<table>
<thead>
<tr>
<th>Inland Empire Business Journal</th>
<th>Special Collections &amp; University Archives</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-2008</td>
<td></td>
</tr>
</tbody>
</table>

May 2008

Inland Empire Business Journal

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/230

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.
Inland Empire: growth will slow, challenges will not

By 2015, the population of Riverside and San Bernardino Counties will grow to 4.9 million. About a million more people will live there than in 2005. Although this rate of population growth will be slower than in the past, the Inland Empire will retain its status as the fastest-growing region in Southern California.

A new report released by the Public Policy Institute of California (PPIC), with funding from The James Irvine Foundation, examines the likely economic and demographic trends of the region out to 2015. The report notes that the primary driver of the dynamic population growth in the Inland Empire will be migration from other California counties.

But the report's demographic projections also foreshadow potential problems — for example, a possible mismatch between employment opportunities and the educational attainment of the population, and between the share of residents who make up the majority of the population and those who participate actively in voting and civic affairs.

The new report, "The Inland Empire in 2015," finds that:

- Between 2004 and 2015, the number of jobs in the Inland Empire is expected to continue on page 5

America's Most Renowned Woodworker

Sam Maloof, named the "Hemingway of Hardwood," by People Magazine, and a product of San Bernardino County having been born in Chino, recently celebrated his 92nd birthday (born Jan. 24, 1916). Sam's mother, Anisse, and father, Slimen Nasif Nadir Maloof, emigrated from Lebanon (then part of Syria) and earned a living.

BusinessWeek's John Byrne and City Year's Allison Graff-Weisner join the Drucker Institute's board of advisors

The Drucker Institute announced that John A. Byrne, the editor-in-chief and executive editor of BusinessWeek.com, and Allison Graff-Weisner, the executive director of City Year Los Angeles, have joined its board of advisors.

"We're thrilled to have brought aboard two people who can do so much to help us advance our mission: to stimulate effective management and ethical leadership across all of society by advancing the ideas and ideals of Peter Drucker," said Rick Wartzman, the director of the institute, which is a campus-wide resource of Claremont Graduate University. "John's expertise in the online world and Allison's intimate knowledge of how to engage young people promise to be invaluable for us as we move forward with our programming."

Byrne and Graff-Weisner join an extraordinary group of board members, who include: John Bachmann, senior partner at the investment firm Edward Jones; Bob Buford, cable TV pioneer, author and chairman of the Buford Foundation; attorney Cecily Drucker, daughter of the late Peter Drucker; author, inventor and entrepreneur Doris Drucker, wife of the late Peter Drucker; Nobuhiko Iijima, president of Tokyo-based Yamazaki Baking Co.; Ira Jackson, dean of CGU's continued on page 15

Riverside County Regional Medical Center selects Surado CRM

Surado Solutions, the emerging innovator in Customer Relationship Management (CRM) solutions, announced that Riverside County Regional Medical Center (RCRMC) went live with Surado CRM Health last month replacing its current Indigent Managed Care System as part of its Comprehensive Case Management system initiative.

The Medical Center is a 520,000-square-foot, state-of-the-art tertiary care and level II adult and pediatric facility, licensed for a total of 439 beds. There are 364 licensed beds in the main acute-care hospital, and 77 licensed beds in a separate psychiatric facility. RCRMC has 12 operating rooms, a helipad located directly continued on page 4

continued on page 21
Health centers recognized

Arrowhead Regional Medical Center's Fontana, ARMC medical director, won the award last year.

In an average year, physicians and resident physicians in the Family Health Centers service a combined total of nearly 60,000 visits for patients ranging in age from infants to 80-plus years. Doctors provide acute and chronic care, family planning, geriatrics care, health maintenance/preventive care, obstetrical and gynecological care, patient/family health education and pediatrics care, including well-child physicals and immunizations. Doctors also provide referrals to specialty care services at ARMC, ensuring that patients receive a higher level of care when necessary. Primary care and health maintenance services offered in the Family Health Centers promote better health, thereby helping to reduce unnecessary and expensive emergency room visits.

"We are pleased that Molina Healthcare has reconnized the outstanding and important services that we can make to look existing. On the heals of Ontario's State of the City event at the Ontario Convention Center, the 33 members of San Bernardino gathered around a thousand people together to hear the good news about America's biggest county.

Reversing the Ontario format, the State of the County began with a mixer consisting of a collection of kinks, each with a county service office or one of the area's cities. Mayors, city council members and chamber execs represented communities from Chino Hills on up to Barstow. At any moment one could bump into Fontana's Mayor Mark Nuesmi, Rancho Cucamonga's Dr. Don Korth, Ontario's Paul Leon or Montclair's Paul Eaton. (You may have noticed that Paul Leon is looking quite fit these days, having lost about 60 pounds. All he needs now are blue tights and a red cape.)

As the mixer continued, the county supervisors' efforts are countered by the county's anti-gang efforts. As dinner wrapped up, a former TV host from L.A. (I quote) "...gave a potential..."

Gary Ottov is the former mayor of Ontario and now the Fourth District Supervisor. In the area of economic development, he seated in his video the untapped potential of the county's Chinon Airport. This is a general airport run for private, business and corporate aircraft. Ottov calls it a "potential..." and "the airport for San Bernardino County."

His other responsibilities include the Southern California Association of Governments and the San Bernardino Anti-crime and anti-gang efforts. These and other committees have him involved with transportation, public transit and air quality.

Although he sat there, introducing the other supervisors' videos, Chairman and Second District Supervisor Paul Blaine had a tape of his own. While he underscores the efforts and concerns of his fellow supervisors, his prime personal interest is the environment. Under his leadership last year the county launched "Green County San Bernardino." This program provides incentives such as fee waivers and priority field inspections to anyone embracing "green" technologies such as solar power or the "California Green Builder" standards.

Air quality conference

UC Riverside is hosting an all-day conference on Thursday, May 22, 2008, that will focus on how Southern California will attain stricter air quality standards.

"Clearing the Air: Issues and Strategies for Further Progress" will be held 7:30 a.m. to 4:30 p.m. at the Historic Mission Inn, 3649 Mission Inn Ave., Riverside, Calif.

