FAA Grants Approval to SCLA School of Aviation Technology

The School of Aviation Technology at Southern California Logistics Airport in Victorville announced it has received approval from the Federal Aviation Administration to begin formal instruction of students. Students will begin studies almost immediately - the first class begins March 9.

"I'm excited to see the school take this final step and open its doors for students," said Supervisor Brad Mitzeleft, who secured more than $500,000 for the school. "With the state our economy is in now, we need this school more than ever. With the cooperation of the City of Victorville and the County Workforce Investment Board, we've created a tremendous opportunity for local residents."

In addition to the $500,000 provided by Supervisor Mitzeleft, the County's Workforce Investment Board contributed $75,000 in Workforce Investment Act funds, and $179,600 in Employment Training Panel funds for a total county contribution of $754,600.

Stater Bros. Charities is pleased to announce the 2009 Heroes of the Heartland Award Recipients as part of the 2nd Annual Stater Bros. Charities Dave Stockton Heroes Challenge. The Heartland Awards are given to individuals who exemplify a caring commitment to the community they live in.

Stater Bros. Charities Announces 2009... "Heroes of the Heartland Award Recipients"

For You/NAFE Networks in Southern CA presents awards to their winners at their 7th Annual For You/NAFE Gotta Have A Heart awards

The 7th Annual For You/NAFE Have a Heart event was a great success because of the hard work

Board of Equalization Updates State's Top 250 List of Sales and Use Tax Debtors

Public Disclosure Aimed at Reducing Tax Gap in California

The California State Board of Equalization (BOE) updated its online list of top sales tax debtors at www.boe.ca.gov. The BOE replaced 18 names on its list of debtors. Those added to the list have delinquencies totaling $24.2 million in sales tax owed.

Since Jan. 1, 2007, the BOE is mandated by state law to post a list of the largest 250 tax delinquencies of more than $100,000 in tax after notifying the debtors that their tax liabilities will be disclosed to the public. The taxpayers to be listed are notified 30 days before their information is posted.

Since the inception of this program, 17 taxpayers, whose account balances represent a total of $12.9 million in sales and use tax, have come forward to take care of their debts: 11 through payment agreements and six by making payments in full. The list, updated quarterly, currently includes debtors with $264.9 million in tax liabilities. Tax liabilities under appeal, litigation, or bankruptcy proceedings are not included. Below is a list of the newly added businesses with the largest sales and use tax delinquencies. For a complete list of the largest sales and use tax delinquencies in California, visit: www.boe.ca.gov/cgi-bin/deliq.cgi.
For You/NAFE...

continued from pg. 1 of event chair Gisella Thomas, and also because of the won-
derful people who showed up in all their numbers and all the great For You/NAFE nominees who were in attendance.

This event is held every year and is a way of the For You/NAFE EST Board to honor them in their great members in its 19 local connection Southern CA networks. The nominees are nominated by members and by the directors from the 19 local connection networks.

Benedict Castle in Riverside was totally packed with dynamic For You/NAFE members and guests. The event was filled with excitement and suspense as, until the envelopes were opened, no one had a clue who the winners would be. All the nominees were terrific and all so deserving of being select-
ed. Members of the Soroptomist of Fullbrook, who were the judges, had a tough time selecting the winners as all were so deserving. There were 14 categories and a total of 97 nominees this year. As the envelopes were opened and the winners announced, many of those selected were in shock and even in tears since it was such a moving event. All were thrilled they had been nominated and even more thrilled they won, but each talked about how being a member of FOR YOUNAFE has changed their lives and about the wonderful friendships they have made, the mentors they have found all because they were members. Coming together as the For You/NAFE Network does at their four events a year really lets the members know why being a member of For You/NAFE is so special.

The nominees came from all over Southern CA as our networks are in Corona, Calvert City, Glendale, High Desert, Long Beach, Moreno Valley, Murrieta, North Orange County, North San Diego, Pasadena, Rancho Cucamonga, Redlands, Riverside, San Gabriel Valley, Santa Clarita Valley and the San Fernando valley area. The winners reflect individuals from all these areas.

The winners represent the following areas:

• Ritchie Wills was awarded the Presidential "Call to Service 'Gold' Award" for volunteering and serving over 50 hours to For You Network over the past seven years. Ritchie is also the founding director of the Redlands For You/NAFE Network and also serves as the president of the BOD over all the networks;

• Best Restaurant: Sarducci’s, San Juan Capistrano, (SOC FY/NAFE Network);

• Best Local Connection Meeting: High Desert FY/NAFE local connection (Little Montgomery, director);

• Best Member Website: (tie) www.aaronpexonplosion.com (owner Natasha Flowers continued on page II)

"City National rescued my retirement.

"for my previous bank lost an enormous percentage of my retirement money, a close friend suggested that I meet with the people at City National Bank. So, I went to speak with their wealth management team. They gave me incredibly detailed and focused answers to my questions. I was completely impressed, and I knew immediately that I had come to the right place."

The value of City National’s wealth manage-
ment services is that give me the know-


Ffredric Roberts
Retired investor banker

Fred's complete story visit cb.com/hewagp

continued from pg. 1

Board of Equal... continued from pg. 1

• JOHN KELLY

IRVINE, CA

$4,990,107.52

• BARRY WAYNE MANCHA

CUSTODIA

MOTORSPORTS USA

CORONA, CA

$1,005,587.66

• AFTERSHOCK POWER BOATS, INC.

RIVERSIDE

$997,368.16

• ELIAS PINEDA

PINEDA AUTO SALES

VICTORVILLE, CA

$731,904.16

• ANDRE MARIO LARTIGA

DBA VALUE AUTO SALES

12857 BISCAYNE AVE.

VICTORVILLE, CA 92392

$2,858,263.88

• EMORIA, INC.

DBA BEST & FAST CREDIT AUTO

793 E HOLT AVE.

POMONA, CA 91767

$2,302,070.92

• EDGAR TINAJA

DBA BEST & FAST CREDIT AUTO

PO BOX 503

UPLAND, CA 91785

$2,061,296.83

• HAMPARTSUM KOURKUMLAN

9491 FOOTHILL BLVD.

RANCHO CUCAMONGA, CA 91730

$2,006,056.38

• GLASTONE, INC.

DBA GLASTONE

74780 29TH AVE.

PALM DESERT, CA 92260

$1,830,750.12

• MARK J. MOSCROP

51501 EL DORADO DR.

LA QUINTA, CA 92253

$1,830,750.12

• R.A.CORPORATION

DBA MAJOR BUSINESS SERVICES

1050 BUSINESS DR.

FONTANA, CA 92337

$1,486,333.79

• FORSPORS USA

AAFTERSHOCK AUTO SALES

RIVERSIDE

$997,368.16

• WILLIAM LARRY MARAGNO

DBA AZ-TEX

17795 FOOTHILL BLVD.

FONTANA, CA 92335

$1,163,855.56

• HASSAN MALAKLOU

DBA ROSMOOR MOTORS

14642 SLOVER AVE.

FONTANA, CA 92337

$1,095,399.09

• BARRY WAYNE

DBA CUSTOM MOTOR SPORTS USA

2230 ARABIAN WAY

CORONA, CA 92879

$1,005,587.66

• CUSTOM MOTOR SPORTS USA, INC.

DBA CUSTOM MOTOR SPORTS

12150 SEVENN WAY RIVERSIDE, CA 92503

$1,026,186.76

• AFTERSHOCK POWER BOATS, INC.

5887 FIREMONT ST

RIVERSIDE, CA 92504

$997,368.16

• PARADISE TEXTILE COMPANY

14207 MONTE VISTA AVE.

CHINO, CA 91710

$991,073.84

• DARAN ELISEO FESTA

continued on page 5

Allen Matkins/UCLA Anderson Forecast California

The Office Space Market

By Jerry Nickelsburg

Economist

The Office Space Market will continue to tighten through 2010 according to a new survey taken by The Allen Matkins Forecast in conjunction with and sponsored by Allen Matkins Leck Glambory Malby & Nausius LLP. The survey, the first of a series of surveys, will be conducted around California, polled real estate professionals in the office space development and investment market. Survey panel members were strong in their belief that rental rates for office space in Los Angeles would continue to increase and may even rise at faster rates than the brisk 4.7% average in 2006. This increasing demand in the limited of new supply is also seen to be driving down vacancy rates over the four year horizon of the forecast. The Allen Matkins UCLA Anderson Forecast California Commercial Real Estate Survey and Index Research Project was initiated by Allen Matkins in 2006 in furtherance of its interest in improving the quality of current information and forecasts of commercial real estate. The first of the surveys, the Los Angeles Office Space Survey was taken in May of 2007 with a panel of real estate professionals being asked six questions on various aspects of the market. This will be followed with surveys for Los Angeles on the industrial market and the retail market and will cover each of the major geographic regions of the state. These initial results foretell more promising by office-using industries far outstripping the supply in spite of an office space building boom currently underway, and augurs well for those who own or who will be putting new capacity on the market in the next four years. The Los Angeles Office Market was chosen as the first survey as it is the largest market in the State and being a major market for Allen Matkins and the home of UCLA provided ready access to the panel of participants.

