activity. As a result, retail trade will lose -20,000 jobs (-2.6%) after dropping -7,600 in 2008. Hotel, restaurant and residential sectors will lose -6,400 jobs after shrinking by -2,500 in 2008. Employment agency jobs decline by 10,000 as other sectors shrink and will lose-30,000 jobs. Other services like hair salons and gardeners will lose-7,400 jobs as people will do such work themselves. More education will need to become a top government priority to consolidate, down-400 jobs. In a sign of the times, government contracts, continued on page 47
**Commentary**

By Bill Leonard, Member State Board of Equalization

**Proposition 1D: Not Completely Worthless**

Proposition 1D is a constitutional amendment that was placed on the ballot by the Legislature. Although it was inspired by the budget crisis, it should not be viewed in the context of the other May 2009 ballot measures because it would be supportable even if California had a budget surplus. Prop. 1D amends Proposition 10 from 1998, which was the poorly-designed tobacco tax issue of 50 cents per pack. Prop. 10 set aside about two-thirds of the funds from that tax increase to the local First 5 Commissions in each of the state's 598 counties, plus the State First 5 Fund, to be used on child development programs. None of the funds from this tobacco tax are subject to legislative appropriation, and not a penny has been made available to deal with our budget crisis.

Prop. 10 created an unaccountable bureaucracy, run by political appointees, who were free to spend billions of dollars without legislative oversight. To the surprise of almost no one, these people spent millions of taxpayers' dollars to promote Rob Reiner's universal child care initiative. No one went to jail for that outrageous incident, but it helps to illustrate the fact that Prop. 10 taxes have been used as a slush fund that has been made available for the whims of powerful people without any of the normal checks and balances that apply to most state spending.

Unfortunately, Prop. 1D does not repeal Prop. 10 and it does not even impact most of the revenues from that tax. Prop. 1D simply redirects a fraction of the revenues from the tobacco taxes, for only five years, to make those funds available for the purposes of this Legislature. The legislature has indicated that the redirected funds will be used for children's health programs that would otherwise be funded by the General Fund. 1D limits the revenue transfer to $340 million from the accumulated surplus plus $268 million annually from the tobacco taxes, until the end of the 2013-14 fiscal year. It also contains some very minor reforms, such as deleting the current 6% mandatory allocation for mass media communications from the State First 5 Commission's annual budget.

Prop. 1D is a very modest proposal and its passage will do very little to alleviate the budget crisis. However, it serves as an important reminder that there are many ways of solving California's budget crisis without raising taxes at all. Our state has hundreds of separate boxes of money that have been declared "off limits" to the legislature and unavailable to reduce the deficit. Before raising taxes, we need to look at those boxes and fully utilize the tax revenues that we already have on hand. 1D is a baby step in that direction.

I urge a Yes vote on Prop. 1D.

**Proposition 1E: Also Not Completely Worthless**

Proposition 1E was placed on the ballot by the Legislature to deal with the budget crisis. It is a statutory amendment to Proposition 63 from 2004, which was a jobs-destroying income tax increase that raised the top rate to 10.5%, the highest tax rate among all the states. None of the funds raised by Prop. 63 are available to the General Fund because that measure set aside all of its revenue for new mental health programs.

Prop. 1E does not repeal Prop. 63, but it does modify it so that a third or less of the revenues can be made available to the General Fund for two years. But this quarter of a billion dollars in transferred funds is restricted to be spent on the Early and Periodic Screening, Diagnosis, and Treatment Program, which is a General Fund welfare program that provides a broad range of screening, diagnosis, and medical treatment, including mental health services, to Medi-Cal recipients under 21. By funding that federally-mandated welfare program with revenues from Prop. 63, the Governor and the legislators are hoping to reduce the General Fund deficit for at least two years without making any cuts in the program.

Like Prop. 1D, Prop. 1E is a very modest proposal that will do very little to alleviate the current budget crisis. I think it is supportable because it will help our current budget crisis in a very limited way.

I urge a YES vote on Proposition 1E, but I do so without any real enthusiasm because this measure does not go far enough.

**Proposition 1F: Waste of Space.** Proposition 1F was placed on the ballot by the Legislature to help a couple of other measures continue on page 39

---

**Our newest color copier technology is well traveled.**

In fact, he's been to over 22 of the 30 big league ballparks.

---

**TOSHIBA**

BUSINESS SOLUTIONS

California

---

**TOSHIBA**

BUSINESS SOLUTIONS

California

---

**Our newest color copier technology is well traveled.**

In fact, he's been to over 22 of the 30 big league ballparks.

---

**TOSHIBA**

BUSINESS SOLUTIONS

California

---

**Our newest color copier technology is well traveled.**

In fact, he's been to over 22 of the 30 big league ballparks.
We’re in a recession and you’re out of a job. That’s the bad news. That’s good news.” author Jon Gordon, is that by making a few key decisions you won’t only make your job search easier, you do it in a timeworn times more pleasant, you’ll actually make it successful.

The days following those fateful words, “We have to let you go,” are disasters indeed. Some mornings, it’s tough to even get out of bed. As you scan the skimpy classifieds and job boards, grim scenarios play in your head on a repeating loop: “We’ll lose the house. We’ll have to move in with my parents...I’ll never find work in this economy. Tangled in despair, you can barely move, much less move on. Are things really as hopeless as they seem? And you’re not helping, for how can I clear away the dark clouds and see the light on the other side?”

Jon Gordon has been where you are right now, and he has some good news: the layoff you think today will actually lead to a better future for you and your family, says Gordon. Worse, you’re hiding from progress, Negative beliefs lead to negative actions, like paralytic, bad choices, shutting out opportunities and locking in stagnation. And the opposite is true: Positive beliefs lead to positive action.

“We really do create our own realities,” notes Gordon. “I experienced it in my own life.”

“I think it was the worst event of my life,” recalls Gordon. “I was two years out of college and away from being bankrupt. I had a mortgage, two kids, no insurance and very little savings. I was a paycheck away from losing it all. It sounds bad. It felt bad. Seen from one point of view, I suppose it was bad. But then, one day I decided that I wasn’t going to let this challenge take me down. And that’s how I found myself back on my feet.”

“I saw that what I was viewing as so terrible didn’t have to be that way,” he says. “I took what I chose to make of it. So I made some decisions that changed everything and led me to the work I do today. But I do need to emphasize that you can’t create your future by focusing on the past. Gordon says after he was laid off, my layoff to keep my life’s mission and purpose. The moral of my story is that what you think is a terrible event can actually be a good thing. There is a myth that most people embark on a quest to find their destiny. But more often than not, through adversity and challenges our destiny finds us. It is during these times that we ask the important questions and make decisions that change the course of our lives.”

If depression, anger, and fear are your motivating factors during your layoff, you will be making tough judgments for yourself and your family, says Gordon. Worse, you’ll hinder your own progress. Negative beliefs lead to negative actions, like paralytic, bad choices, shutting out opportunities and locking in stagnation. And the opposite is true: Positive beliefs lead to positive action.