Politics can be boring. Showmanship is not. Thus, in this age of high-tech videos, even a political presentation can be made to look exciting. On the heals of Ontario's State of the City event at the Ontario Convention Center, the 33 members of San Bernardino gathered around a thousand people together to hear the good news about America's biggest county.

Reversing the Ontario format, the State of the County began with a mixer consisting of a collection of kinks, each with a county service office or one of the area's cities. Mayors, city council members and chamber execs represented communities from Chino Hills on up to Barstow. At any moment one could bump into Fontana's Mayor Mark Nuesmi, Rancho Cucamonga's Dr. Don Korth, Ontario's Paul Leon or Montclair's Paul Eaton. (You may have noticed that Paul Leon is looking quite fit these days, having lost about 60 pounds. All he needs now are blue tights and a red cape.)

As the mixer continued, the county supervisors' efforts are countered by the county's anti-gang efforts. As dinner wrapped up, a former TV host from L.A. (I quote) "...gave a potential..."

Gary Ottov is the former mayor of Ontario and now the Fourth District Supervisor. In the area of economic development, he seated in his video the untapped potential of the county's Chinon Airport. This is a general airport run for private, business and corporate aircraft. Ottov calls it a "potential..." and "the airport for San Bernardino County."

His other responsibilities include the Southern California Association of Governments and the San Bernardino Anti-crime and anti-gang efforts. These and other committees have him involved with transportation, public transit and air quality.

Although he sat there, introducing the other supervisors' videos, Chairman and Second District Supervisor Paul Blaine had a tape of his own. While he underscores the efforts and concerns of his fellow supervisors, his prime personal interest is the environment. Under his leadership last year the county launched "Green County San Bernardino." This program provides incentives such as fee waivers and priority field inspections to anyone embracing "green" technologies such as solar power or the "California Green Builder" standards.

State of the County

The 2008 State of San Bernardino County

By Joe Lyons

The 2008 State of the County was given by Supervisor Dennis Hansberger in 2008 State of the County Address. It was called "Dennis Hansenberger's video told of the county's infrastructure. Essentially he told the tourism story—sking, B&Bs, museums, parks and rec, and performing arts. Such are the elements that make an area like San Bernardino County "livable."

Fifth District Supervisor Josie Gonzales used her video time to address public health. The county's Health Care Community Initiative is a joint city-county effort to provide outdoor activity. This includes parks, trails, picnic areas, skate parks, basketball courts and other fresh air amenities. Transportation pollietion and dumping also come under her umbrella. So does turning barren areas into greenways.

""You're invited to attend our full day conference,"" said ARMC. Bernadino. ""This program provides incentives such as fee waivers and priority field inspections to anyone embracing "green" technologies such as solar power or the "California Green Builder" standards."

continued on page 14

continued on page 31

Business Solutions

California / Nevada

PAUL HARRIS
Major Account Executive

3281 E. Guasti Rd, Suite 500
Ontario, CA 91761
Tel: 909/390-1421 Fax: 909/390-6280
paul.harris@tsb.toshiba.com

TOSHIBA

Corporate Brochures

4231 Vineville Road
Mira Loma, CA 91752
(951) 685-5736 or (951) 360-9180
www.gallanegoinsery.com

SUBSCRIBE NOW! You are what you know!

GET THE NEWS YOU NEED

The Historic GALLANO WINERY

We can custom design a label just for you using: Photos, Logos, Colors, Invitations, Themes.

Weddings • Anniversaries Birthdays • Special Events Graduations • Holidays • Gifts Wine Tasting Available Daily

to tour the Historic Winery weekdays from 2:00 pm to 4:00 pm by appointment

Listed in the National Register of Historical Places

May 2008
Inland Empire growth... continued from page 1

grow 28 percent, outpacing job growth statewide (20%). But population gains will outstrip job gains, and this suggests that the share of workers who commute out of the region (20% in 2005) will remain high.

Unlike the rest of California, the demand for jobs requiring a bachelor’s degree (20.3%) in the region will equal the share of adults who hold a degree (20.6%). But the share of Inland Empire adults with less than a high school diploma (22.1%) will exceed the share of jobs available for workers at that education level (17.7%).

Although no single ethnic group today holds a majority in the Inland Empire’s population, Latinos will constitute a majority (51.2%) of the region’s population by 2015. But Latinos may not have their voices heard as clearly as they could be, because the plurality (48%) of registered voters will be white, even though whites will constitute only about one-third (33%) of the adult population.

In many ways, the future of the Inland Empire is now,” said PPIC research fellow Hans Johnson, a co-author of the study. “Decision makers and community leaders must face tough decisions today if the region is to achieve the bright future it looks forward to, rather than a future that simply happens to it. Sustained efforts focusing on economic development, workforce training, and broader political participation are essential.”


The Public Policy Institute of California is a private, non-profit organization dedicated to informing and improving public policy in California through independent, objective, nonpartisan research on major economic, social, and political issues. The institute was established in 1994 with an endowment from William R. Hewlett. PPIC does not take or support positions on any ballot measure or on any local, state, or federal legislation, nor does it endorse, support, or oppose any political parties or candidates for public office.

About the Authors: Hans Johnson is a senior fellow and an associate director of research at the Public Policy Institute of California. Deborah Reball is director of research and a senior fellow at PPIC, where she holds the Thomas C. Sutton Chair in Policy Research. Joseph Hayes is a research associate at PPIC.

Top of the Tram is the perfect place for a festive holiday dinner party or event. Deliver a truly magnetic experience by planning your holiday gathering with us. Exceptional new menu and food service with professionally trained, attentive staff. Deliver a truly magnetic experience by visiting topofthetramp.com. Enjoy your visit!

760 325-1449 perrysmiley.com

Riverside Medical Center... continued from page 1

adjacent to the trauma center, and state-of-the-art digital radiology services, including magnetic resonance imaging (MRI) and computerized tomography (CT) and all single bed rooms.