Why a New Survey?

Since the summer of 2006 the housing market has been in freefall with home sales between March 2006 and March 2007 throughout California showing a greater than 30% decline, and in many California markets, home prices have begun to fall. This muddled up the high flying housing sector is a crisis for many of those employed or invested in real estate, mortgage financing, and home building. But what does it mean for the California and local economies? Does the construction in home building create a recession with widespread loss of jobs and income? Looking at the post World War II US economy the answer might be "of course." But, like all things in life and economics it is not so simple. The impact of con-


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"City National is The way up."
People Are in Trouble in the Inland Valley and You Can Help!

Inland Valley Hope Partners has offered HOPE for the past 40 years by providing food, shelter and supportive services to children and their families.

In a single year, some 70,000 people are helped by their residential family shelter. Their three food pantries and farmers market distribute food for more than 600,000 meals and provide some 10,000 nights of shelter.

Their hope in five clients at their food pantries are "new," and is an increase of 20 percent. This is the first time they have come to the pantries because they no longer can make ends meet.

Inland Valley Hope Partners serve 13 different cities in the region including Chino, Chino Hills, Claremont, Diamond Bar, La Verne, Montclair, Mr. Baldy, Ontario, Pomona, Rancho Cucamonga, San Dimas, Upland and Walnut.

Inland Valley Hope Partners asks that you support their 13th Annual Golf Classic by selecting the following sponsorships:

- Event sponsor with a donation of $1,000 to $5,000
- A foursome sponsor for $700
- A major tee sponsor for $250
- A $200 donor for a Theme Basket Drawing at the event
- A contributor of gift certificates and prizes for the event

For more information, check their Website at www.hope-partners.com or call (909) 622-3808, ext. 21, or by e-mail at contact@hope-partners.com.

Board of Equal... continued from pg. 2

DBA RACE TOWN MOTORS
19711 AUBURN AVE.
YUCAIPA, CA 92399
$950,721.41

C & B CHRYSLER-JEEP
DBA SOUTHWEST
CHRYSLER JEEP
2075 HAMNER AVE.
CORONA, CA 92879
$791,372.20

WILD WEST TRAILER
SALES, INC.
1240 E ORANGE AVE.
CORONA, CA 92812
$570,900.43

ELIAS PINEDA
DBA PINEDA AUTO SALES
1601 WOLLANG AVE.
VICTORVILLE, CA 92394
$731,904.16

PHYLIS L. SILVER
DBA SILVER MOTORS
470 N VILLA CT.
PALM SPRINGS, CA 92262
$926.00

LONG BEACH REBAR INC.
2215 VIA CERRO
RANCHO CUCAMONGA, CA 91730
$621,140.49

IAN WEILERT RY, INC.
27590 JEFFERSON AVE.
TEMECULA, CA 92590
$613,909.37

SHAILENDRA SINGHAL
DBA MIRA LOMA
MARINE.COMMANDER BOATS
2282 GOETZ RD.
PERRIS, CA 92570
$608,213.10

CUSTOM METAL INC.
8006 BEECH AVE.
PONTANA, CA 92373
$586,129.51

MARK JOSEPH CHERLI
3375 TEMECULA PKWY.
TEMECULA, CA 92592
$355,704.23

continued on page 16
Allen Matkins...

ment by the type of construction are available from 2000 to 2007 and reveal that commercial and residential construction employment behavior quite differently and are not necessarily coincident with each other. Although residential construction is considerably larger than commercial, the differential movement is important observation for forecasters. The reason is that while not all jobs in residential construction are transferable to commercial construction, some, such as electrician and plumber, are easily transferred and to the extent that the two sectors are moving out of phase with one another a fall off in residential construction may be moderated by increasing demand for workers in the commercial

building area.

A glance at the data from 1990 to present shows that employment in the construction of residential structures declined with the 1991 recession, recovered after 1997 and in spite of a recession in 2001, has been growing ever since. In contrast, employment in the contruction of non-residential structures did decline with 2001 recession and has only begun a recovery in the past year. Thus, the two are presently out of sync with each other. Overall construction, which includes specialty contractors who work on residential and non-residential construction, and non-building construction, mirrors the residential construction pattern better than the commercial structures pattern, albeit at a slower growth rate.

The key difference between residential and commercial real estate is the relationship between each and the timing of the business cycle. An analysis of the US data for the period 1947 to 2007, a 60 year span, reveals that housing construction is very much a coincident indicator of the business cycle. Whereas it is not as bad, it is likely the economy is as well. Office, retail and industrial construction activity tends on average to trail economic conditions. Because projects take time to complete, often three to five years from inception to occupancy, the pull back in the construction of new buildings happens subsequent to an economic downturn. It is a downturn which causes commercial investors shy away from initiating new projects, but the downturn rarely stops a project already under way. The contemporaneous correlation between changes in investment in non-residential structures and real GDP in the United States is practically nonexistent. This after a long time begins, investors find themselves with newly completed structures, a weak market and having to ride out the higher vacancy rate and lower rental rates for the duration of the downturn. If forecasts of commercial market conditions two to three years out could be improved, this would be valuable for the commercial real estate investment community.

We are interested then in improving our economic models for forecasting commercial real estate for two reasons. First, to the extent that the commercial market is going the opposite direction to the residential market, as it is now, the demand for construction contractors on the part of the commercial building contractors will mitigate the layoffs in the housing market. A striking example of this is in the current construction market in Honolulu where Fourth Quarter 2006 new home permits declined by over 30% on a value basis. Yet a very hot market for retail, wholesale and industrial property created a construction boom large enough to push employment in construction up for the first half of 2007 and to change UHERO’s forecast from a 1% decline to a 3% increase.

Second, the long fall of commercial building requires as accurate a window as possible on future market conditions for the investment community decision making process. Allen Matkins, a leading California law firm with seven offices statewide and a reputation as one of the premier U.S. real estate law firms is undertak- en to support our efforts in improving the quality of knowledge and the economic models of commercial

continued on page 18

Speedytil ~

An Evening at Cato5y’s

Dancing

April 25, 2009 • 5:30 to 9:30 pm
San Bernardino County Museum
Call 209/307-2669 ext. 230
We are interested then in improving our economic models for forecasting commercial real estate for two reasons. First, to the extent that the commercial market is going the opposite direction to the residential market, as it is now, the demand for construction contractors on the part of the commercial building contractors will mitigate the layoffs in the housing market. A striking example of this is in the current construction market in Honolulu where Fourth Quarter 2006 new home permits declined by over 30% on a value basis. Yet a very hot market for retail, wholesale and industrial property created a construction boom large enough to push employment in construction up for the first half of 2007 and to change UHERO’s forecast from a 1% decline to a 3% increase.

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continued on page 18

At Oasis Business Solutions, we know the copier is the tip of the iceberg.

So before we sell you our Oasis technology, we test on our people... we ask them what they really need and then we install the software that really makes sense. We like to leave our customers winners. Of course, we sell Oasis 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.

Every holiday season compan- companies send out hundreds of greetings cards and small gifts of appreciation as a way to show time and money if that is all you do to build loyal customer relationship.

Customers want to know you care about them, their busi- ness, their challenges, and the upcoming trends. These trusting relationships, like with friends, take time and constant contact. With spouses, friends, or siblings, it just may not be enough to keep things alive.

The best way to develop loyal customer relationships is "face-to-face" time with them. These are relationship-building ses- sions. To stay best friends or keep customers loyal, you must spend quality time together on an ongoing, consistent basis.

Most small service busi- 

tuces have between 12 to 24 local loyal customers who make up the majority of their profitable sales. This 'you're in my pri- 

tomer list is relatively small, it doesn't take a lot of time to keep up a touch in a little relationships with top cus- 


tomers on a regular basis.

Take care of your "Top 24"

Make a chart of your top 24 customers. Keep track of all meetings, contacts and rela- 

tionship-building sessions and constant contact. Make it a priority to invest in your future by visiting your top customers. Customer care is a consistent special way to show your appreciation. Send out small gifts of appreciation as well. The key is to do it. It only takes a minute. These notes, cards and gifts work like magic. They keep track and your top 24 customers who only want to do business with you.

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Make it Personal

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ess article or book on an area your customers are working on, send them a copy to show you care about their future. If you know they like golf, get them a picture book on the world’s best golf courses. If they like to fish, get them the latest lure to catch the most fish. If their spouse likes fine wine, get them a bottle of the best wine you have ever tasted. If their son plays little league baseball, get him a ball cap from his favorite team. Get the point? Make it personal.

Time is money. Meaningful and constant contact with customers is BIG money. Remember, doing a good job, quality workmanship, propos- 

als, faxes, e-mails, job meet- 

gings, correspondence, and phone calls don’t count com- 

municating consistently and meaningful relationship-build- 

ing sessions and constant contact. Make it a priority to invest in your future by visiting your biggest customers and have some fun m1x-

ing business and pleasure And while doing so, make a commit- 

ment to call your 24 top customers and send them a thank you e-mail on their birthday, or make more money .