The way most people think about the future is the way they go, are biggest ones indeed. You’ll actually make bad news. The fateful words, “We have made a conscious decision for your company to retain it for you and go for getting him two weeks’ worth of severance pay. “I chose to thank them, not hate them,” he recalls. “Making the decision to let that bitterness go helped me to think more clearly and have more energy to take action. Recently I spoke with a gentleman who told me that he wished he had made the same decision after losing his job. He said it took him a year to finally move on and achieve the results that he now has.”

Say to yourself, “I have a dream,” then start working to achieve it. Having studied many successful people, Gordon says he learned that all can pinpoint the moment where they decided what they truly wanted to achieve in life. It’s a practice that should be required for all of us. After all, if you know what you truly want out of life, then you will do whatever it takes to make it happen. Obviously as this may sound, many people never actually decide what they want to do with their lives—live on autopilot, letting circumstances shape their days and months and years and decades.

“When I lost my job, I realized that though I was initially sad, I knew that I hadn’t been truly in control of my life. You may not find your positive energy switch right away. He warns and keeping look at yourself will find it. He offers a few options for managing tips on how you change your outlook and go from fired to fired up.”

Jettison your anger. Allow yourself to be angry, but quickly. After a few days of thinking, he opens it and weeps, popped in my head. And off I went achieving my dream.”

Choose to have faith in what you want, rather than what you don’t want. “Don’t try to control what’s happened yet. So why would you choose to paint that future bleak and empty, when you could paint it vibrant and fulfilling? “Fear believes in a negative future while faith believes in a positive future, says Gordon. “But even if you’re not a spiritual person, why would you choose to believe the worst is going to happen? It just feels better to look to the positive future.”

Start each day with three questions: “What’s going to happen this morning, today and when you get up each morning, ask yourself this one question, “What are the things that you need to do that will help me find the job and create the success that I desire?” Then, take action on those three things every day until you’ve achieved them. This is a great way to keep feeding your positive energy.”

“You may not get there in two weeks, or a week or even a month.” he says. “But every day you’ll be closer to your goal. And, eventually, you will get there. Or you may find yourself somewhere even better.”

Take on a “glass 92 percent” full” approach to the recession. Today’s employment-related statistics can be hard to get out of your head when you’re searching for a job. But unlike the pundits on TV who seem all too pleased to focus on the most negative numbers available, you can choose to focus on the flip side: “I’m going to find work, but what do I do? I asked. Why am I
How NOT to Advocate for Your Business
By Stephanie Vance

Every policymaker and his or her staff have tales to tell about their, well, "interesting" meetings. Like those businesspeople who start their pitch with, "You never agree with me and always take money from the other side. I don't even know why I'm here. But do you think you could vote for this legislation?" What if I paid for you to vote with a big campaign contribution? With a few notable exceptions, that approach is likely to get you shown to the door and quick.

Or how about those entrepreneurs who are outraged to meet with a staff person instead of an elected official? They may say something like "I have to meet with just you? Isn't there someone more important I can talk to? I don't think you'll be able to understand this complicated issue." Hmm, that doesn't sound like a good way to make friends and influence people.

And then there are the large trade associations that literally back policymakers into a corner at public events, all the while shaking their fingers and saying things like "We demand an answer on this. Are you going to pay your salary? You better do what we say." Again, while you may be thinking that, saying it is not always the best way to get policy leaders on your side.

Needless to say, this is no way to get your policy interest heard on Capitol Hill. Yet businesses continue to believe that offering to buy votes, being rude to the staff and overwhelming an office with demands for answers works.

With a new administration, new Congress and, unfortunately, many of the same old problems, more people than ever are expected to contact their elected officials and staff people to discuss policy issues. If you're interested in making a difference, it's critically important to know what NOT to say to elected officials and their staff. Some of these tips may surprise you!

Number 10: But I thought my appointment was with the Senate. I don't want to meet with just "staff."'

Never, ever indicate that you are disappointed to be meeting with a staff person. On Capitol Hill, having a good relationship with a staff person can make or break your cause.

Number 9: Here's some reading material for you - our 300-page annual report.

When meeting with a member of Congress or staff person, try to limit your leave behind materials to one or two pages, and include details on where this information can be located on the Web, if appropriate. Offering the information in a file folder with your organization's name on the label will also help ensure that the material is not left lying around, to be accompanied by the request that will ensure that someone in the office thinks we are saying "enough right now" instead of "enough for five minutes.

Number 8: How much of a campaign contribution did your boss get to vote against (or for) this bill?

Believe it or not, most staff has no idea who contributed to their boss' campaign. Not only is this question insulting, but even if it were accurate, the staff person isn't likely to know.

Number 7: I assume you know all about HR 1234.

With thousands of bills being introduced during each Congress, no staff person will be able to keep them all straight. Always provide information on a bill in addition to what's available on the Internet about a House Bill Number 602P from a Congressional staff person that would impose fees on use of email. There is no such thing as either House bill 602P (that's not even a possible House number), or there is a Congressman Schnell.

Number 6: No, don't have an appointment, but I promise I'll only take 1/2 hour of your time.

Unless it's an emergency, or you are good friends with the elected official or staff person, try not to engage in the dreaded "stop-by." Most staff are happy to try to set up a meeting if you are relevant to the office (i.e., you are a constituent).

Number 5: I simply don't need any specific information.

If you don't ask for something - a bill co-sponsorship, a Congressional record statement, a meeting in the district, whatever - some staff will wonder why you came by. Updates on your talk policy, for example, areighthereby accompanied by a request. That will ensure that someone in the office thinks we are saying "enough right now" instead of "enough for five minutes.

Number 4: What you're telling me can't be right. I heard Jon Stewart of "The Daily Show" say otherwise.

Jon Stewart is hilarious. But the phrase "opening monologue" should be a huge clue as to whether you should take his assertions with a grain of salt. Most staff, or members for that matter, won't lie to you. They know that lying will get them in big trouble. Sometimes, they may see things differently than you do; they may see things that you don't. I'm not saying that it is not going to be considered on the floor, or if there is no such legislation, I'd believe them. A perfect example is a situation that was floating around the Web, about a House Bill Number 602P from a Congressman Schnell that would impose fees on use of e-mail. There is no such thing as either House bill 602P (that's not even a possible House number), or there is a Congressman Schnell.

Number 3: We have 10 or more people in our group.

Congressional offices are tiny. If you have more than five people in your group, you'll be standing out in the hallway. Plus, having so many people talking at once can dilute the impact of your message. Try to limit your group to no more than five.

Number 2: What do you mean we have to stand in the hall?

See number 3. A request to meet in the hallway will not be an indication of space limitations. Nothing else.

Number 1: No, I don't represent anyone from your district. I just thought you'd be interested in what I have to say.

Members are elected to represent their constituents. Period. If you are not their constituent, you are not relevant to them. Some members do rise to higher positions. But that just means they represent the interest of other members, not the entire nation. Your time is always best spent with your own elected official and turning them into an advocate for your cause.

Find out more at www.advis­orygenius.com.
It has been almost a decade since I first wrote about the amazing music player that Apple had introduced. It had only a hard drive to hold music. No flash drives, no tape decks. And it put out the best sound I had ever heard.