RCRMC needed a powerful, flexible, highly customizable and scalable workflow based system geared towards high growth and provide better customer service. One goal was to standardize business processes through comprehensive workflows and automated business rules to improve efficiency and provide a new level of care Throughout the medical center. RCRMC went through a rigorous competitive bid process resulting in the selection and subsequent purchase of a 300 User License of Surad CRM with various modules including Surad Integration Module, Surad Audit Trail and Surad Version Check. Riverside County Regional Medical Center successfully completed an Indigent Services System, named HealthCRM. Using Surad CRM, the Hospital Foundation for Indigent Services Business needs and working with Surad’s hospita staff created business solutions for eligibility, claims, and financials. With leveraging contact management and features of Workflow within the Surad Enterprise product, and the use of Microsoft Visual Studio, RCRMC has been able to incorporate business practices into consistent business processes. RCRMC information technology software engineers developed more than 240 custom healthcare screens for various business functions including indigent patient registration, scheduling, eligibility tracking, claims adjudication and processing. Using Surad Report and Analytics using built in reporting tools and integrating with business objects Crystal Report Writer will provide managers and administrator with operational reporting as well as key performance indicators. Complex business rules and screen designs were accomplished using Surad CRM Custom Application Designer (CAD) which is part of the SRM Core Surad CRM system.

RCRMC’s Chief Information Technology Officer, Edward Papp, is considering expanding the use of the CRM solution into other areas of the hospital.

Top of the tram is the perfect place for a festive holiday dinner party or event. Deliver a truly magnetic experience by planning your holiday gathering with us. Exceptional new menu and food service with professionally trained, attentive staff. Deliver a truly magnetic experience by visiting topofthetramp.com. Enjoy your visit!

760 325-1449 perrysmiley.com
Keeping your computer going

By Reid Goldsborough

Among the worst things that can happen to a computer is for it to stop working. Computers have a knack for developing problems when you're in the middle of an important project. Unless you have an IT person or departments to call on, you'll need to wrestle with the silicon beast yourself.

There are resources out there you can call on when you can't fix things yourself. Before detailing some of those resources, here's a quick list of how to prevent problems in the first place:

- Use an anti-virus program, firewall program, anti-spyware program, and anti-spy programs, and keep them current. You can go the route of a suite of bundled programs, such as Symantec's Norton 360, which includes the programs and getting updates easier, or you can use programs from different companies, which can be less expensive.

As a result of the increasing importance of being protected this way, more and more Internet service providers offer free security tools with your subscription to them. You now typically have to enable the tools, however, and not everybody does this.

- Update Windows or whatever operating system you're using regularly. The same goes for whatever office suite or other program you're using, including your word processor, Web browser, and spreadsheet program. The best approach is to enable programs to download and install updates automatically, which is particularly convenient if you have a high-speed cable or DSL Internet connection.

- If you can swing it, get the kids their own PC for instant messaging, surfing the Web, and playing games, and keep the one you use for business or personal finance to yourself. If in exploring their creativity your kids blow up your PC in fixing things, you won't be prevented from getting work done. Make sure you give any children using a PC a primer on safe computing practices. Students often receive such instruction at school, but it doesn't hurt to reinforce this at home. In conjunction with this, you may also want to consider parental control software, often part of Internet security programs, to prevent the children from viewing porn, gambling, and other of the Internet's seedier Web sites and discussion areas.

- Among the most important self computing practices is refusing to open e-mail attachments from people you don't know and continued on page 13

SEO analyst achieves high Google rankings

Winning the Search Engine Optimization (SEO) game is not easily done. It is like creating a sand painting in the wind." acknowledged Jon Burgess, author of "Google: How does it Work?" Burgess is Internet manager at RedFusionMedia, the leading Web development and maintenance firm in the Inland Empire. In his recent article, "Google: How does it Work?" Burgess discusses the dynamics of how to get highly ranked by Google's search engine. He believes that there is no substitute for good writing.

"More important than trying to guess which keywords are most sought out, the best way to acquire high Google rankings online is obtained by writing relevant and worthwhile content, with the intent to specifically target search engines," he theorizes. To prove his point, the keyword phrase, "How does Google work?" shows his article currently holding the #5 Google ranking, out of 10,600,000 pages.

"When you omit the fact that Google.com holds the top two positions (which is not surprising, since they are obviously the experts on Google's search engine) my page actually holds the #3 position," he stated. Although, RedFusionMedia Media gets many hits from that page alone, what this proves is that Google doesn't place as much value on the common "keywords" and "meta-keyword" techniques that most self-proclaimed search engine professionals teach their clients about at their exorbitantly priced SEO seminars.

Jon explained his theory, "For years I have felt like SEO - you see it being sold by other professionals - is a scam. I didn't have many people grow to any ranking to get it ranked in the top 10. After my paper received a #9 ranking, I spent only 10 minutes adding meta-tags, which resulted in a jump from number nine to fifth place in only three days.

A company's Website is central to utilizing the Internet to its maximum potential as an effective marketing tool. Websites are now considered to be comprehensive and strategic management devices, able to wield multiple functions in new and dynamic ways. But, without the key to understanding " SEO," they will generally stay, only if your site has something to say. Information rich content is the highway to Internet marketing success. There is just no substitute for good writing.

Burgess is a MBA candidate at the University of Redlands and writes on Internet marketing topics. He is recognized for his understanding of the constantly changing landscape of the Internet, as evidenced by his high rate of success with SEO. Simply put, his Websites receive consistently high Google rankings. He writes and consults about a variety of Internet and marketing issues, and is currently compiling his research into a book, to help others learn about effective Internet marketing strategies.


HMO regulator's promise to reinstate health coverage for wrongfully canceled patients; cautions that all health costs during gap must be covered

Consumer Watchdog praised a California state regulator's efforts to begin reinstating the health insurance coverage of patients left uninsured, uninsurable, and often hundreds of thousands of dollars in medical debt when their health insurance policies were illegally canceled after they got sick. The nonprofit consumer group also cautioned that reinstatements must be complete and retroactive, with no gap in coverage from when the policy was issued to the time it was restored.