"Top 24" Business Owners Make a chart of your top 24 customers. Keep track of all meetings, contacts and relationship-building sessions and constant contact. Make it a priority to invest in your future by visiting your top customers. Customer care is a consistent special way to show your appreciation. Send out small gifts of appreciation as well. The key is to do it. It only takes a minute. These notes, cards and gifts work like magic. They keep track and your top 24 customers who only want to do business with you.

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presentations.com, or call 800-800- 
655 for additional infor ma-
The USO at the Ontario International Airport (ONT)

The USO at Ontario is operational seven days a week Monday through Friday 6:00 a.m. to 10 p.m. and Saturday, Sunday and holidays. The USO is open all year round to support traveling troops and their families. The goal of the United Services Organization is to serve the needs of thousands of troops and their families each year at the USO center at ONT. It is a two-story building that is located in Old Terminal One, Building F at the LA/Ontario International Airport (ONT). Directions are in a bag on arrival at terminal and at travelers aid. The airport shuttles are available to move around the terminals.

The USO at Ontario features spacious and comfortable television lounges with a library of books and TV shows. They have a large free lending library of books, magazines and other periodicals, a bank of state-of-the-art Internet computers, luggage storage, a small children’s play area and a large Canton snack bar. It is also equipped with a modern and comfortable family room, a mind-smoothing nap room, an international map display area, computers and an outdoor patio area. All services are free of charge to the troops and their families.

GYI Decourier LLP. The partners of one of the larger accounting firms in the Inland Empire are proud to announce that two staff accountants have been promoted to supervisor. Cheryl Van Velzen and Michael Lynch. CPA both have had their hard worked rewarded as evidenced in their promotions. Cheryl Van Velzen has been with GVI Decourier LLP for 12 years and Michael Lynch has been there for three years and passed the CPA exam last year.

Security Bank of California announced that it has hired Brent Coats as a vice president market manager. Coats will focus his efforts on establishing a presence in the Redlands and Loma Linda markets. He currently is CEO of the newly formed independent president relationship manager with 1st Centennial Bank in Redlands. The American Institute of Architects (AIA) Inland California Chapter has appointed Ana Escalante, CEO of Escalante Architects, to the executive committee of the AIA. Her term as a member of the AIA board of directors runs through 2010. Her duties at the AIA include setting policy as a member of the board, professional development, continuing education, as well as providing management and leadership to emerging architects. The Mission Inn Hotel & Spa has appointed a new executive team to lead the future of the 239-room historic hotel in Riverside. James McCougall has been named vice president and manager, a 37-year veteran of the hospitality industry. James brings to the resort a wealth of experience and knowledge of working with four diamond properties in California, Arizona and Hawaii. Additionally the Mission Inn has appointed Janice Hollis director of sales and marketing. Hollis will lead the sales and marketing operations for the hotel, its luxurious European-inspired Kelly’s Spa, for rooming restaurants and 20,000 square feet of upscale meeting space.
Real Estate Experts Focus on Challenges in Tough Economy

By Matt Wrye

It’s no secret the Inland Empire’s struggling economy is muddling with every real-estate specialist. There are some (would-be) tenants waiting on the sidelines, mostly because of economic uncertainty. Some are moving forward, but others are waiting for further clarity on their own owners to discount their lease mostly because of economic uncertainty. Some are moving forward.

The following are some of the real estate activities in the Inland Empire:

Zion Enterprises, a San Clemente-based developer of medical- and multi-purpose real estate, just broke ground on a 30,000-sq.-ft. project in Chino Hills. Called Country Club Medical/Dental Plaza, the two-story development is located at 15994 Los Alamitos, just west of the 71 Freeway.

Kenco, the largest family-owned and privately held third-party logistics solutions company in the United States, has plans to build a LEED-certified facility within the Watson Center Commerce Redlands, in the city of Redlands. Kenco is the largest family-owned and privately held third-party logistics solutions company in the United States.

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The economy isn’t in the best shape. Maybe you’re not even noticed. Your employees certainly haven’t.

The bad news - jobs losses, home foreclosures, bankruptcies, and a tanking stock market comes, in the words of Shakespeare, not simple file but in battalions. And prognostica­tions by economists (how bad will it be? how long will it last?) provide little comfort. “This has translated into less productivity at work,” according to a report by CNN, “because of anxieties about salary, heavy workload, and job security.”

What’s a boss to do? There is no easy answer, no quick fix, no one solution. But business leaders at every level - from CEOs to line managers - can do something to address their employees’ worries and to rekindle their motivation. They can speak.

A speech in difficult times can be anything from a formal company-wide address to casual remarks at the start of a new meeting. It all depends on the situation at hand. But the intent is always the same: to keep employees focused and working hard.

To make your speech more motivating, follow these guidelines:

- **Lead with the facts.** Be as open, honest and forth­coming as possible. Give a complete account of the situa­tion as objectively as you can. If you hold anything back or if you exaggerate, you will feed your employees’ fear and com­promise your credibility.

- **Acknowledge people’s feelings.** You don’t want to turn your speech in to a therapy session, but encourage employees to have a good cry and not to ignore their emotions. They will think that you’re out of touch, and you don’t care. Acknowledge their feelings in a general way, using broadly applicable words like difficulties, worries, concerns, anxieties or fears.

- **Interpret the facts.** In spite of what is often said, the facts don’t speak for them­selves. It’s your responsibility as a leader to gather the facts (all the facts), evaluate them, and then too, to some understanding of what they mean. And then it’s your responsibility to share your understanding with your employees. Just don’t tell them, for example, that sales have declined 30 percent; tell them what a 30 percent drop in sales means. Help them understand what’s going on.

- **Create a positive metaphor.** “Yes, these are tough times,” the manager at a defense contracting company told his employees, “but we’ve been through tough times before. We’re battle-tested veter­ans. We don’t give up. And we will never give one up.” That metaphor - battle-tested veter­ans who don’t give up - resonated with his employees and renewed their motivation. Be sure that the image you choose is one that you person­ally believe in and that your employees can adopt.

- **Make hope sensible.** You can’t counteract negative images - homes being foreclosed, people losing jobs, businesses closing down - with abstract positive concepts like perseverance and dedi­cation. If you want people to believe in hope, you have to make it seem plausible according to the dictionary “perce­ptible by the senses or the mind.” The best way to show people images of hope is by telling them stories.

- **Be action oriented.** It’s counterproductive at best to say, “You’re wrong to think that...” You can’t change how people think or feel - only they can do that - but you can change how they act. And by changing how they act, you cre­ate the possibility that they’ll change their thoughts and feel­ings.

- **Don’t go overboard.** This isn’t the time - people are anxious and feeling and move on.

- **Say what you want and explain why you want it.** Tell your employees in a short, simple sentence exactly what you want them to do. Then show them how what you want will help them what they want. If you want them to work longer or in a different way, you have to figure out how they will benefit from doing so. What’s in it for them?

- **“He the change you wish to see.”** The words of Gandhi are as true today in the corporate world as they were 50 years ago in India. You employees don’t simply listen to your words. They filter everything you say through their experience of you. Your actions, attitude, and inter­actions with them are more than an example for them to follow; they are also the lasting mes­sage people will take away from. You.

- **Tell the truth.** Why the economy is in such sad shape - not the entire reason, but part of the reason - is because some prominent lead­ers have been mistaken, unreliable or downright dishonest. People aren’t as willing given once to take the word of their leaders. You have to prove your trustworthiness. If you say anything that your listeners doubt, they will doubt every­thing you say.

As a leader, it’s part of your job to rally your employees in trying times and to do so toward a better future. What better way to do that than with a well-prepared speech?

If the challenge of giving such a speech - positive, inspir­ing and truthful - seems counterproductive at best to you, you’re battle-tested veteran. And you don’t want to sing through their days depressed and anxious. You want them to help you keep hope alive.

For more information, call 619-295-8411 or visit www.wjlt.com.
The U.S. and California are both in a huge mess—largely because it is actually only one side of the political/ideological landscape which is being asked to really make ‘compromise,’ do ‘conciliation’ and confront the real needs of those who have fewer things, more people, less. Why? Because a Deep State bailout rank-and-file establishing the belief in the society in neither the US nor the UC? Are Republicans and conservativists and Democrats a national deficit leader just said—who must today ‘leave their ideological selves’ behind for the betterment of the whole country/state, ‘the poor’? It is, as the chair of the San Bernardino County Democratic Party recently claimed at a U.S. Senate debate, God a Democrat! Who really speaks and acts for God in this present surreal national situation? We need to ask! For we live in a time when some people like me, who believe in and live by a careful, conservative ideology, are being continually pressured and ‘goaded’ by some Dems, press and/or other professionals discuss the ‘mess’ to use more compromise and compassion. While some of the best of our leftists are being blinded and bullied lock step for their ‘ideology of victimization and a vicious pay-back agenda’ (deviant of true compromise or compassion themselves), they fully expect us to bend and comply to their coercively biased agenda. This is truly a con job on the most hypocritical, critical level and arrogant magnitude. From being a clergy, professional fund-raiser, and advocate for an urgent, ‘get more-good-people-to-care’ celebration by choice: the charity across the country. And acts for God in the Southern California car dealers and California positions”...
For You/NAFE... continued from pg. 2

It was a day to remember and everyone said how thrilled they were to be there and also thrilled that they had made a commitment to be a For You/NAFE member which they all felt has changed their lives and brought them incredible friendships.