It was simple. Even the little ear buds that came with it sounded great. In years since, I have upgraded to Bose QuietComfort 2 cans and written any number of stories on the fun that various generations and models have provided.

Now Apple has gone back to the basics. The iPod shuffle, a quirky device in the line of succession, has come into its own. It is now smaller than ever, smaller even than a flashstick. It holds as much music as that original iPod. Its capacity is now large enough to allow varying playlists and it has a new feature called VoiceOver, which turns the shuffle into a talking artist. That fellow inside the shuffle can say anything from Eddy, his Twangy Guitar, and the Rebels to Arthur Fleischner and the Boston Pops Orchestra.

If it weren't for the ear buds, people would think you had a lapel pin on it. It clips to whatever you are wearing, even a half cap. The ear bud control is on the right side of wire and it puts out the same frequencies as any other iPod in the family. Since there is no screen for messages, the VoiceOver function even tells you when the battery is low. On top of

**Law Firms**

<table>
<thead>
<tr>
<th>Firm</th>
<th>Address</th>
<th># Attorneys in L.E.</th>
<th># Partners in L.E.</th>
<th>Specialties</th>
<th>Clientele</th>
<th># Offices in L.E.</th>
<th># Offices in W.</th>
<th>Local Managing Partner</th>
<th>Phone/Fax</th>
</tr>
</thead>
</table>

**Business Journal • PAGE 19**

May 2009
The Drucker Institute Announces Call for Applications for $100,000 Peter F. Drucker Award for Nonprofit Innovation

The Drucker Institute at Claremont Graduate University has announced a call for applications for the 2009 Peter F. Drucker Award for Nonprofit Innovation.

The first-place prize is $100,000. That's up from the $35,000 awarded in previous years, thanks to a generous grant from The Coca-Cola Foundation. The second-place award is $7,000, and the third-place prize is $5,000.

The award application is now available on the Drucker Institute Website (www.DruckerInstitute.com). The submission deadline is July 1. If you have questions about the application or award process, please contact award@druckermstutes.com.

Administered annually since 1991, the Drucker Award is granted to a social-sector organization that demonstrates Drucker's definition of innovation—change that creates a new dimension of performance. In addition, the judges look for programs that are highly effective and that have made a difference in the lives of the people they serve.

"Peter told us that the purpose of this prize is to find the innovators, whether small or large; to celebrate their example; and to inspire others," said Rick Wartzman, director of the Drucker Institute. "This is especially important this year as our flagging economy has left many nonprofits struggling financially while the needs that they're trying to meet are greater than ever.'"

The winners of this year's competition will be recognized at a gala dinner in Los Angeles later this fall, preceded by a one-day conference on innovation in the social sector. Both of these events have been designated official activities of the Drucker Centennial, which marks Peter Drucker's 100th birthday. For more on the centennial, please visit www.drucker100.com.

Widely considered the father of modern management, Drucker not only consulted for major corporations, he advised the Girl Scouts of the USA, the Red Cross, the Salvation Army and countless other social-sector organizations. He called the nonprofit "America's most distinctive institution."

The 2008 first-place Drucker Award winner, selected from more than 500 nonprofits that applied for the award, was KickStart International, a San Francisco-based organization. KickStart fights poverty in Africa by creating and selling simple tools that help poor entrepreneurs increase their income. Among its innovations is the MoneyMaker irrigation pump, which allows small-scale growers to produce high-value crops year-round and make the transi-

---

Free Medical Care for Children

An no-cost screening clinic will be held to identify children in your area who can benefit from the expert orthopaedic and burn care provided at Shriners Hospitals.

If you know of any children under 18 who have problems of the bones, joints or muscles, or problems associated with healed burns, bring them to the free clinic for an evaluation to find out if they are eligible for free expert medical treatment.

All care provided at Shriners Hospitals is absolutely free of charge.

Shriners Hospitals treat such problems as:

- Scoliosis
- Neuromuscular disorders
- Hand and back problems
- Leg length discrepancies
- Rickets
- Congenital hip problems
- Juvenile rheumatoid arthritis
- Orthopaedic problems associated with cerebral palsy

For Information Call:

Ogilvie
(714) 906-7159

Spanish:
Bonnie Weiss
(714) 693-4315

PRE-ADMISSION CLINIC
Saturday, May 9, 2009
9AM - 12 Noon
Brea Family Resource Center
695 Madison Way
Brea, CA 92821

THE PERFECT SPACE FOR YOUR BUSINESS

Is much more than location and occupancy costs, walls and cubicles. The ideal space will energize your enterprise. It's where a new lease unleashes new efficiencies. It's where relocation plans match up with business plans.

It's where the arrangement of three dimensions is in absolute sync with your business operations and workforce dynamics. But there's another dimension involved in putting your enterprise into that ideal space—the depth of the real estate team you engage. We're CresaPartners

WE'RE FOCUSED EXCLUSIVELY ON CORPORATE SPACE USERS.

We're the world's fifth largest real estate services firm—together with our international partner, Avison Young.

That's 3,600 professionals serving you from more than 125 locations. Think Office space, Industrial facilities, Project management, Dispositions, Buying, Leasing.

As for our people, they set the industry standard in credentials, experience and marketplace expertise, including site selection, lease administration, capital markets and complex transactions.

THAT'S DEPTH AND IT'S AT YOUR SERVICE.

FREE OF CONFLICTS OF INTEREST.

Our sole obligation is to users of space. We don't have a stake in both sides of the transaction that might compromise your outcome.

WE'RE GLOBAL. WE'RE LOCAL.

From comprehensive tenant representation to project management, portfolio management to site selection and more, we're ready to be your real estate experts.

David Salazar
Managing Director
909.456.8825

Kurt Gottschling
Advisory
909.456.8828
Temecula Bank... continued from pg. 2
Troubled Assets Relief Program. Shareholders had until Dec. 31 to approve a pre-
ferred stock issuance so the company could participate in the bailout, but as of Feb. 13, the company still hadn’t received approval, SEC docu-
ties show.

“We have engaged Strelf Nicolas to assist us in explor-
ing capital alternatives,” Chief Executive Officer Frank Busto said in a recent state-
ment. “We are working closely with them to determine the feas-
sibility, structuring and poten-
tial terms for investment inquiries that we have received to date, should these opportuni-
ties progress.”

Pacific Power... continued from pg. 2
Management said “There are many companies like Sierra Aluminum throughout the state that will soon be required to lower their carbon emissions due to California’s AB32. Solar power is the answer to this issue and Pacific Power Management is currently working along with SCE to assist other Southern California companies to achieve this goal.”

With energy costs sky-
rocketing, the solar installa-
tion and facility management were committed to provide clean energy for many years and to contin-
ually build strong relations-
ships with our host cus-
tomers,” said Mark Frederic, managing partner for Pacific Power Management. PPM has recently completed over 3.6 MW within their Power Purchase Agreement pro-
gram. By summer of 2009, PPM will have nearly 6 MW of completed solar power plants within their PPA port-
folio. This will bring PPM’s total installed base to over 11MW.