Last Monday, Consumer Watchdog petitioned the state Department of Managed Health Care to announce its plans regarding reinstatement of thousands of patients affected by the illegal practice.

"This is a landmark step on the road to justice for the thousands of innocent patients those health insurance was retroactively canceled. This announcement applies to only 26 people, but the same law used here will provide justice for many more. We look forward to working with the department," said John Flanagan, Health Care Policy Director for Consumer Watchdog. "However, we caution that reinstatement must be retroactive to the time of the policy cancellation, and health insurers must be liable for all health expenses from the date of issuing the contract through the date of reinstatement. We're also very concerned about the state's plan to subject thousands of cases to unnecessary and lengthy "third-party reviews" before restoring their coverage."

A recent survey of Blue Cross of California by the Department of Managed Health Care found that 90 out of 90 retroactive policy cancellations - known as "reissuances" - that it examined, Blue Cross failed to provide a credible reason for its cancellations. This misrepresentation of a known health condition when applying for coverage, which in health insurance industry parlance is known as "misrepresentation" is the only legal grounds for rescission.

In a number of cases made public, policies were canceled for issues not related to the illness of an insured, for instance the policy holder's failure to answer a simple application, or for omissions or errors that may have been redeemed by slightly complicated application forms, or for medical issues in the application or medical records where the applicant was not aware of or did not understand. The DMHC announced that thousands more of these patients would have their cases reviewed by a third-party reviewer to determine if the cancellation was lawful before coverage is reinstated.

Consumer Watchdog said such a step was largely unneccessary.

continued on page 35

SMART ENTREPRENEURS SIMPLY CHOOSE ELK GROVE.

It's the natural location to start a new business or grow an existing one.

Elk Grove has a wealth of educated residents who would love to work where they live. Our business professionals from easy access to Interstate 5, Highway 99 and Sacramento Airports. With such a safe and hospitable environment it's no wonder that Elk Grove is known as one of the safest growing cities in the country. Break the reputation habit. Come discover what many entrepreneurs have here already concluded.

Elk Grove means business and business is good.
Empower yourself through any setback

By Tamara Vaughn

"I am a knowledgeable person with a great deal of experience in my field." "I am honest and have integrity and maintain that in the workplace." Make sure your affirmations focus on the skills or traits that will help you overcome your current challenge. Write your affirmations down on 3x5 cards and keep them with you at all times. Say them first thing in the morning and before you go to bed at night. Also, anytime you have a negative thought enter your mind, start saying your affirmations. Soon you will think of them in your self-talk and you'll have confidence in yourself again.

3. Visualize where you want to be or what you want in life.

The human brain does not know the difference between what is real and what is imagined. It visualizes the perfect scenario for yourself. Since we tend to draw to us things that we think about, you can start to re-create your life by simply visualizing what you want. As an added benefit, your visualizations also help you define your values and beliefs. When you visualize the new job position you want, for example, you can create a picture of the type of company that you want and get a better idea of what's important to you. Now, if an opportunity arises that pays you less than your opposite's ideas, you can better define whether it's a right move for you.

4. Surround yourself with a supportive environment.

It's important to surround your life with people who are positive, who encourage you, who support your success and who are always there for you...you just have to look for it.

The following tips will help you gain the confidence to face your challenges head on and turn them around into opportunities for growth.

1. Accept that challenges are a learning tool.

Challenges educate you about yourself. They define your values and clarify what's important to you. During any challenge is the perfect time to re-create your life, because challenges force you out of your comfort zone. When people get into a comfort zone, they don't like to mix it up. Most people will stay in their comfort zone because there's not a lot of pleasure: there's not a lot of pain either. But when you get uncomfortable, you find that you have resources, gifts and talents that you haven't even tapped yet. During times of challenge, you have the ideal opportunity to turn around and create a life or professional situation you truly want to live.

2. Be mindful of your self-talk.

When overcoming your pre-programmed downloa of emotions and re-creating your self-view, you need to watch how you speak to yourself. For example, if you got fired from your job, you may hear your self-saying, "I'm a lossey employee." No one will ever want to hire me." I have no marketable skills." Such negative self-talk will only keep you in a negative state, causing you to sabotage your own efforts. Therefore, focus on building yourself up through affirmations. Some good examples of affirmations for your job search are: "I am a committed, dedicated employee." "I have an excellent employer with benefits."..."
Elitite development team announced for the triangle

The Garrett Group in partnership with Domengoni-Barton Properties is developing The Triangle, located at the intersection of I-15 and I-215, formerly known as the "Golden Triangle" in the Desert. The project will include a variety of retail, restaurant, entertainment and home furnishings. Dining choices will include everything from casual fare to special occasion fine dining.

Keith Pittsford, principal, SGPA Architecture and Planning, leads the new team as project architect for The Triangle. Brian Paul, president, BPA Architecture Planners and Interiors, Office Architecture, will provide site master planning and design for the 180,000 square feet of office building space integrated into The Triangle's retail master plan.

Agua Caliente Cultural Museum announces appointment to board

Agua Caliente Cultural Museum is pleased to announce the appointment of Joseph A. Roman, Esq. to the museum's board of directors. Roman's legal experience includes employment planning. He started his Palm Springs' law practice in 1984. His practice areas include Indian law, Indian leases, Indian estate planning, real estate, civil litigation, business, corporate, commercial, business organization, reorganization, partnership, estate planning, probate law. Roman is affiliated with several other boards including: Agua Caliente Band of Cahuilla Indians and other Native cultures. It keeps the Native spirit alive through exhibitions, collections, research, and educational programs. The Smithianon Institution has designated Agua Caliente Cultural Museum a member of the prestigious Smithianon Institution Affiliates Program, in recognition of the museum's role as a regional and national resource. This status provides access to the SIA educational programs and technical expertise, and entitles the museum to bring world-class Smithsonian exhibits to the Coachella Valley.

Employment Training Panel to Train 11,726

The California Labor and Workforce Development Agency's Employment Training Panel (ETP) approved 50 projects totaling over $18 million in job training funds, which will provide training to 11,726 California workers for quality jobs in a broad range of industries.