The next event, the 5th Annual Spring Fling, takes place April 16th at the Ports O' Call in San Pedro and will feature vendor booths, silent auction, door prizes entertainment, lunch, a hat contest and lots of networking. For more information contact Robbie Motter chair at 888-244-4420. This event sells out early each year so RSVP now.

Dutton... continued from pg. 8

Under SB 295, development of regulations would be delayed until CARB has reevaluated the economic impact of implementing the Global Warming Solutions Act, taking into consideration many of the concerns that peer reviewers and the Legislative Analyst’s Office had.

We need to make sure this plan is done right so that it doesn’t add unneeded and unnecessary costs to small businesses in California. This bill will be implementation of AB 32 until California’s unemployment rate falls below 5.5 percent for three consecutive months.

Taking this common sense approach will give businesses in California a chance to recover from this current economic downturn before having to incur additional costs.

Give The Gift Of A Smile.

Tadah, millions of children in developing countries are suffering with cleft lip and palate. Condemned to a lifetime of malnutrition, shame and isolation.

The good news is that virtually all of these children can be helped. This is the mission of The Smile Train. We empower local surgeons to provide this life changing free cleft surgery which takes as little as 45 minutes and costs as little as $250. It gives desperate children just a new smile—but a new life.

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

YES, I want to give a child a second chance at life.

$25 Covers half the cost of one surgery
$50 Provides medications for one surgery
$125 Covers full cost of one surgery
$250 Provides cleft surgery for one child

We will gladly accept any amount.

Signature
City
State
Zip
Phone
Mail
Fax
Date
Mail Change of gift on my credit card

TheSmileTrain
The Smile Train
PO. Box 1979
Rancho Cucamonga, CA 91729-1979
www.smiletrain.org

Make check out to "TheSmileTrain."
Allen Matkins...

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real estate by commissioning the construction of a new survey of commercial real estate market conditions and underwriting its future implementation. With Allen Matkins financial and logistical support, the UCLA Anderson Forecast has begun to create a set of surveys and indexes of market conditions to accomplish these two goals:

Current and future market conditions in commercial real estate can best be summarized by the price (or real rental rate) and the excess demand (or vacancy rate) in the market. These two measures will change with the factors affecting demand and supply and will themselves influence future additions or subtractions to the stock of space offered and the plans of users of that space. The three principal commercial markets we look at are: office, retail and industrial. While the supply side costs of adding to the stock: land, labor, build-

Investing in...

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networked. If you visit us at www.drucker.cgu.edu, you'll see that we offer a variety of graduate degree programs, from the MBA to the EMBA, along with some very specialized degrees in financial engineering, arts management, and politics, economics and business. This fall, we will have new concurrent graduate degrees for the first time, combining law and management (JD/MBA) and management and MPSP (MP in MBA). We also have a variety of executive certificate programs, in areas from general management and strategy to leadership and nonprofit management.

Why Drucker, with so many great choices here in the region? We're not for everyone, but if you give us a closer look or if you visit our campus and attend a class or informational session, which is free, you'll quickly understand and experience what we call The Drucker Difference. We train our graduates to be effective managers and ethical leaders and responsible and engaged citizens. We offer a broad and analytical training in discipline, research, writing, analysis, financial and marketing. But we also offer courses in leadership and ethics, in corporate social responsibility, and in institutional and personal revitalization. We focus on both profits and principles, on both growth and creativeness, on both success and significance. We want your graduates to do well and we also want them to do good.

Princeton Review recently ranked our faculty #5 in the nation. NicheImpact, the largest MBA student association, ranked us #8. Not bad for a school which may be the smallest of all the major business schools in the country. We value our small class size and the degree to which faculty and students learn from each other. We are small, we have a student body that is more international than almost any other, and our alumni reach is very definitely global. Drucker represents a values-driven approach to management education. We consider ourselves more than just another "IB" school. Our emphasis on Management and Leadership makes us an "M" school and an "L" school. And we are training superb graduates for careers not only in business, but also in higher education, healthcare, nonprofits and the public sector as well.

This year, we are celebrating Peter's 100th birthday with Drucker Centennial. Our Drucker Centennial board is chaired by Dr. Alafhey, the CEO of Procter and Gamble; Masatoshi Ito, the Sam Walton of Japan; and the author of "Good to Great"; Teach for America founder Wendy Kopp; and Rick Warren, among others. Former eBay CEO Meg Whitman was our guest speaker last week, on "the character of the company," and Rajiv Dutta, former president of Skype and PayPal, was our guest speaker this semester. We will be hosting significant events at Drucker all next year—events that are significant for the region, the nation and the world. Drucker might not be the right place at the right time for you as well. Whatever you decide, remember that this is a great time to invest in your future, and to become better positioned and prepared for the recovery when it arrives.

- A. Jackson Dean Peter F. Drucker and Masatoshi Ito Graduate School of Management Claremont Graduate University www.drucker.cgu.edu

OFFICE SPACE VACANCY RATES (1982-2007)

- Los Angeles - Orange County
- San Diego - Inland Empire

- 80% 90% 100%
- 0% 10% 20% 30% 40% 50% 60% 70% 80% 90%


Real Estate Market Conditions

In forecasting commercial real estate market conditions we are interested in the changes in demand and supply and how they affect market equilibrium. Market conditions are best described by the price or real rental rate, and excess demand or vacancy rate. As the office space market in Los Angeles is the roll out survey in the set of commercial real estate surveys that comprise the Allen Matkins UCLA Anderson Forecast California Commercial Real Estate Survey Research Project, we focus on this market as an example. Office space is generally defined as including banks and finance institutions, general offices, non-specialty government offices, scientific and technical offices not associated with manufacturing or laboratories. The gross stock of office space (ignoring depreciation) changes primarily through additions to the stock of new construction. While some additions from the stock of total stock and those buildings being removed from the stock have usually long since been down-

March 2009

BUSINESS JOURNAL • PAGE 18
News From Drucker

By Ira A. Jackson, Dean
Peter F. Drucker and Masatoshi Ito Graduate School of Management
Claremont Graduate University

The Drucker School team won the national compact case competition at the LEEDS School of Business in Boulder, Colorado. Competing against some 85 other business schools, Drucker beat out the University of North Carolina and the team from MIT for first place honors, the national title, and the $6,000 prize. This NetImpact award is given as "the premier case format competition built around businesses facing sustainability challenges while succeeding financially." Way to go, Dr. (Makino), Tyler (Burrell), Jay (Hinton) and Sarah (Shiwal)! You make all of us proud. This is truly an magnificent achievement.

This recognition comes at a time when our community, in an effort to teach our classes programming skills where he was quite proficient. His legacy will stay alive here at Drucker in the work of others who care about not only doing well for themselves but in doing good for society. A special evening was enjoyed last month with Rajiv Dutt (Drucker 82), our Drucker Centennial Executive in Residence, and Meg Whitman, former CEO of eBay, in an exploration of "The Character of the Company." In many, the opportunity for the startup entrepreneur to be sponsored with the Kravis Leadership Institute in LA entitled, "Leading Social Change. Entrepreneurial Solutions, continued on page 27

Investing in Education for Future Opportunities

By Ira Jackson

The Chinese ideogram for crisis combines crisis and opportunity. At a time of regional, national and global economic crises, there is obvious danger all around us. Home prices continue to fall as foreclosure rates continue to mount. Office vacancy rates are at historic highs, and construction activity at historic lows. Unemployment is surging, retail stores and car dealerships are closing, and the state and local governments are cutting back on services which are needed more than ever. What may not be as apparent as the danger signs, are the seeds of opportunity even in this time of crisis. The Inland Empire was only a year ago the fastest growing region in California and one of the hottest markets in the nation. Once we recover the severe downturn in housing values, our competitive advantage of relatively cheap land and relatively affordable housing will soon return, and when global trade starts to revive, regional locational strengths will again become apparent. Having grown the quickest, we were probably destined to fall the fastest and the first. But if we organisate, we will also be the first to recover, and when we do, we will be well positioned to take off once again.

One way to better position our region and our companies and our own careers to take advantage of these opportunities is to invest now in professional management education. The future belongs to knowledge economies and knowledge workers, as Peter Drucker, the father of modern management and the namesake of my school, was the first to observe. If we want to survive and revive the region, we need a better educated workforce, more innovative companies and we need the most talented and effective management talent we can find. This is an area where historically the Inland Empire has come up short and where we now have a golden opportunity to excel, if we use this time to invest.