Mitsubishi Electric is one of the world’s largest manu-
facturers and providers of solar power technology, includ-
ing PV cells, modules and inverters. The company’s eco-friendly photovoltaic systems are used throughout the world to bring clean, reli-
able energy to residences, business, power generation plants, schools, factories and areas without access to elec-
tricity, as well as other appli-
cations such as highway and stadium lighting. In the United States, Mitsubishi Electric photovoltaic panels are marketed by Mitsubishi Electric & Electronics USA, Inc., and sold only through authorized distributors and installers. For more informa-
tion visit www.mitsubishi-
ezlectricusa.com or call 714.220.2500.

TEXT HotNews to 313131
Be a VIP for FREE... Sign up today!

TO: 313131
MESSAGE: HotNews

INLAND EMPIRE
business journal

Join the FREE Inland Empire Business Journal’s VIP list.
We will send you HOT Sizzling Specials & Great Events in your area.

For more information, visit www.busyjournal.com or call (909) 483-4700.

Copyright © 2009 Inland Empire Business Journal. All Rights reserved.

Wolfgang Puck
Chef and Restaurateur

View Wolfgang’s complete story at cnb.com/theawayup.
For a relationship you can trust, call (866) 792.8316.

“City National helped me build my dream.”

I’ve been in the restaurant and cooking business all my life.
When I decided to relocate and remodel my original restaurant,
City National was there to help.
They made it possible for us to build my dream restaurant.

I think for us the relationship, then and now, is very important because I never forget when someone helps me at the beginning.
To have a great relationship with a bank these days is the most important thing, I am a client of City National, and City National is a client of ours. A perfect relationship.

City National is The way up™ for me and my business.

California’s Premier Private and Business Bank”

Member FDIC

INLAND EMPIRE BUSINESS JOURNAL - PAGE 22

May 2009

May 2009

California Association of School Business Officials, the American Institute of Certified Public Accountants, and the California Society of Certified Public Accountants.

C.P.A. and Senior Manager Tina Henton will become the newest partner at Vicenti, Lloyd & Stutzman (VLS), a 56-year-old mid-size certified public accounting and business consulting firm headquartered in Glendora and a leading account-
ing firm serving clients throughout the California area.

The move brings the total number of partners at VLS to nine. Her appointment will help the firm expand the services it offers customers as the economy improves.

Tina Henton

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,

Carl Po:n.

Joined VLS in 1999 and was

Tina Henton

Managers,
Inland Empire...
continued from pg. 3

business. Taxes - including sales, income and corporate - are extremely high in comparison to other states.

The state could greatly benefit from a detailed cost comparison analysis outlining how they stack against the competition. The case for relocation and resulting cost savings is strong, and legislators in Sacramento may be shocked to learn how their state compares to other Western states.

Energy costs and utility rates are also a big concern among businesses, particularly for manufacturers who are large users. California has the seventh highest energy rates in the nation, according to the SCEB’s 2009 Energy Cost Index. Furthermore, if the federal government’s proposed cap and trade legislation passes, it could be devastating for California’s businesses with a potential increase in utility rates of nearly 18 percent. Meanwhile, other states tout low utility rates as another selling point for relocation, offering companies an opportunity to cut utility costs by up to 50 percent.

2. Keep workers’ compensation in check.

Out-of-control workers’ compensation rates have devastated California businesses. Skyrocketing costs drive directly to an employer’s bottom line and make it increasingly difficult for them to compete. Aggressive fraud monitoring and diligence by the state legislature are the best defenses. Persuasive doctors and lawyer lobbyists must be kept at bay in order for meaningful reform to take hold. Recruiters will continue to prey on California businesses until the workers’ compensation system demonstrates a sustained solution.

3. Place priority and value on small business.

California must make the state’s business climate conducive to growth and success. It should pay attention to the 3.4 million companies which make up nearly 90 percent of its economy rather than simply focus on Blue Chip companies whose brands dominate in the global marketplace. The fact is that small business is the backbone of the economy.

Economic development organizations must pay more attention to meeting their needs and support them to stay healthy, happy and home.

Based on the state’s passive role in nurturing its own, the Inland Empire’s business community and economic development organizations need to develop a strategy to keep their companies. They should be in communication with local companies, especially those who are highly vulnerable, such as footloose companies who aren’t location dependent. Economic development organizations should make it known that they are willing to help solve companies’ business problems. If an outside recruiter engages with a company, there ought to be an open invitation from economic development organizations to work together, ultimately working to convince the company to stay.

If a company does decide to leave, economic development organizations should not just stop there. They should spend time talking to companies that have left to find out what drove them away. Much like a job exit interview, loss reviews can be helpful in preventing companies from leaving.

4. Family values and lifestyle weigh in.

Family impacts and other quality of life factors continue to weigh heavily on business seeking to attract and retain talented employees. Workers are ringing up
continued on page 51
Charity golf tournament brings in $4,000 to Wheels for Kids. Proceeds will go toward holding the third annual youth golf tournament bringing in $4,000 in La Quinta. For more information about Wheels for Kids of the Desert visit www.wheelsforkidsdesert.com.

New facility will bring care closer. One of Eisenhower Medical Center’s most expensive projects is coming to La Quinta. The Eisenhower George and Julia Argyros Health Center is being built on Washington Street in La Quinta. For more information about Eisenhower Medical Center, visit www.emcene.org or call (760) 834-3796.
## Environmental Companies Serving the Inland Empire

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Bills: Summer 2007</th>
<th>Regional Breakdown % of 15 million</th>
<th>Ye. Founded</th>
<th>Headquarters</th>
<th>No. Employees</th>
<th>Specialties</th>
<th>Clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Engineering &amp; Environmental Science</td>
<td>Riverview, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>Environmental Engineering &amp; Environmental Science</td>
<td>Private Developers</td>
</tr>
<tr>
<td>Environmental Restoration Technologies</td>
<td>Bakersfield, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>Environmental Restoration Technologies</td>
<td>Private Developers</td>
</tr>
<tr>
<td>Mine Reclamation Planning, Land Use Planning, Environmental Assessment, Project Planning</td>
<td>San Bernardino, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>Environmental Restoration Technologies</td>
<td>Private Developers</td>
</tr>
<tr>
<td>Environmental Restoration Services</td>
<td>San Bernardino, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>Environmental Restoration Services</td>
<td>Private Developers</td>
</tr>
<tr>
<td>Mariner Remediation, Inc.</td>
<td>Rancho Cucamonga, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>Mariner Remediation Services</td>
<td>Private Developers</td>
</tr>
<tr>
<td>Michael Brandson Associates</td>
<td>Rancho Cucamonga, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>Michael Brandson Associates</td>
<td>Private Developers</td>
</tr>
<tr>
<td>Cleantech, Inc.</td>
<td>Rancho Cucamonga, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>Cleantech, Inc.</td>
<td>Private Developers</td>
</tr>
<tr>
<td>Ocho Environmental Services</td>
<td>Rancho Cucamonga, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>Ocho Environmental Services</td>
<td>Private Developers</td>
</tr>
<tr>
<td>OSI</td>
<td>Rancho Cucamonga, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>OSI</td>
<td>Private Developers</td>
</tr>
<tr>
<td>J&amp;J Environmental</td>
<td>Rancho Cucamonga, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>J&amp;J Environmental</td>
<td>Private Developers</td>
</tr>
<tr>
<td>Ralph White &amp; Co. Inc.</td>
<td>Rancho Cucamonga, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>Ralph White &amp; Co. Inc.</td>
<td>Private Developers</td>
</tr>
<tr>
<td>REE Environmental, Inc.</td>
<td>Rancho Cucamonga, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>REE Environmental, Inc.</td>
<td>Private Developers</td>
</tr>
<tr>
<td>TRC</td>
<td>Rancho Cucamonga, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>TRC</td>
<td>Private Developers</td>
</tr>
<tr>
<td>EDC</td>
<td>Rancho Cucamonga, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>EDC</td>
<td>Private Developers</td>
</tr>
<tr>
<td>URE Corporation</td>
<td>Rancho Cucamonga, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>URE Corporation</td>
<td>Private Developers</td>
</tr>
<tr>
<td>Waste Management - Inland Empire</td>
<td>Rancho Cucamonga, CA</td>
<td>15,000,000</td>
<td>15%</td>
<td>1996</td>
<td>Private Developers</td>
<td>50</td>
<td>Waste Management - Inland Empire</td>
<td>Private Developers</td>
</tr>
</tbody>
</table>