The panel awarded a $944,136 job training contract to the Desert Sands Training Corporation, dba Toma Tek, Inc. (NFCU) to train and upgrade 423 employees in an effort to move the company's Firebaugh facility into a high-performance work environment and maintain a competitiveness index in the national NFCU. Which also includes San Benito Foods was founded in Hollister in 1915, and today is a leading producer of a myriad of tomato products, employing approximately 1,550 workers throughout California during the peak agricultural tomato growing/processing season.

ETP is a business and labor supported state agency that assists employers in strengthening their competitive edge by providing funds to partially offset the costs of job skills training that is necessary to maintain high-performance workplaces. California's ETP is a performance-based program, providing funds for trainees who successfully complete approved training programs and are retained in job-paying jobs for a specific period of time.

The program is funded by the Employment Training Tax Paid by California employers, and targets firms threatened by closure due to an international competition. Since its inception in 1983, the ETP program has provided over $1 billion to train more than 760,000 workers in over 65,000 California companies. Employers match training funds awarded through ETP contracts, making these projects true public-private partnerships.

(training projects)
Quality customer service is a marketing must!

In a highly competitive and rapidly changing global environment there aren't many "second chances." Companies are facing a much more energized group of consumers because of the abundance of alternatives in the marketplace. This is why the issue of quality customer care is so important for any business.

Customer service is a selling point. When customers are satisfied with the service they are more likely to be repeat customers and willing to refer their friends and family. This is why companies should continually strive to improve their customer service.

Customer service should be a top priority. It is one of the most important factors in determining customer satisfaction.

In order to maintain good customer service, companies must:

1. Respond quickly and courteously to customer inquiries.
2. Provide clear and concise information about products and services.
3. Ensure that all customer inquiries are resolved in a timely manner.
4. Address customer complaints promptly and effectively.
5. Continuously monitor customer satisfaction levels and make necessary adjustments.

In conclusion, customer service is critical to the success of any business. Companies that do not prioritize customer service may lose customers to those that do.

References:
- "Customer Service: The Key to Long-Term Success" by Kevin E. Eisinger.
- "The Customer Is Always Right" by Mark G. Sones.

Sincerely,

[Signature]

Customer Service Manager

[Company Name]
Proposal approved to expand deportation program

The San Bernardino County Board of Supervisors today unanimously approved First District Supervisor Brad Mitzelfelt’s proposal to expand the Sheriff’s Department Criminal Illegal Aliens Identification team. The unit, which identifies illegal aliens in the county jail system and refers them for deportation, successfully identified more than 2,600 criminal illegal aliens last year at the county's West Valley Detention Center (WVDC).

The program currently exists only at one unit, WVDC in Rancho Cucamonga.

Supervisor Mitzelfelt proposed adding $18,000 from his priority policy budget to purchase video viewing conferencing equipment that will enable specially trained staff at Clas B to screen inmates at remote locations. The equipment will be installed in jail facilities in Barstow, the Morongo Basin, the Victor Valley, and the Central Detention Center in San Bernardino.

"We are expanding the Criminal Illegal Alien Identification program to other jails because it’s critical that we identify every criminal illegal alien in our jail system and refer them for deportation," said Supervisor Mitzelfelt. " Hiring and training staff to perform these duties throughout the county would be very expensive. But my program will only cost a fraction of that cost."

Screening inmates at these other jail facilities will not only help us to refer more criminal illegal aliens for deportation, but it will also give us a better idea of how much jail the inmates is costing the county, which will help us make a better argument for federal reimbursement.

In 2006, the county created a Criminal Illegal Alien Identification team within the department and hired nine custody specialists who received special training through the County’s Criminal Immigration and Enforcement (ICE) unit on how to negotiate with the U.S. Department of Homeland Security’s Immigration and Enforcement (ICE).

Inmates are identified through rigorous immigration enforcement functions, including identifying criminal illegal aliens and at the immigration court hearing, holds, which ensure the inmates are handed over to federal officials for deportation. Inmates are then reintegrated into the community.

Illegal aliens at WVDC last year were incarcerated for an average of more than 120 days each, which cost the county an estimated $24 million.

UCR to host conference...

continued from page 2

The conference will bring together academic, government, and economic leaders to examine the effects and impacts of immigration on health, address the challenges of meeting emission standards on the goods movement industry, and explore potential solutions to future air quality issues.

For more information, including the conference agenda, please visit:

http://www.newsroom.ucr.edu/ug Jr·b/display.jsp?id=1827

Drucker Institute...

continued from page 1

Peter F. Drucker and Maristili Gilo 7 Graduate School Management; CGU President Robert Klopping, K.H. Moon, founder and chairman of Juran-Kimberly Ltd. of South Korea; C. William Pollard, former California and Pennsylvania ServiceMaster Co. and author; Mingo Shao, founder of Bright Chip Technology Ltd. and partner, and Peter F. Drucker Academy, a nonprofit educational organization dedicated to teaching Drucker’s work around the world and practice principles in China; and Craig Wynn, general manager of Futures Investment Group.

"John and Allison bring energy, compassion and credibility to everything they do," said Ira Jackson. "Their presence on our campus will assist us in reaching new audiences with innovative, effective approaches to understanding the world of commerce and creative leaders. Their work is both praised and useful in the world today, providing diverse and new ideas in this world, and in knowing that their legacy in such good and good hands."

After serving as executive director for two years, Byrne assumed the top editorial job at BusinessWeek, the magazine for world leaders, a group that engages 10,000 volunteers in New York City and around the world to see its program department.

She also taught and ran an after-school program in the Bronx with Learning. Byrne, an attorney and former executive of the Los Angeles County Bar Foundation, opened the Bar Foundation’s first building in Southgate. Southgate is a $10 million dollar program in which the Los Angeles County Bar Foundation and South Gate City School District collaborated to create an independent college prep school at a price tag of $10 million.

"Drucker Institute was founded on the belief that young people need to be taught the leadership and business skills they need to be successful in their careers," said Byrne. "A key part of this is understanding the business of education and the role that Drucker played in the development of business education."