Fortunately, as this spread suggests, your choices are not limited. While you are looking, I encourage you to discover the institutions that I have the privilege to lead, out of Claremont, which is really at the figurative intersection of LA, Orange Co, San Bernardino and Riverside Counties and very much a part of the Inland Empire. The Drucker School is part of the world renowned Claremont Colleges, the Oxford of American Universities. Situated in a beautiful city of trees and PhDs in the foothills of the San Gabriel mountains, Drucker offers easy access and a welcoming, personalized approach to professional school education, while linking studied and effective management work and the global economy. It’s really the best of both worlds: global and small, sophisticated and intimate, and continued on page 18

Peter F. Drucker
THE Father of Modern Management
THE Business School for Tomorrow’s Ethical Leaders

Want a globally-connected business school right here in the Inland Empire?

Want a world-class MBA or EMBA degree with faculty who care and classes where your voice will be heard?

Discover the Drucker School

JOIN US AT AN UPCOMING INFORMATION SESSION
Please RSVP by the dates below to Danielle Coffin at (909) 607-5117 or danielle.coffin@go.edu.

Saturday March 14, 9-11am
Sustainability and Social Marketing
A sustainable business needs the championing of the customer needs while also treating the environment well. Join us for a talk on the relevancy of Drucker education to questions of sustainability in today’s marketplace.
LOCATION: The Drucker School RSVP by March 8

Saturday April 11, 9-11am
Globalization 3.0 and International Festival
Presented by Danielle A. "Kees" de Kluyver, Managing Director Post Management

Globalization is entering a new phase, with emerging market companies now competing vigorously against those of developed regions. de Kluyver will argue that the "age of globalization" is creating huge differences, not so much between world multidisciplinary and new champions alike.
International Festival - Join us after the information session for some great food and entertainment from around the world
LOCATION: The Drucker School RSVP by April 5

A man and a university whose mission is to inspire a generation of knowledge workers to do well and do good.

For advertising information, call us at (909) 607-4700
Redlands...

continued from pg. 1

Paris Conservatory put out Debussy and Ravel. The French sound is much lighter, a more lucid touch, not as heavy.①

Noble has won numerous awards and competitions including the 2005 Idyllwild Arts Concerto Competition. Upon graduation he was awarded the highest honor for a musician at the academy: the Outstanding Musician of 2005-2006. In September 2007, he won 2nd prize in the Chopin International Competition of the Thousand Islands.

Noble has participated in such festivals as the Eastern Music Festival in North Carolina, the Morningside Music Bridge in Shanghai, China, the Aspen Music Festival, and Bowdoin International Music Festival in Brunswick, Maine.

Noble has performed in community centers and public schools in the Inland Empire. This is his first chamber music series performance. “I’m really excited for the opportunity to perform for the Redlands Chamber Music Society. Redlands is not a huge community yet it’s being exposed to great artists and chamber music. It’s important for local artists to get this exposure.”

For more information about the March 15 concert, contact Mark Braunstein, president of the Redlands Chamber Music Society at (909) 749-7528.

Opportunities in Management Education

By David W. Stewart, Dean
The A. Gary Anderson Graduate School of Management

The economy is poor, consumer confidence is low, and business is slow. These are difficult times that challenge even the most astute manager and business owner. But, in every crisis there is opportunity. So it is with the current economic climate. There has never been a better time to focus on developing management talent and the next generation of business leaders. Forward looking firms recognize that the slowing of business activity provides time and opportunity for training and development of staff — and for leadership and management development that is often not easy to find during booming economic times. Management and staff development now prepares the firm for greater success when the economy does turn around, and it will. Education and management development also provides a formal structure through which managers can think about the future, develop plans for action, and identify innovative approaches to business.

There are many forms that management development and education can take. These include university-sponsored programs, degree and non-degree programs, in-house programs, and open enrollment courses offered by various professional associations and commercial education providers. Each type of program fills a unique need for both firms and individual managers. We will explore these options in more detail in future columns.

The most comprehensive form of management development is the MBA degree. The MBA not only creates management generalists, but it is also a life changing experience for many managers. MBA programs teach business skills, concepts and develops confidence, leadership skills, and an ability to think strategically. For more experienced managers, who wish to continue their education while continuing to work, an especially appropriate educational vehicle is the Executive MBA (EMBA)— an MBA program structured around experienced managers and professionals moving from functional specialists to general managers. An especially important characteristic of the EMBA is that all members of the class are experienced managers and businesses who have been identified as high potential, fast-track managers. This characteristic makes the classroom experience especially exciting as managers share experiences and best practices across industries.

The A. Gary Anderson Graduate School of Management is pleased to offer an Executive MBA program that will seat its first class in the fall of 2009. This program will provide an opportunity for students to continue to work full time while participating in a program designed for the high potential managers and business owners from throughout Inland Southern California and beyond. For more information on the program go to http://agam.ucr.edu/emba/. If you would like more information about the program and how it can help your firm develop its management talent, or how it can help you as an individual in career development, please call at 951-827-1111.
SOME PEOPLE SAY THE NICEST THINGS.

RANKED AMONG THE TOP 5% OF HOSPITALS NATIONWIDE

HealthGrades, the nation’s leading independent health care ratings company, analyzes more than 5,000 hospitals across the country. And these objective ratings have all kinds of great things to say about Pomona Valley Hospital Medical Center.

Our people are always working to provide the best in great care and treatment for the community. And we’re pleased that an independent source shows our results are among the best. Because, after all, modesty forbids saying so ourselves.

2009 HEALTHGRADES RECOGNITIONS:

RANKED AMONG THE TOP 5% OF HOSPITALS NATIONWIDE IN OUTSTANDING PATIENT EXPERIENCE

Women’s Health Specialty Excellence Award — Ranked among top 5% of hospitals nationwide in Women’s Health Maternity Care Service Excellence Award — Ranked among top 10% of hospitals nationwide in Maternity Care Women’s Cardio Services — Ranked among top 5% of hospitals nationwide in Women’s Cardiac Services

Highest possible Star Ratings for treatment of Sepsis
Five-Star Rating – Heart Failure
Five-Star Rating – Sepsis
Five-Star Rating – Appendectomy
Five-Star Rating – Maternity Care
Five-Star Rating – Women’s Health
Five-Star Rating – Community Acquired Pneumonia
The word on the street is "cutbacks," but getting sales is still the name of the game. One small business recently needed a new salesperson. The owner placed ads in all of the electronic vehicles, local newspapers, and local websites, as well as industry web sites. The results were overwhelming. If resumes and inquiries were dollar bills, the company would have found itself with a seven-figure sum. That's because the owner and his associates faced a huge challenge; they were thrilled to have choices, but they did not want to choose the wrong person for this important position.

This overwhelming response is typical in tough times, but often, it has nothing to do with the opportunity your company is providing - it's just that there are lots of people, qualified and unqualified, seeking to do with the opportunity your company is providing. But getting there can be a challenge; the best candidates should be evaluated in a very concise manner.

Professional development - The best candidates should have some experience with formal sales training. One specific kind of training shouldn't be mandatory, but formal training should be. When moving forward to the interview process, be prepared to discuss training and the benefits derived from the training.

Personal experience - The best candidates should have some type of personal experience, such as certain hobbies, military service, musical training, or sports. For example, a musician might be a better listener who understands the value of practice, or someone with military service may have a stronger ability to follow rules and stay focused on a task.

There may be other criteria not listed here. For example, in some more technical areas, very specific experience and education might be crucial. Or in some geographic areas, regional sales knowledge or experience might be essential. Sometimes it's easier for Southerners to sell to other Southerners. Depending on your situation, you may have one or more criteria that your final salespeople are essential elements in the selection process. There is no right or wrong. Your team knows what is important.

Creating Categories:

A resume system works through the Post-Its™ on the board, many of them will probably have a similar set of groups of criteria, which is fine. However, the following categories should always be represented in the storyboarding process:

Previous sales experience - Clearly the best candidates will be successful salespeople with at least five years of experience.

Necessary experience - The resume should meet the minimum qualifications. Your resumes may be ordered based on this requirement.

Customers - Ask the candidate what his customers would say about him as a salesperson. Can your customers provide positive references from any previous jobs, phone numbers and background information off the show. Did the candidate have opportunities to discuss the candidate?

Employer(s) - Make sure you ask the candidates if they can speak with the employers. If not, why? What about previous employers? Why are they and what will they say about the candidate?

Sales situation review success - This is a very important part of the interview process. Ask the candidate to describe, in depth, their most successful sales situations. What were the results and benefits derived from the training.

Sales situation review failure - Ask the candidate to also describe a situation where they lost the order or failed to make the sale. Why did they miss this sales goal? What went wrong?

Motivation - You want to get a sense of your candidates' motivation. How does he/she work? What are his/her hobbies? Is he/she an early riser? What about writing skills? Does he/she make lists? Your team may think note taking and list making are very important indicators of discipline and organization.

Interpersonal interaction - How do your candidates believe in the Body Language? Crossed arms are a sure sign of defensiveness; crossed legs seem to the candidate's attitude is overly or sticky. What happens when one of the Icelanders interrupted him? How does the candidate handle interruption? Does he/she shift into listening mode? What is the interviewer's feeling toward interaction with the candidate? Do you like talking with him/her?