### Notes
- ALL CAPS indicates a company that is not a subsidiary.
- The Environmental Restoration Companies are chosen based on the number of employees, the number of locations, and the total revenue.

---

The revolutionary part of LocalAdLink is that we take your business listing and push it out onto the Web. What does this mean for you? Well, we're not just sitting back and waiting for people to visit LocalAdLink, we are proactively pushing your listing out through partner Websites. Your listing can be seen on some of the most popular Websites, search engines, and social networks in America. Some of these include Google, Yahoo,MSN, AOL, Ask.com, Earthlink, YouTube, Gmail, About.com, Naipe, Pga.com, Redbook, Hollywood.com, Monster.com, MySpace, LinkedIn, Friendster, Bebo, H5, Oohh, MyGentle and BOOM. But the best part is using our geo-targeting software, your ad is only shown to people in your area which you can ensure that you get the most value for your advertising dollar.
KTIE Radio 590 AM

Thursday Morning Drive, 5:00 AM - 6:00 AM

Challenging your thoughts in relation to business, politics, economic conditions and the general business life of San Bernardino and Riverside counties.

Hosted by Inland Empire Business Journal and Bill Anthony

INLAND EMPIRE FOCUS

SUBSCRIBE NOW!
You are what you know!

GET THE NEWS YOU NEED

Yes [ ] I want to subscribe to the Inland Empire Business Journal

[ ] One year $24 annual subscription [ ] Two Year $48 -- includes 2009

[ ] My check is enclosed
[ ] Book of Lists (A $30 Value)
[ ] Charge to my credit card [ ] Master Card [ ] Visa

Exp Date

Credit Card No.

Signature

Company

Name

Address

City/State

Zip

Phone

Make checks payable to: Inland Empire Business Journal

P.O. Box 1979, Rancho Cucamonga, CA 91729

For more info, call (909) 483-4700/Fax (909) 483-4705

909.338.3187 www.mindseyes.net

May 2009

BUSINESS JOURNAL • PAGE 10

May 2009

BUSINESS JOURNAL • PAGE 31

Inland Empire...

excessive commuting costs that total more than just time.

While Californians have felt a brief reprieve from last year’s high gas prices, costs have begun to climb again. Employees cannot afford to spend two hours or more commuting with gas prices nearing $3 per gallon. This is where offers from other regions of average commute times of 15 minutes become very attractive.

Public transportation needs to remain a focus. Workers desire options that ease the burden of commuting and provide financial relief, many of which have added social and environmental benefits.

Another concern for businesses is the quality of education for their children and their employees’ children. Frustrated with the quality and safety in California’s public education system, parents are turning in larger numbers to private schools. Private education comes with a cost, further increasing cost of living.

California’s housing costs are among the highest in the nation. Companies considering relocation are pleasantly surprised to learn that housing in other places is accessible and affordable for owners and their employees.

Finally, from a pure lifestyle point of view, amenities like a slower pace and recreational amenities, such as nearby lakes and mountains, present additional appeal. Once the business case is solid, these factors often become a tipping point in influencing decisions to move companies out of California.

5. Minimize public process.

Relocation decisions are driven by many factors. The hassle factor is another one of them. Obstacles, such as California’s pro-longed and cumbersome permitting processes push companies to look elsewhere for streamlined, predictable permitting. Regions with business-friendly permitting processes demonstrate they value business and the jobs they represent.

California must place higher priority on businesses and create a business climate through public policy and retention initiatives that demonstrate companies are valued and a significant part of the state’s economy. The Inland Empire region can play a critical role in getting to know companies, identifying warning signs, advocating on their behalf and supporting them so they succeed. Otherwise, many will continue to flee to places where they will be welcomed and where they can grow and prosper.

Bob Potter is business recruiter for the Inland Northwest Economic Alliance, a regional economic development collaborative in eastern Washington and northern Idaho. For over 25 years he has recruited companies from southern California to this region. For information, log onto www.inlandnorthwestregion.com

The City of Calimesa

On the border of Riverside and San Bernardino Counties...

• Room for you to grow
• Amazing views you can see
• Easy access to the I-10 Freeway outside your door

P: (909) 795-9801 | F: (909) 795-4514
908 Park Avenue, Calimesa, CA 92320
jvonkugl@cityofcalimesa.net | www.cityofcalimesa.net

INLAND EMPIRE CLOSURES

LA's Tortas Mexican Food
3299 Yuccaipa Blvd., Ste. 115
Yuccaipa, CA 92399
Date Closed: 4/5/09
Date Reopened: 4/10/09
Reason for Closure: Lack of Hot Water

El Nino Nou
10892 Cedar
Bloomington, CA 92316
Date Closed: 4/10/09
Date Reopened: 4/10/09
Reason for Closure: Lack of Hot Water

Fish Hook
9844 Sierra Ave.
Fontana, CA 92335
Date Closed: 3/24/09
Reason for Closure: Vermition Infestation

El Mesquite Restaurant
9866 Bloomington Ave.
Bloomington, CA 92316
Date Closed: 3/26/09
Date Reopened: 3/27/09
Reason for Closure: Lack of Hot Water, Sewage Contamination

El Charro De Jalisco
2823 S. Del Rosia Ave.
San Bernardino, CA 92404
Date Closed: 3/18/09
Reason for Closure: Lack of Potable Water, Insanitary Conditions

Eagle Tacos Pizza & Seafood
15350 A Pitzer Dr., Ste. 8
Victorville, CA 92392
Date Closed: 3/31/09
Date Reopened: 3/11/09
Reason for Closure: Lack of Hot Water

El Taco Mexican Food
16133 Foothill Blvd.
Fontana, CA 92335
Date Closed: 3/11/09
Date Reopened: 3/11/09
Reason for Closure: Lack of Hot Water