Byrne will work with the existing staff at the Drucker Institute, which has been dedicated to teaching business principles and practice principles in the world. Byrne, a former president of the Los Angeles County Bar Foundation, has worked with the Los Angeles Bar Foundation for 19 years and has been involved with the Los Angeles County Bar Foundation for more than 30 years.

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

Hillwood, the master developer of the massive Alliance California campus in San Bernardino is about to begin construction of the Southgate portion. Located on the east side of Tippiee Avenue and south of the San Bernardino International Airport, Southgate is designed for businesses totaling more than 2.6 million sq. ft., with the buildings ranging in size from 39,000 sq. ft. to 300,000 sq. Feet. Infrastructure work, including the extension of Center Street, began last year, with construction on the first building in Southgate will begin in early summer. Although it’s still to be determined whether that initial building will be built to suit or speculative, Southgate will offer both options for customers.

Hillwood is pursuing LED certification for the Southgate buildings. Peter McWilliams, Ruben Goodsell and Michael McCrory of Colliers International are handling the leasing for the Hillwood Alliance California campus. According to McWilliams, "Leasing activity at the Hillwood Alliance California campus has been strong and consistent since we began marketing the project in late 2004. By now, we have generated a large amount of interest from companies within the Inland Empire, Southern California, and worldwide for the new product that will be developed at Southgate."
Riverside county executive officer announces retirement

After 16 years managing one of the nation’s largest counties, Executive Officer Larry Parrish announced that he will retire July 30. Parrish spoke about his retirement during the Board of Supervisors’ meeting, saying the post he has held since March 1992 has provided incredible challenges and enjoyment.

“Effective July 30 I plan to retire from this august position and leave it to somebody else,” he said.

Board members praised Parrish for building a foundation that has kept the county fiscally disciplined in the state’s economy, and for positioning the county for the future.

“Larry Parrish led this ship not only so it shouldered all those waves,” Supervisor Bob Buster said. “It’s really steaming out ahead.”

During Parrish’s tenure, the county adopted a far-reaching conservation-plantation habitat, built countless miles of new roads to serve residents, grew from 1.3 million residents to more than two million, and increased the per-capita ratio of sheriff’s deputies who patrol the community.

Supervisor Marion Ashley joked a little fun as Parrish squirmed under board members’ praise Tuesday.

“I know he’s really enjoying hearing this,” Ashley joked. “He just can’t handle praise.”

The county has met residents’ needs despite rapid growth and other issues that beset large counties, and is a leader among California counties, Ashley said.

“None of them has been better run or more stable in the long run than Riverside County and that is because of Larry,” said Barry.

He set the standard for how an administrator should run a large county.

As the testimonial concluded, Chairman Roy Wilson said there was little left to say.

“Well, Larry’s sitting there, sitting. Get on with the meeting!”

so I will just say ditto to all the comments,” he said.

Supervisor Jeff Stone said he regretted only working for 3-1/2 years with Parrish, who he called one of the most fighting leaders he has ever known.

“Liz was it more years,” he said. “We’re lucky to have had you as long as we have.”

Supervisor John Tavagnos was traveling on that day and did not attend the board meeting.

Parrish always maintained his great sense of humor, even while finding ways to overcome what was continued on page 36

---

2008 EDITORIAL SCHEDULE

<table>
<thead>
<tr>
<th>Editor</th>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

LEAD HEADLINES

Lead through listening

By David Benzel

Dad was waiting in the parking lot at the usual time. As the basketball players left the gym, he noticed his 10-year-old head hanging low. When his son jumped in the car, and slammed the door, the father asked, “How was practice?”

The boy replied, “I hate my coach.”

This kind of response did not sit well with Dad. Three thoughts rushed to his head, all fighting to be delivered in a correc ting tone. First, “I’ve taught you not to speak disrespectfully to any coach or adult.” Second, “Are you kidding? This guy is a great coach - one of the best!” Third, “Do you have any idea how hard I worked to make sure you were placed on this guy’s team?”

For some reason, Dad chose not to speak any of those condemning thoughts, and instead three words came out of his mouth, perhaps three of the best words he’d ever accidentally said: “Tell me more.”

He then went on to explain the events that took place during practice. Dad knew he wasn’t getting the whole story, so he added, “What else happened?”

Eventually - and it took a while - they got to the part where the son admitted to getting side-tracked during practice, got caught goofing off during the drills and was reprimanded for it. In the final analysis, his young son was so embarrassed by the coach’s reprimand that he went into front of the other players that it led him to declare, “I hate my coach.”

The point is this: Dad’s first, second and third thoughts - if delivered immediately - would have missed the mark by a mile. They were totally irrelev ant in view of the facts, which would never have been revealed if he’d blurted out his all-knowing speech. He had been guilty more than once of jumping the gun with a quick response, but he learned so much more on this occasion with just three little words: “Tell me more.”

The complete story gave him much more insight into his son, how he thinks and how he reacts.

As a business leader, you have the same responsibility a dad has to his son: listen, get the facts, determine the problem, and help resolve the situation.

Listening is an art and a skill. It requires discipline and focused attention. When you give the gift of silence, you allow others the chance to think and process their thoughts. Think about what you’re trying to say to these people before making your approach. The only assumption one can make is that people tend to think very blunt fashion - then they will cause the listener to tune out.

The only assumption one can make is that people tend to think very blunt fashion - then they will cause the listener to tune out.

The lecture the person delivered in a correcting tone.

The kind of message a father should send to their son. The message should be something like: “Tell me more.”

As a business leader, you have the same responsibility a dad has to his son: listen, get the facts, determine the problem, and help resolve the situation.

Listening is an art and a skill. It requires discipline and focused attention. When you give the gift of silence, you allow others the chance to think and process their thoughts. Think about what you’re trying to say to these people before making your approach. The only assumption one can make is that people tend to think very blunt fashion - then they will cause the listener to tune out.

The lecture the person delivered in a correcting tone.

The kind of message a father should send to their son. The message should be something like: “Tell me more.”

As a business leader, you have the same responsibility a dad has to his son: listen, get the facts, determine the problem, and help resolve the situation.