Using a team or group interview process, your team will have an easier time reaching a consensus. Everyone is looking at the candidate and the final decision is made by the entire team.

For more information and for RSVP please call Christina Kranerhust at (915) 666-4402.

The Volunteer Center's Goal is to raise $25,000 to assist families with referral services, senior advocacy and outreach, suicide, housing counseling, transportation assistance, and volunteer opportunities.
Salespeople are being hammered in today's economic environment. Entire market segments have evaporated. Customers and companies are holding back orders or literally have no money to buy. Opportunities and new prospects are fewer and further between. In 2008, busy salespeople earned only half the commission they earned in 2007. Half! When you take a 50% pay cut, you know what a recession feels like.

But not all sales professionals are in the same boat. Some are thriving. Some are busy growing their client base and making good money despite the uncertainly around them. And you can do the same. Your commitment to success starts with a dedication to your goal and where you want to be; remember the basics, and then go beyond. Some salespeople will take the safe road this year, rattling down their expectations. You'll hear them say: "I just want to survive," or "I need to make it through this year." When you plan just to get by, that's exactly what you get by. When you plan and expect to succeed it's a different story. As one anxious manager put it: "Most salespeople reach the level of expectation they set for themselves today." If you want to be one of those who will thrive this year, apply these five tips now.

1. Don't wait for things to change. Unlike struggling salespeople who sit on the sidelines hoping for an economic U-turn any day now, the best salespeople are taking action and moving forward. They recognize the economy may be in this mess for years and years and waiting and watching is a poor strategy for success. The movers and shakers are moving and shking: setting up new accounts, making sales calls and presentations, contacting their current and past customers and marketing like never before. Their proactive approach is creating opportun­ities, leads and sales. In boom times or in bad times, you can never wait for customers to find you. It's your job to reach out and find them.

2. Work harder. Top salespeople understand this old axiom: You can't make more money with less effort. That's why the most successful salespeople are putting in more hours than ever before. Think about this: Arrive just 30 minutes earlier and staying 30 minutes later each day equates to an additional 20 hours a month. When you are working 20 more hours than the average salesperson, you can make at least 20 percent more money, producing 20 percent more sales.

3. Talk to the right people. Some companies may want or need your product or service, but if they can't make a decision or are restrained by shrinking budgets, it doesn't matter. Successful salespeople today are selective about where and with whom they spend their time. They are out looking for "ready buyers" customers and prospects who have both money and ability to buy. Every minute you spend cold calling with a poor strategy is another minute you do not have to find a qualified one. Remember: You can close the sale from a customer who can’t buy.

4. Make more contacts. Selling is a contact sport. When times are good, business is easier to come by. Salespeople are in competition, concern about price and sales don’t exactly just fall into your lap. But contrast the last few years of relative prosperity to what we see today and it’s quite a different picture. You need to be more creative: more proactive: more apprehensive and spending decisions take longer. This is your opportunity to have full contact. When capture and conversion rates are down, to maintain a steady volume of business, your sales contacts have to go up. Top producers get this. Do you?

5. Change the way you work. Is change difficult? You bet! But it’s not because people fall behind or fail. Successful salespeople have stayed successful through the years by evolving and adapting to change. As the economy and their market have changed, smart salespeople learn new tools and move in new ways. By reviewing trade publications, reading top books on selling, and attending industry conferences, client events and networking among successful peers, you are able to learn and apply new marketing approaches and sharpen your face-to-face skills. This is how you stay current, fresh and on top of your game.

While all of this may sound like the old "back to basics" line of attack, it’s truly more than that. Successful salespeople in today’s market have gone beyond the basics in most everything they do. They understand that roughly the top 20 percent of every sales force produces about 80 percent of most company’s sales results. To get and stay in that top 20 percent, you have to be willing to give and do 20 percent more than almost everyone else. That’s not only what you give your edge, it allows you to keep your sales up -- even in a down market.

This year may not be the best year you’ve ever had, but it doesn’t have to be your worst. Take advantage of the fact that you have customers who have pulled back, slowed down, and in some cases, completely left the business. You need to push forward. You have a window of opportunity in front of you, and how you use that window is up to you.

To contact Smith, dial Doug Smith & Associates at 877.430.2259 or visit www.DougSmith.com.

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John Smith
President
Doug Smith & Associates

The 21st Century Camera
By J. Allen Leinberger

My dad loved his old 35mm camera. He took pictures of our vacations every year and would enthral us during the winter months back home into this with shots of me leaping against the State of Texas welcome sign along the highway. There was also projected on a small red roll-up screen in my felt cowboy hat with my cap gun on my hip, entering the legendary center of the old west. Then there was the shot of me with my kid sister, standing outside on the South Rim of the Grand Canyon. There was also a projection of Easter, Baptism and First Communion slides as well.

The old projector required Dad to put out the tray, drop the slide in and hope that it was right side up and facing correctly. For myself I got a deal a year on a Nikon while in the service. It was an SRL (Single Lens Reflex) and my slides went into a tray that rotated on a carousel projector. But basically everything was much the same as dear old Dad.

Then, just a few years ago I wrote here about the Canon PowerShot SD40. It’s about the size of a credit card, as I remember them from decades ago. It shoots digitally into a chip, not film and it shoots the pictures on my computer. It is direct print to the right printer and it has 11 times zoom function.

Now comes the new Canon PowerShot SD800IS Digital ELPH. Right off you see that it is much more than just the size of the SD40. It shoots 10 a mega pixel image. It has a 28mm wide angle shot.

Other new features include the motion capture function. It is still a delay between the time you hit the button and the time it fires, but my wife’s cats, which I tried it on, came out completely, even when they moved. (And cats always move when you want them to hold still.)

It has a face recognition feature which is amazing to watch. It sets up a frame in the viewfinder around the faces of your subjects. This tells the little computer inside how much light it needs and a control algorithm accordingly. This, I find, works even on faces on the TV set. It adjusts for both Jack Bauer and the terrorist. The little computer is good but those darn cats have cat’s eyes and no computer has yet been able to control their glare completely.

The ELPH also has a movie function which today is not more than a delay of a long two seconds between the time you hit the button and the time the camera clicks.

Still, the outcome, for a 4 megapixel picture is better than most of the snapshot cameras you and I have carried on vacation over the years. The pictures look great blown up in the little computer screen, it does direct print to the right printer and it has 11 times zoom function.

Now comes the new Canon PowerShot SD800IS Digital ELPH. Right off you see that it is much more than half the size of the SD40. It shoots 10 a mega pixel image. It has a 28mm wide angle shot.

Other new features include the motion capture function. It is still a delay between the time you hit the button and the time it fires, but my wife’s cats, which I tried it on, came out completely, even when they moved. (And cats always move when you want them to hold still.)

It has a face recognition feature which is amazing to watch. It sets up a frame in the viewfinder around the faces of your subjects. This tells the little computer inside how much light it needs and a control algorithm accordingly. This, I find, works even on faces on the TV set. It adjusts for both Jack Bauer and the terrorist. The little computer is good but those darn cats have cat’s eyes and no computer has yet been able to control their glare completely.

The ELPH also has a movie function which today is not more than a delay of a long two seconds between the time you hit the button and the time the camera clicks.

Still, the outcome, for a 4 megapixel picture is better than most of the snapshot cameras you and I have carried on vacation over the years. The pictures look great blown up in the little computer screen, it does direct print to the right printer and it has 11 times zoom function.

Now comes the new Canon PowerShot SD800IS Digital ELPH. Right off you see that it is much more than half the size of the SD40. It shoots 10 a mega pixel image. It has a 28mm wide angle shot.

Other new features include
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Thursday Morning Drive, 5:00 AM - 6:00 AM

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INLAND EMPIRE BUSINESS JOURNAL • PAGE 30

Residential Real Estate Brokers

<table>
<thead>
<tr>
<th>Company Address</th>
<th>F Offices Inland Empire Companywide</th>
<th>$ Agents Inland Empire Total</th>
<th>Sales Volume 2008 Headquarters (Gross $ Amount)</th>
<th>Year Founded Inland Empire</th>
<th>Specialty</th>
<th>Top Local Executive Title/Phone/Fax/E-mail Address</th>
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<td>190</td>
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<td>Residential - Senior Communities</td>
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*VA = Not applicable WND = Wide No Discipline M = not available The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort will be made to verify accuracy and thoroughness of the list, omission and/or omissions in some cases occur. Please contact or add addresses to company listed to: The Inland Empire Business Journal, P.O. Box 3795, Rancho Cucamonga, CA 91729-3795. Researched by Nina DeMita. Copyright 2009 by BEJ.
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Centerpointe Capital Corp. is a finely tuned financial firm that embraces the essential elements of business ethics and protocol. Integrity, respect and honesty guide our endeavors without compromise. Despite economic conditions, we remain focused and mission oriented, never placing our own financial interests before that of our valued clientele.

We are a unique breed of achievers, tempered by a Christian belief system, opting for success rather than excuses. We work harder, longer and more intelligently than our competitors, ensuring that our clients consistently receive the best loan and real estate solutions and services, period! Welcome, you are in great hands!