Golden Star Buffet
17376 Main St., Ste. C
Hesperia, CA 92345
Date Closed: 3/8/09
Date Reopened: 3/11/09
Reason for Closure: Vermition Infestation

Golden Dragon
1130 Pepper Ave., Ste. D
Colton, CA 92324
Date Closed: 2/13/09
Date Reopened: 2/18/09
Reason for Closure: Lack of Hot Water, Unsafe Food, Temperatures, Insanitary Conditions, Other Unsafe Conditions

TOGO’S
555 E. Hospitality Lane.
San Bernardino, CA 92401
Date Closed: 2/12/09
Date Reopened: 2/12/09
Reason for Closure: Lack of Hot Water

Rite Aid, Ice Cream Section
585 S. Riverside Ave.
Rialto, CA 92376
Date Closed: 2/9/09
Date Reopened: 2/10/09
Reason for Closure: Lack of Hot Water

Taqueria La Raza
479 W. Baseline Rd.
Rialto, CA 92376
Date Closed: 2/6/09
Date Reopened: 2/9/09
Reason for Closure: Lack of Hot Water, Insanitary Conditions

El Paisa Grill
5077 Fontana
Fontana, CA 92334
Date Closed: 2/9/09
Date Reopened: 2/9/09
Reason for Closure: Lack of Valid Health Permit

Jolly Donut
73570 29 Palms Hwy
29 Palms, CA 92277
Date Closed: 2/5/09
Date Reopened: 2/8/09
Reason for Closure: Lack of Hot Water, Insanitary Conditions

7-Eleven
665 S. Riverside Ave.
Rialto, CA 92376
Continued on page 39
Wahoo’s Fish Taco is a restaurant chain with a Mexican-Brazilian-Asian menu and Hawaiian North Shore vibe founded in Costa Mesa in 1988 by brothers Eduardo Lee, Mingo Lee and Wing Lam. Categorized as a “fast-casual” restaurant, the quality and preparation time of its food is between that of a fast-food restaurant and a more formal restaurant. Wahoo’s expanded to Laguna Beach and Huntington Beach, and now has locations in California, Colorado, Hawaii, and Texas. The corporate headquarters are in Santa Ana.

Wahoo’s History and Story

The Wahoo’s story begins in 1988, when the three Wahoo’s brothers, Wing, Ed and Mingo, combined their love of surf and food to create a restaurant with an eclectic Mexican/Brazilian/Asian menu and a Hawaiian north-shore vibe.

Wing, Ed and Mingo were born with the love of restaurants in their blood. Growing up in San Paolo, Brazil, they actually spent their early years above their parents’ Chinese restaurant. After school, you could find the brothers in the restaurant peeling shrimp or washing dishes. In 1975, the family moved to Orange County where their dad opened the famous Shanghai Pine Garden Chinese restaurant on Balboa Island. People such as such as Jim Wayne would frequently eat there. The brothers grew up both in the restaurant and on the beaches. Addicted to surfing, they would travel south to Mexico to surf and there got introduced to the fish taco. Years of surfing trips to Mexico created a craving for the specialty of charbroiled fish, salsa and tortillas.

In 1988, the brothers decided to import the fish taco to continue on page 35.

**All food including the salsa, fish, meat, and rice are prepared fresh each day onsite.**

---

**Create an additional revenue stream for your business, using your Website.**

Ask us for your absolutely FREE iSupply

Call (909) 483-4700 or e-mail williamj@busjournal.com
Lead through...

family intrudes on work. That’s balance. Sometimes you choose to
work longer. Sometimes you choose to invest more time with your family.

4. Become Obsessed With Your CEO.

Businesses that obsessively focus on serving customers, employ­ees and owners (CEO), while fostering leadership throughout the
organization, perform much better than comparison companies.

This enlightened organizations:
- Grow revenues four times faster
- Create jobs seven times faster
- Grow owner equity 12 times faster
- Produce profits that are 756 times greater

During times of adversity many people disengage. It’s easy to escape into habits of self-absorption and selfishness. However, it’s more productive and satisfying to give your best efforts to serve oth­ers. You make a living by what you get. You make a life by what you give. Continue to give your best efforts to serve others. Give to those less fortunate. The principle of giving and receiving is the key to unlocking success in all areas of life.

5. Achieve Your Most Important Priorities.

Priorities are what matters most. They may be:
- Problems to solve
- Goals to achieve
- Capacities to develop

As you clarify and achieve your most important priorities, you make progress in the most important areas of your life. Only you can make your unique contributions in these areas. To prioritize effectively, ask yourself what are the most important actions you can take in each area. Then, prioritize the actions as follows: A = must do B = should do C = could do. Do the A priorities first, then the B priorities. You’ll always be focused on things that matter most. It has been suggested that one minute of planning time may save 12 minutes in execution time. Prioritize your list. Go to work.

6. Create an Inspired Definition of Success.

Webster defines success as, “the accomplishment of what is desired or aimed at; the attainment of wealth, fame and prosperity.”

This is an inadequate definition. We all know people who have
desired or aimed at; the attainment of wealth, fame and prosperity.

The Green Valley Initiative (GVI) has hired Craig Keys, a long­time expert in environmental policy, economic development and non­profit organizations, to spearhead the region’s efforts to promote clean and green technologies in the Inland Empire.

Keys began his position with GVI last month, coming from a background in government affairs, nonprofit management, environ­mental policy, fundraising, marketing and other skills essential to the position. As executive director of the Green Valley Initiative, Keys will be responsible for providing strategic leadership, governmental relations, business outreach and fundraising and promotions related to GVI, its stakeholders and projects.

The Green Valley Initiative is a regional economic development plan to create jobs and enhance the quality of life for residents of Riverside and San Bernardino counties through the promotion of green technologies and industries. Visit www.greenvalleynow.org.

Hot Dog!

As you clarify and achieve your most important priorities, you make progress in the most important areas of your life. Only you can make your unique contributions in these areas. To prioritize effectively, ask yourself what are the most important actions you can take in each area. Then, prioritize the actions as follows: A = must do B = should do C = could do. Do the A priorities first, then the B priorities. You’ll always be focused on things that matter most. It has been suggested that one minute of planning time may save 12 minutes in execution time. Prioritize your list. Go to work.

As you clarify and achieve your most important priorities, you make progress in the most important areas of your life. Only you can make your unique contributions in these areas. To prioritize effectively, ask yourself what are the most important actions you can take in each area. Then, prioritize the actions as follows: A = must do B = should do C = could do. Do the A priorities first, then the B priorities. You’ll always be focused on things that matter most. It has been suggested that one minute of planning time may save 12 minutes in execution time. Prioritize your list. Go to work.

As you clarify and achieve your most important priorities, you make progress in the most important areas of your life. Only you can make your unique contributions in these areas. To prioritize effectively, ask yourself what are the most important actions you can take in each area. Then, prioritize the actions as follows: A = must do B = should do C = could do. Do the A priorities first, then the B priorities. You’ll always be focused on things that matter most. It has been suggested that one minute of planning time may save 12 minutes in execution time. Prioritize your list. Go to work.