Listening is an art and a skill. It requires discipline and focused attention. When you give the gift of silence, you allow others the chance to think and process their thoughts. Think about what you’re trying to say to these people before making your approach. The only assumption one can make is that people tend to think very blunt fashion - then they will cause the listener to tune out.
include move-in ready office space. Upon completion, Global Access Business Centre is expected to generate up to 200 new jobs for Riverside. The building will be owned and operated by Interrena Development Partners LLC, a joint venture of Chrisoli Real Estate Ventures LLC and an affiliate of Prudential Real Estate Investors, purchased 14 acres at the northeast corner of Murrieta Hot Springs and I-15. The price was not disclosed. The land was sold to the previously controlled Real Estate LLC of Upland and is part of a larger 40-acre land assembly that was the location of a new retail development. The timetable for the project has not yet been set. Michelle Schiber Berlin and Ryan Serber of Grubb & Ellis represented the buyer and the seller in the transaction.

In Corona, Arizona Pipeline paid $8.4 million for 9.4 acres ($250,400 per acre) on Sampson Street, a site that offers easy access to the 91 Freeway. The land will be developed by Oldcastle Westlake, a manufacturer and designer of high-quality concrete tiles with manufacturing plans only recently set. The project will begin construction in summer of this year. The price Migliori and Snyder of L & Associates represented the seller.

The project is not focused on truly improving our care, lowering our costs, or rooting out fraud, said City Attorney Delgadillo, who several weeks ago filed a similar law enforcement action on behalf of the City of Los Angeles. The project is focused on maximizing profits - at the expense of patients and their doctors. In June, a complaint, filed in Los Angeles Superior Court, alleges that WellPoint, Inc., Anthem Blue Cross of California and Arizona Life, engaged in unlawful, unfair and deceptive business practices and is part of a larger underwriting conspiracy. The lawsuit seeks to have wrongfully denied claims for medical services restored. The project is focused on maximizing profits - at the expense of patients and their doctors.

City Attorney Delgadillo added that the lawsuit was filed after "well-intentioned" policies were reinstated and full restitution paid to all victims of Blue Cross' unlawful practices.

For more information, consumers are asked to visit www.ProtectionTheInsured.com or to contact the California Department of Insurance, or City Attorney Delgadillo's office through a first-of-its-kind Website for policyholders at www.LACityAttorney.com. City Attorney Delgadillo also launched a first-of-its-kind Website for policyholders at www.LACityAttorney.com. City Attorney Delgadillo also launched a first-of-its-kind Website for policyholders at www.LACityAttorney.com.

L.A. City Attorney files action against Blue Cross for illegal insurance cancelation

City's Chief Prosecutor Continues to Investigate Health Industry Practice of Cancellation/ Coverage After Issuing a Policy

Los Angeles City Attorney Rocky Delgadillo, the city's chief prosecutor, announced his office has filed a civil lawsuit against Blue Cross at 5876 Sardi Street, north of Jurupa Avenue and east of Van Buren Boulevard. The lawsuit claims Blue Cross will serve as the company's new headquarters, features a cluster of office space, totaling 45,000 sf of warehouse space. It is situated on 152,000 sf of land near the Riverside Municipal Airport and office complex that serves local businesses for goods and services would be Blue Cross retroactive to the solicitation. A second lawsuit was filed against Health Net.

The health insurance industry is not focused on truly improving our care, lowering our costs, or rooting out fraud, said City Attorney Delgadillo, who several weeks ago filed a similar law enforcement action on behalf of the City of Los Angeles. The project is focused on maximizing profits - at the expense of patients and their doctors. In June, a complaint, filed in Los Angeles Superior Court, alleges that WellPoint, Inc., Anthem Blue Cross of California and Arizona Life, engaged in unlawful, unfair and deceptive business practices and is part of a larger underwriting conspiracy. The lawsuit seeks to have wrongfully denied claims for medical services restored. The project is focused on maximizing profits - at the expense of patients and their doctors.

City Attorney Delgadillo added that the lawsuit was filed after "well-intentioned" policies were reinstated and full restitution paid to all victims of Blue Cross' unlawful practices.

For more information, consumers are asked to visit www.ProtectionTheInsured.com or to contact the California Department of Insurance, or City Attorney Delgadillo's office through a first-of-its-kind Website for policyholders at www.LACityAttorney.com. City Attorney Delgadillo also launched a first-of-its-kind Website for policyholders at www.LACityAttorney.com.
Environmental Companies Serving the Inland Empire

Listed Alphabetically continued on page 26

Company Name Address Phone Mailing Zip

Aerial Information Systems, Inc. 1222 Fox St. Redlands 92373 909-783-9816
Alten Consultants 3-A Technology Dr. Irvine, CA 92618 949-721-9090
AMEC Earth & Environmental 3800 Studebaker Blvd. Downey, CA 90240 562-434-3000
Applied Planning, Inc. 4217 E. 12th St., Ste. E Chino Hills, CA 91709 909-594-8500
Bear Creek Environmental, Inc. 210 E. 2nd St. Pomona, CA 91766 909-626-1200
Bryan & Wilson & Associates 1210 Main St. Long Beach, CA 90813 310-376-0100
Camry & McRae, Inc. 11067 Sepulveda Blvd. Suite D Encino, CA 91316 818-990-5050
Chambers Group, Inc. 1201 Century Ave., Suite D Downey, CA 90240 562-410-3041
CJTL Incorporated 816 W. 3rd St San Bernardino, CA 92408 909-883-5830
Conservation Consultants 225 W. 2nd St Redlands, CA 92373 909-795-8833
David Evans & Associates 8200 Commerce, Ste. 200 Ontario, CA 91761 909-982-5258
Earth Systems Southeast 8611 Crystal Club Drive, Suite 201 Indio, CA 92201 760-342-3700
Earth Tech, Inc. 1234 S. Iona Rd. Colton, CA 92324 909-739-9200
Edward B. Babcock & Sons 149 E. Laboratory P.O. Box 435 Roseville, CA 95678 916-783-2058
Gabriel Environmental Services, Inc. 318 S. Main St. Pomona, CA 91766 909-628-7362
Jergensen Environmental 1501 E. Rush Ave. Rancho Cucamonga, CA 91730 909-476-9123
Klettner, Inc. 122 E. 12th St. Rancho Cucamonga, CA 91701 909-476-9123
L & J Environmental, Inc. 1500 Pearson Rd. Placentia, CA 92870 714-528-9410
Libbey Corporation 120 W. 2nd St San Bernardino, CA 92408 909-887-6431