Centerpointe Capital Corporation - a Full-Service Financial Firm

Centerpointe Capital Corporation is by all definitions a "full services financial firm." The man behind this unique and intelligently diversified company is Scott A. Polimeni, president. Over the last few years, Centerpointe Capital has grown and adopted to the hostile financial marketplace, constantly adjusting to the needs of small-to-mid sized business owners.

The company's survival is attributed to Polimeni's deftness to fall into complacency in an ever-changing financial marketplace. During the boom of the real estate industry, Centerpointe Capital was one of the leaders in the industry. However, Polimeni saw the need to proactively diversify his product mix with loan products geared specifically towards helping business owners obtain aggressive financing when their own banks turned them away. The second phase to his ability to help local business owners is to extend his consumer financing products to help them organically sell more of their products or services in a cash poor market.

Polimeni has a background of strength and diversity having served eight years in the U.S. Army Infantry. Upon his honorable discharge, he pursued his career in law enforcement. He graduated "Class President" from the Riverside Sheriff's Academy. Within his first five years of service, he had achieved the rank of sergeant. However, despite his success, he decided to enter the private sector to follow in the footsteps of his father and grandfather. He is running a company that is unlike any other in the financial market, and its growing like a weed, when other financial firms are crumbling all around him.

Today, Centerpointe Capital is a full-service financial firm that offers financial products and services that range from its roots of mortgage lending and real estate services, to a complete array of business related loan products, venture capital and even consumer financing products.” Polimeni says with conviction, "Our single best product would be, without a doubt, our Stated Income, Unsecured Business Lines of Credit. As a business owners know, we depend on our CPAs to write-off our revenues, leaving us at the bottom line showing a minimal profit. That's all great, until you're applying for a loan. Fortunately, we have a handful of investors that do not require the traditional S t a t e d I n c o m e totally Unsecured Lines of Credit up to $50,000 with rates starting as low as 6.25% and even lower in some cases. What that means to our clients is that they genuinely could have $50,000 of working capital at their fingertips for a monthly payment as low as $218."

"We're putting these products to market with a modest $620 FICO® score!” says Patricia Nugent, director of sales and marketing. "It's the best money on the market, bar none! However, we have a multitude of other business related products that range from

Factoring / Accounts Receivables, Equipment Financing, Merchant Service Advances, Private Equity / Venture Capital, Small Business Administration products and more.”

Centerpointe Capital’s Exclusive Private Equity Program:

In addition to their brilliant business model, Polimeni has recently authored a book on private capital for his very own investment program that projects in Net R.O.I. in excess of 12%. According to Polimeni, his program has answered the question as to how to liquititate the over-building and large amount of standing inventory. Additionally, our program is geared regionally, nationally, and even internationally. However, he's quick to point out that "Our program does not involve sitting on bulk, vacant homes, nor does it rely on a 'quick flip' strategy. His relationship with asset managers, bankers, auctioneers and privately held real estate investors provides an abundance of under priced real estate for his investors to capitalize on. Simultaneously, his staff matchs this real estate with financially qualified lenders, who are contracted with investors to immediately occupy the home at the close of escrow in order to mitigate vacancies, which directly prevents vandalism and burglaries—which is a tremendous concern in this market.

During the lease term, the lessees are protected by contract to buy the home from the investor at today's full market value. As a result, the investor gains at least 20% equity gain just in the "buy-to-sell" ratio alone. Then, to further the return for his investors, the lease payment offsets all operational costs to maintain the home, such as property taxes, homeowners insurance, HOA's, etc. The lessee's monthly lease payment is calculated at 7.5% to 8.5% of the overall investment dollar. The investor even has the option to finance the acquisitions through Centerpointe Capital's wholesale mortgage lenders to increase their inventory!

Polimeni explains, "This program provides the masses of people to have a legitimate means of claiming stake in homeownership, at today’s incredible values. These folks simply cannot qualify for a traditional home loan right now, and with this program, they don't need to." He continues, "With our lease program, we provide our investors a very safe investment forum, with an incredible return on their investment. At the same time, it genuinely helps our local economy, and provides worthy people a means to eventually own a great home, at a fantastic price. It's truly a win/win for all parties involved!”

Polimeni is looking for qualified investors to participate in his program. Executive Summary is available upon request. And, don't forget to ask him how you can incorporate consumer financing into your business model! Polimeni can be reached at 760-566-4700, or by e-mail at spolimemi@centerpointecapital.com

Business Products & Services

- Consumer Financing Products to Increase Your Sales!
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- Stated Income Business Loan Products
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- Accounts Receivables / Factoring
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- Inventory Refinancing
- Small Business Administration (S.B.A.) Loans
- Business Consulting / Business Plan Preparation
- Wholesale Commercial Lending and Real Estate Solutions

Let Centerpointe Capital help unlock YOUR key to success!
Real Estate Ex... (The market is) struggling in the east, with a vacancy factor of almost 6 percent for that entire market.

We're a little over 6 percent vacancy in the West End market. Construction was predominately in the east end of the marketplace.

We'll spend the next 12-18 months absorbing this space.

Prices are off considerably from what they were in past years, but we're finding tenants who still love the Inland Empire. A couple of examples: In October 2007, we had a pretty significant (price) of 38 cents a square foot for a 78,000-square-foot building in Fontana. Today, there was a transaction for 32 cents a square foot on a similar building in Redlands.

We're seeing landlords be a little more aggressive in offering free rent in the first two or three years. The fundamental change was when we lost liquidity in the marketplace. It definitely put an emphasis back on cash, which is a challenge for tenants. When you don't have liquidity in the market, what does that do to pricing? Whether you want to or not, you're learning about liquidity and what it really means.

RETAIL

GREG WATTS

Vice president of retail development at Opus West Corp. in Irvine.

This year will be rather slow. People will still be closing stores. We'll be evaluating second-generation space (vacant space previously occupied by large tenants). If there's a new tenant who wants to penetrate the market, they could probably go into a second-generation space, and the landlord might be willing to make a better deal to get cash flow going again. The good news is that the market is coming back to tenants who were priced out of the market before. Like TJ Maxx and Home Goods, there will be great opportunities for tenants like that.

We believe retail trends will get back to basics, where consumers will be buying necessities, not luxury.

Buca di...

also rather large: all sorts of chicken prepared in various ways, real dishes, short ribs and even salmon.

The dessert selection is very tempting even after finishing this elaborate dinner. We tried the tiramisu and the homemade cheese cake.

The full Buca menu is available To Go, and many locations offer Ciao, let's mangia!

Sharing is the word that describes this restaurant chain. Food is served “family style,” and considering the amount of food served—a large family is in mind. Someone who is dieting or just wishes a “trick” for dinner will not be tempted to undo their belts. Large platters that hardly fit the table can be cut into smaller servings, or you go home hungry, don’t return because this is not the place for you.

The first Buca di Beppo opened its doors in 1995 in the basement of a Minneapolis apartment building. They have since grown to 85 locations nation-wide. Our waitress explained that they wanted to create an Italian family experience where the whole family could be present (hence no windows here) and enjoy each others company while dining on pasta and wine.

The other Italian dishes.

We visited the Buca di Beppo in Huntington Beach, which is located in a two-floor with booths and rooms that made it comfortable and private. Its cozy and warmth made for a delightful experience in dining. When you first started eating, you knew you were going to enjoy the evening. Old-time movie stars surrounding the picture where the owner must have been impressed with Marilyn Monroe since she dominated the list. One, however, felt bad for the waiters and waitresses since they had to climb the stairs in delivering all the pastries. The other Italian dishes, Buca di Beppo must have had insisted on carafes when they wanted to spice up their other Italian dishes.

Ingrid Anthony

RESEARCH REVIEW

Italian Dining With Drip-Proof Bibs at Buca di Beppo

Greg Bendis and Dillon Dunmatt of GVA Charles Dunn represented Scientific Image Management in the lease transaction for the Southern California Logistics Centre (SCLC) in Huntington Beach. Under the direction of Principal Bruce D'Eriscu, the hotel is being built by Ayres Hotel Moreno Valley last month. The Ayres Hotel Moreno Valley is located at 26763 San Bernardino Road in Temecula. In the other deal, M. Block and Sons signed a three-year, 200,000 sq. ft. expansion lease at Building 3 of Kearny’s Redlands Industrial Centre, located at 26737 San Bernardino Avenue. In the city of Redlands.

The 323,000 sq.-ft. facility is the largest of three buildings that make up the SCLC. In the Lace Cabinetry deal, Kearny was represented by company executive Jason Roslin, while Lace was represented in-house by the CB Richard Ellis. CBRE’s Kevin McKenna, Ian Devries and Grant Ross represented Kearny on the M Block lease, while M Block was represented by Ron Conner Food and Nutri Products. In a press release, Ayres Hotel Moreno Valley officially broke ground for the Inland Empire’s newest hotel, Ayres Hotel Moreno Valley. At the beginning of the WinterGare Promenade on the city’s west side. Under the direction of Principal Bruce D’Eriscu, the hotel is being built by Ayres Hotels, a family-owned chain of European-style boutique hotels headquartered in Costa Mesa.