As you clarify and achieve your most important priorities, you make progress in the most important areas of your life. Only you can make your unique contributions in these areas. To prioritize effectively, ask yourself what are the most important actions you can take in each area. Then, prioritize the actions as follows: A = must do B = should do C = could do. Do the A priorities first, then the B priorities. You’ll always be focused on things that matter most. It has been suggested that one minute of planning time may save 12 minutes in execution time. Prioritize your list. Go to work.

As you clarify and achieve your most important priorities, you make progress in the most important areas of your life. Only you can make your unique contributions in these areas. To prioritize effectively, ask yourself what are the most important actions you can take in each area. Then, prioritize the actions as follows: A = must do B = should do C = could do. Do the A priorities first, then the B priorities. You’ll always be focused on things that matter most. It has been suggested that one minute of planning time may save 12 minutes in execution time. Prioritize your list. Go to work.

As you clarify and achieve your most important priorities, you make progress in the most important areas of your life. Only you can make your unique contributions in these areas. To prioritize effectively, ask yourself what are the most important actions you can take in each area. Then, prioritize the actions as follows: A = must do B = should do C = could do. Do the A priorities first, then the B priorities. You’ll always be focused on things that matter most. It has been suggested that one minute of planning time may save 12 minutes in execution time. Prioritize your list. Go to work.
Phone: (909) 483-4700
Fax: (909) 483-4705

Mailing Address
P.O. Box 1979
Rancho Cucamonga, CA 91729

Business Address
2910 E. Inland Empire Blvd., Ste. 107
Ontario, CA 91764

Economic Rep...

continued from pg. 11

social assistance will grow by 400 jobs as organizations like Goodwill will become more important.

SUMMARY

In the Inland Empire economy is forecasted to lose -82,600 jobs (-6.7%), after dropping -48,592 in 2008 (-3.8%), the region's worst performance in modern times. The steep decline will occur in the third quarter. The region's traditional competitive advantage in having large amounts of undeveloped land has become its major weakness since this downturn has fallen hardest on sectors that need inexpensive land: home development, manufacturing, logistics and non-residential construction. With the flow of funds into the inland area has reduced, they can no longer spend as much with local retailers, restaurants and other such activities, spreading the pain. The Inland Empire's difficulties cannot be solved within it. They will require national solutions to the foreclosure crisis, the freezing-up of credit and the reduced national demand for goods and services.

FORECAST RISKS

The risks to this forecast appear tilted to the upside. If the federal stimulus package works better than expected, inland manufacturing and infrastructure construction will increase more than forecasted. The extension of unemployment benefits may allow more families than expected to continue supporting themselves. These activities could fill more of the $8.6 billion hole in our economic base than anticipated. In this area, perhaps the stimulus's tax cuts will not be as badly offset by the state's tax increases as expected. If the stimulus keeps more teachers and other government workers employed than is forecasted, it will stop the hole from deepening. If efforts like TALF unfreeze credit markets sooner rather than later, they will more rapidly increase auto, student, consumer and small business spending in the area. If federal mortgage strategies reduce foreclosures quicker than expected, that could revive some residential activity in 2009.

On the downside, the risk is that the federal government will lack the will to continue its stimulus efforts work. If action is not taken to reduce foreclosures, inland residential construction could be dormant for years. If the stimulus is not large or effective enough, it will not fill big part of the hole in the economic base, worsening the anticipated 2009 declines in manufacturing and construction. If the financial freeze is not thawed, consumers and businesses will be unable to borrow, further harming auto dealerships, homebuyers, schools and small firms.

For further information on the economic analysis in the QER, visit Dr. John Husing's Website at www.johnhusing.com.

Yes I want to subscribe to the Inland Empire Business Journal

One year $24 annual subscription □ Two year $48 - Includes 2009 Book of Lists (A $30 Value) □ Check to my credit card □ Master Card □ Visa □ Money Order □ Traveler's Check

Exp. Date Credit Card No. Signature

Name Address City/State Zip Phone

Subscribed for 2 Years for $48 and receive a complimentary 2009 Book of Lists. The Business Journal keeps you up to the minute with movers and shakers in the Inland Empire - with the stories, events and issues molding our community.
May 2009

MANAGER'S BOOKSHELF

"Investing in a Sustainable World: Why Green Is the New Color of Money on Wall Street."

By Matthew J. Krieman, Ph.D., AMACOM, New York, New York; 2009: 308 pages; $27.95

If you have watched your 401(k) fund performance nosedive during this economic crisis, remember that investment figures are mere reflections of economic conditions and asset performance improves. And, investments seem to be looking up.

These days one of the many-touted areas for those who still have (or hope to have) money available to invest is talking about "green" opportunities. The more sophisticated members of this group call it investing in companies who are focused on "sustainability." In this context sustainability means that business will operate in a way, now or in the future, that is focused on solving environmental and social issues. They may be product related and able to solve both.

In the 1970s, rapidly evolving field, environmental and social technologies, services, and products, focused on so-called ES, environmental, social, and corporate governance are tagged with the label ESG. ESG emissions are styled GHE and Greenwich Gas Risk Solutions are shortened to GHGS.

The author, Dr. Matthew J. Krieman, is the President and CEO of Innovative Strategic Value Advisors, Inc. one of the top ranking sustainability investment teams. This is where he is an advisor to governments and has spoken regularly to the World Economic Forum at Davos, Switzerland.

The combination of high level scientific and engineering plus managerial and government experience may well explain why there are so many acronyms and shorthand phrases. Even so, sustainability is a complex issue.

Krieman notes that Dr. Krieman does a good job of clearly making the case for investment in sustainable companies where ES can have a positive impact. Krieman argues that one of the reasons for this is that while there are times when his clarity is less than perfect, there are also numerous case histories, citations of numerous experts, and case history well written. Although Dr. Krieman periodically dips into a well of obscure terms, it is likely that his writing will grow in clarity as the world adapts to the changes brought about by organized sustainability and sustainable investment through a blend of private investment and public support. The book is a banquet of fresh ideas and optimistic opportunities at the cost of a confusing new beginning.

Commercial

Increase Your...

continued from pg. 7

and customers, and rate you on trust. You could even have a bond rating — more than a credit rating — for the trust meter for with this feed back, you will know where you stand and can make adjustments. All too often, trust is undermined and the company and its leaders are the last to know about these trends. If you are the first to know, you can make corrections before the loss is irrevocable. It also shows everyone that relations and mutual trust are not just words, they are imperative.

Trust Provides a Big Advantage in Any Economy

Too often, customer service and support are cut when the economy heads south. People are laid off with no warning or support. Face-to-face meetings are cut back or canceled. But this is a time to do the opposite. New and existing relationships become more important! Doing things better stands out more. Becoming a trusted advisor versus a salesperson stands out. Going the extra mile is more unique.

"Want the best prospects, your relationships will deepen. This will allow you to bring additional value faster and more effectively and to improve your business."

For more information, visit: www.harru.com

May 2009

Roma Express...

continued from pg. 44

reasonable. At that time, Via Veneto was a suburban street, but now the road for promenades by carriage through the quaint Roman neighborhood. The street was characterized by small informal shops and butchers. But the stretch called "Castelli" (an area on the outskirts of Rome) was served. It was a long stretch and each created both inns and inns, thousands of rooms in the downtown area, and are the first to know what the atmosphere and ambience are. But the hotel became an instant success. It was one of the leading hotels in the 1920s. Thanks to its appeal, Via Veneto became the popular upscale cafes, bookshops and night clubs.

Of course, the hotel had many restorations throughout the years — total restoration was completed in 2000. The guest rooms have been brought back to their original twenty and equipped with the latest technological updates. Today the hotel is a positively luxurious hotel.

An upscale hotel would not be complete without a restaurant serving creative and elegant Italian delicacies. The Duece Restaurant fills the bill here offering outdoor dining on the terrace and indoor dining. This restaurant is offered based on fresh and light products, such as the fresh pasta, vegetables, and fish. On the fifth floor we glanced at the gym, complete with fitness equipment and steam room and shower. We got past a good workout during the day with all our walking. However, we did stop to have a meal on the fifth floor terrace with their outdoor bar. It was a beautiful evening with night lights.

The next morning we found our driver and headed back to Lucca, our temporary home in Italy. Hoping that our coins in the hotel were safe, we only looked at "Arrividerci Roma," which means "see you later." But we would have to come back another time.

Editor's Note: An upcoming article "Planning Your Retirement" will be published in the June Issue.

The Drucker...

continued from pg. 20...

continued from pg. 17...

further. It is reported that the taxes, this ridiculous waste of ballot space alone must be kept, or some legislators to pretend that they got something in return for supporting these. Proposition 1 does not really change anything. It prohibits municipal and state governments from losing pay raises in deficit years. The salaries for those hired and current pay raises for the Graf, the father of modern management.

The institute acts as a hub of a worldwide network of Drucker Societies, a volunteer-driven organizations that are able, because of the many facets of the Institute it maintains a digital archive of Drucker's papers, undertakes research projects; and issuesę. It offers an annual $100,000 prize for nonprofit business leaders who publish a curriculum material that distills Drucker's decades of leading-edge thinking, applies Drucker's work to current events and through a regular online column in BusinessWeek and Institute staff, writes.

The institute is a close affiliate of the Peter F. Drucker and Masatoshi Ito Graduate School of Management. For more on the institute and its programs, go to www.druckerinstitute.com

Best-selling 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.

1. "Outliers: The Story of Success," by Malcolm Gladwell (Little, Brown & Co.; $27.95) (1)
4. "How to Take Control of Your Money and Make Your Money Work for You," by John Bogle (Farrar, Straus and Giroux; $27.95) (3)
5. "How Green Can Go," by Howard Mann and "How green alternatives can save the planet and the USA."
7. "How Four bankers after World War I set the stage for disaster."
9. "The global economy dropped into an intensive care situation."
10. "Strengths-Based Leadership," by Tom Rath and Barry Conchie (Gallup Press; $24.95) (6)
11. "Strengths that build leaders and more committed followers."
12. "House of Cards: A Tale of Hubris and Wretched Excess on Wall Street," by William D. Cohan (Knopf Doubleday; $27.95) (8)
14. "Go Your Strength to Work: Six Powerful Steps to Achieving Your Financial Independence," by Marcus Buckingham (The Free Press; $30.00) (10)
15. "How to identify and use your unique strengths at work."

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

*(2) Indicates a book's first appearance on the list.
May 2009
Rome Express
Visiting Rome in Two Days
By Ingrid Anthony

Rome was not built in a day—however, you can visit its “must see” beautiful structures in two days with a great pair of walking shoes and some determination. History and its culture ooze here, and the people are friendly and cheerful. It’s the very cradle of human civilization with its many landmarks to behold. It’s no wonder that it’s listed as one of the top destinations in the world.

I had the fortune to visit Italy this last March but could only stay one week. My group landed in Florence and stayed in a villa near Lucca. Our mission was to visit Rome, Florence, Siena, Pisa and San Gimignano. We were determined to experience as much of Italy as we could in one week.

Since March is typically rainy in Italy, we were pleasantly surprised that it was sunny—luck and fortune were on our side. I have to say it’s not much fun touring in the rain, so planning when the weather is sunny, but not hot, would be an ideal time to visit Italy. April through June or September and October are the best times to visit.

Our trip from Lucca to Rome by car was three and a half hours (by train it would have been the same amount of time); however, the car trip was a bonus since we were able to see the sites along the way up close and stop where we pleased. Our plan was to allow two days for visiting the main sights and stay overnight in a great hotel. For this trip get-a-way, we wanted to visit the recommended tourist spots—the true treasures of Rome. One day was planned for visiting the Vatican and the Sistine Chapel and the following day reserved for the walking tour.

We strolled the Vatican museums with over nine miles of the most extensive collection of art in the world. We explored the Sistine Chapel and experienced Michelangelo’s famous “Creation of Adam,” and wandered through St. Peter’s Basilica and was humbled by the imposing beauty of Michelangelo’s La Pieta. Awestruck by all this beauty, we knew these memories would last a lifetime.

Our walking tour was an audio tour. From the Colosseum we headed for the Pantheon, the best preserved of all Roman buildings, and perhaps the best preserved building of its age in the world. It’s the oldest standing domed structure in Rome. (There are signs in Rome giving directions to all its famous sites—making it simple for us tourists.) The Pantheon has been enormously influential in western architecture from at least the Renaissance on to the present. The California State Capitol in Sacramento is a good example. The list for other examples is endless.

On with the tour to Trevi Fountain, the most famous and arguably the most beautiful fountain in all of Rome. This fountain dominates the small Trevi square located in the Quirinal district. In 1732, Pope Clement XII commissioned Nicola Salvi to create a large fountain at the square. It was halted for a short time but completed in 1762. The square is crowded with tourists, and legend has it you will return to Rome if you throw a coin into the water. However, you should toss it over your shoulder with your back to the fountain—three times and it is guaranteed.

Now onward to the famous Spanish Steps (Piazza di Spagna), another famous image in Rome. In the Renaissance period, the square was the most popular tourist attraction in the city; it attracted artists and writers alike and was full of elegant hotels, inns and residences. At the end of the 17th century, it was called Trinita dei Monti, after the church that dominates the square from above, but it was later given the name we know today after the Spanish ambassador who lived there. Visitors enjoy gazing at the Roman Baroque style of the steps. In the spring the ramps of the staircase are literally covered with flowers and the colors are magnificent.

We headed up the steps and walked to our final destination—our hotel—and thoughts were focussed on good food and some rest. Our hotel, The Westin Excelsior, should be included in the “must see” sights in Rome. A few minutes away from the central Spanish steps and the Borghese Gardens, The Western Excelsior is located on Via Vittorio Veneto considered one of the most prestigious streets of the capital. It has hosted past celebrities as Joan Crawford, Orson Wells, Liz Taylor, Richard Burton, and more recently, Kevin Costner, Will Smith, Jim Carey and many others.

The hotel’s opening date goes back to Jan. 17, 1906, long before Via Veneto became fashion continued on page 39