This column provides a review of the latest real estate developments. To have a chance for this编目 entry, subscribe to the Real Estate Journal and Rentv.com, a leading Internet real estate news site which has been covering the industry in California for 10 years. For more comprehensive real estate information from around California, go to www.rentv.com.

By Ingrid Anthony

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March 2009 BUSINESS JOURNAL • PAGE 34
Subscribe to the Inland Empire Business Journal today for only $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.

Eisenhower Medical Center was placed among the top 5 percent of the nation's hospitals for a second year in a row. "Ensuring our patients' safety and delivering the highest quality of care is our top priority," stated Eisenhower President and Chief Executive Officer G. Aubrey Serfling.

For more information visit www.emc.org.

Cathedral City Chamber of Commerce awarded Wheels for Kids of the Desert the Nonprofit of the Year award. For three years Wheels for Kids of the Desert has promoted physical fitness by providing hundreds of bicycles for children.

This non-profit organization was created by a Cathedral City Police Officer, Ernest Vasquez. For information about Wheels for Kids of the Desert call (760) 457-8026 or visit www.wheels4kidsofthedesert.com.

An exciting ribbon ceremony for Meridian Payroll Group. Meridian Payroll Group is located at 41765 Rider Way, Temecula, 92590.

For more information call (951) 695-6700 or visit www.meridianpayroll.com.

Bancomer Bank was awarded Business of the Month by Grand Terrace Chamber of Commerce. From left to right: Chamber President Jessica Borzilleri, Nancy Malta, Sally McGuire-Chamber board member, Omar Leandro, Terry McGuire- Helping Hands Companion Care, Ashley Swisher, Andres Sanchez-Bancomer bank manager, Lee Ann Garcia-Mayor Pro Team.
From the Bureau to the Boardroom: 30 Management Lessons from the FBI

By Dan Carrison; AMACOM, New York, New York; 2009; 258 pages; $24.95.

It's hard to know what to make of this much-discussed book. A business writer and consultant, Dan Carrison, has apparently never been an agent of the Federal Bureau of Investigation. There are lots of things he can and does convey about "the Bureau" as an organization even without inside cooperation while researching the book. Among these are the Bureau's near mythic status as the top law enforcement organization in the country (much of which is well deserved); their reputation as astute investigators and crack marksmen; and their loyalty one another and their superiors.

Noticeably missing are any of the usual self-serving, disingenuous, self-aggrandizement investigations. Don't look for a favorable mention of the Department of Justice or of investigations which are likely to reflect poorly on the FBI. Among the topics which are noticeably missing are the involvement of Dr. Martin Luther King, Jr., and others in the civil rights movement. The many others who were active in covert operations and secret investigations of the Soviet Union, including as a willing agent-in-charge of an FBI bureau's agent-in-charge of an operation in the United States.

A former F.B.I. agent who has done a pretty good job at building loyalty and creating a culture of the FBI, Dan Carrison, offers a book reading exactly like the internal memo which would be a list of reasons why you should hire former FBI agents. Not a bad idea if you're in the security business.

Bestselling Business Books

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

1. "Outliers: The Story of Success," by Malcolm Gladwell (Little, Brown & Co... $27.99) (8)
2. "How to Survive the Real Economic Land Mines of Mid-2009: Following the Greatest Boom in History," by Tim Evans (McGraw-Hill... $21.95) (6)

Letters to... continued from pg. 15

A thousand...

continued from pg. 26

tending to himer at the same time. America can get back on a spining... Retail business will boom.

We are all taxpayers America, so the guy on TV keeping saying, "If you got money, we should be able to use..."

There are some problems? Of course. Such a mass give away will no doubt devolve the... in the sales haystack.

For more information, visit us at... d revenue@drrevenue.com.

My Trickle... continued from pg. 14

who are closing their door. America can get back on a spining... Retail business will boom.

We are all taxpayers America, so the guy on TV keeping saying, "If you got money, we should be able to use..."

There are some problems? Of course. Such a mass give away will no doubt devolve the... in the sales haystack.

For more information, visit us at... d revenue@drrevenue.com.

- Henry Holzman

- Tim Evans

- Tim Evans

March 2009

Business Journal • Page 39
For the last couple of years, I’ve been awarded the prize associated with the annual “ski” story. In the past, I’ve covered one resort and then another, often winter-wonderful activities. This trip, my family and I went on a ski resort tour and visited (what I consider) top resorts in Utah. Unfortunately we had to miss Deer Valley and Alta because they still don’t allow snowboarders. We guess we’ll just have to give them a little more time and catch up with the times. So here I am... back from the ski tour and ready to report in. Five ski resorts, three hotels and seven days later.

Day 1
The new minimum bag requirement enforced by the airlines really threw off my ability to pack, but nevertheless we had too many bags. Walking to the airport check-in counter was comical. My son, Darren, almost never made it with the ski bag, and I was in a sweat by the time we got all the bags checked. In I.H. we Focus on some sort of reality TV show in which the entire nation was cheering for my family in the Ski Check Championships.

Finally on the plane, it was time for my son to do some homework. (Am I a bad dad if I pull him out of school for an entire week so we can play in the snow?) Anyway, we didn’t much time to get any work done because in just over an hour we were at the airport. And in just another hour we had driven up the mountain to Park City. We left a little earlier in the morn-

much, we went twice. The second time I rode with my husband Dave. I laughed in hysterics while he tried frantically to reach for the breaks. Rational fears sometimes have a way of interfering with fun.

Day 3
The Canyons Resort
The Canyons is the newest and largest single resort with over 3,700 acres of skiable terrain. With the slope-side lodge and village (which has shops, restaurants and aps ski entertainment), it is definitely a “destination” resort. And although we drove past the main parking lot, it didn’t matter because they had valet parking right at the Grand Summit Hotel.

The Canyons also offers a daily Mountain Tour which leaves from the main lodge at 9:30 a.m. I love mountain tours (or some resorts have “mountain taxis”) and you have to do it if you want. You can ski all day and have to pull out a skier-guide. And you probably wouldn’t have to pull out a skier-guide. But I certainly love it.

Day 4 and 5
Solitude Mountain Resort
We found it up the day after we got back from The Canyons at Solitude, a wonderful ski in/ski out lodge. We had a slope-side view and could have easily skied to our room to have lunch on our room balcony. Plus, they have a pool! I was tired of the blandness of snow and decided to check out the mountain views, we ventured out while Dave took a snooze. The mountain wasn’t too large (1,200 skiable acres and was well groomed; very easy to navigate around. That night we went ice skating at the lodge and in just one other family. Afterwards, we had the Jacuzzi on page 39.
The "Out to Eat" television show premieres this April on KVCR TV (Channel 24, PBS). Join show host Cliff Young (a.k.a. "The Minister of Culinary Awareness") as he travels to local craft breweries, coffee roasters, wineries and, of course, great restaurants to meet and chat with the owners, the chefs, and the customers. The series starts Thursday, April 2nd and will air every Thursday evening at 7:30 PM and every Sunday at noon starting April 12. Go to www.KVCR.org or www.OutToEat.TV for more information.

Introduction:

The "Out to Eat" television show celebrates the enjoyment of dining out with family and friends at local eateries that possess character and a sense of community. Each segment includes: vibrant and colorful plate presentations, fast paced food preparation—as well as scenic views of the communities we visit to illustrate the lifestyle, and entice viewers to take part as we learn where the food is grown, bought and finally prepared. The topics explored each week are very relevant to a large viewing demographic—that is only increasing as more people become aware of and attracted to healthy, local cuisine. The show will appeal to viewers who are looking for great food that is inexpensive and can be found at the local "hole in the wall" restaurants. Not only are viewers introduced to the food, but also to the people who prepare it, the owners, cooks, and chefs who share their stories and personalities.

About the Host:

Cliff Young (a.k.a. "The Minister of Culinary Awareness") has over 32 years of experience in the restaurant industry, starting as a dishwasher and moving up to designing and building his own award-winning restaurants. He is a member of the Association of Food Journalists and writes for many food and beverage publications. When he's not working on his weekly "OUT TO EAT" radio program, you might find him judging a food competition, lecturing at culinary schools, or traveling the globe in search of the finest food and drink. He brings fresh, quirky and intriguing insights into the world of food, beverages, travel and entertainment.

KVCR PBS-TV now reaches over 5 million households in Los Angeles, Orange County, Riverside and San Bernardino Counties plus the Palm Springs Desert resorts, and including Direct TV and Dish Network viewers. These viewers are affluent, influential, highly educated, well-traveled, intellectually curious people who have a choice of more than 100 channels. Yet, this valuable demographic group remains intensely loyal to KVCR PBS-TV, and it is our intention to make them loyal viewers of "Out To Eat!"

For more information about "Out to Eat" and how to become a part of the team! Contact Cliff Young: call (909) 801-2113 or e-mail at outtoeat@gmail.com.