Billings (Audited) 2007 No. Employees Ye-Raised Headquarters Specialties Clientele

$2.2 30 1979
$8 85 1981
$6.3 100 1954
$1.2 7 1997
$7.5 75 1980
$10 3,000 1964
$4 115 1978
$8.2 324 1964
$191.1 110 1976
$7.6 54 1995
$1.3 7,000 1992
$6.8 65 2001
$50 10 1891
$40 10 2001
$9 35+ 2000
$2,000 1961
$6.5 15 1995
$2.0 12 1989

Geographic Information, Data Base Creation
Environmental Consulting Remediation Contracting
Major Oil Companies
Lead Geologist
Real Estate, Commercial, Industrial, and Inland Empire
City & County Agencies
Environmental Documentation, Environmental & Remediation Management
Civil/Structural Engineering
Environmental, Medical, & Municipal
School Districts, Colleges, Hospitals, Municipalities, Contractors, Developers
Architects
Environmental, Grid Engineering, Environmental Engineering, Planning, Regulatory Compliance
Environmental Geosciences, Construction Inspection and Testing
Environmental Geosciences, Geotechnical Engineering, Environmental Engineering, Construction Monitoring
Environmental Engineering, Remediation, Hazard Mitigation, Risk Assessment, Environmental
Environmental Engineering, Construction Management
Environmental Engineering, Environmental Engineering, Construction Management
Environmental Engineering, Remediation, Risk Management, Construction
Compliance, New Facilities, Air Quality
Environmental Geosciences, Environmental Engineering, Environmental Engineering
Public Agencies, Developers, Schools
Public Agencies, Developers, Schools
Environmental, Landfill Audits & Plans, Forensics

Derek N. Johnson
Chris Roesch
John Thune
Kurt Bickel
David Ott
Geo Engine
Steve Ajian
Shawn Stoddard
School Districts, Colleges, Hospitals, Municipalities, Contractors, Developers
Research Engineers
Jorgen Janzen
L.B. Leffeler
Steve Ajian

Wells Fargo
Commercial Real Estate Loans

Business Journal • Page 20
May 2008

Sam Maloof continued from page 1

ing as merchants..... initially selling goods from a horse and wagon. Sam enjoyed a rela-

tively normal youth... a good student....... a graduate..... and a hard working

and self-disciplined employee. Sam, in 1935, was accepted by the Walt Disney Company's

studio: however, because of the pleading of his mother...... declined--did not move to

Los Angeles and continued working at Vortex in Claremont.

Drafted into the U.S. Army in 1941, Sam experienced a purposeful but battle-free four

years. Back in Southern California by November 1945, Sam was now living in Los

Angeles and looking for a "job." Angeles-Pacific, a commercial art firm, proved to be

that job; but after nine months as a graphic artist and

hearing birthday number 30, Sam had to find his niche in life......his future.

Sam, in 1946, returned to the Chino-Claremont area in all areas of graphic arts design and became a very

serious student. It was as a student at Scippis College,

taking a Millard Sheets class, that Sam met Alfreda Ward.

Yes, you guessed correct, but don't get ahead of me---one month after their date, they were

married.

It was midyear 1949 when Sam made the decision to become a self-employed maker of furniture. The rest is history.....59 years of history. A rocking chair for President Ronald Reagan in 1981.

Two rocking chairs sold to President Jimmy Carter in 1982. The recipient of John D. and Catherine T. MacArthur Foundation Fellowship -- Honored by exhibitions of his wood-

work at universities, museums and institutions world-wide, including The Vatican and The Smithsonian attended by world leaders including Pope Paul VI today. A rocking chair by Sam Maloof will be an investment of $25,000--and a deliver

date of 2010.....yes Sam will then be 94 years of age.

Wells Fargo
Commercial Real Estate Loans

Design specifically for your small business

Want to renovate, expand or refinance your current commercial or investment property? \n
Looking to consolidate business debt or get cash out for business supplies or inventory? Need piece of mind knowing that you'll have reserve funds for unexpected opportunities or a working line of credit?

Wells Fargo, the leader in small business lending, has unique real estate financing products designed for small businesses and real estate investors who own commercial property valued up to $3 million.

• Borrow up to $500,000
• Limited documentation required, and in many cases, without providing prior years' tax returns
• No cost to apply and no appraisal, title or escrow fees
• Total costs just 1% of the loan amount? -- ask your banker how to reduce this by half

Plus, Wells Fargo guarantees the lowest combination of rates and fees!!
RESTAURANT REVIEW

Magic at Okura

When is a Japanese restaurant not an ordinary Japanese restaurant? Answer:—when it is Okura Robata Grill & Sushi Bar. This is a showroom for magic—a place to create taste, smell, and "plate picture" perfect, real, as well as cooked food for the most discriminating gourmet.

I recommend they eliminate the words "sushi bar" from the establishment’s name as it does not do justice in describing this temple of taste. Executive Chef Kaoru Ishii includes an array of "small plates" to choose from with suggested sake to match the flavors of each dish.

Among the "taps" are a Sashimi spring roll which Chef Kaoru enjoys with Goekkeikan Haiku sake; crispy Yamaimo potatoes (Adelheim Pinot Noir, crispy scallop tempura (EOS Chardonnay); noboka grilled sake lamb chop (Rutherford Hill Merlot); and Buffalo mozzarella and heirloom tomato salad (Junmai Ginjo Taiesetsu Sake). Each plate is only $9 (sake and wine are additional).

Chef Kaoru has also listed three temaki sushi plates on the taps menu. Also known as the "hand roll," where the chef spreads ingredients on a nori (seaweed) sheet, rolls it into a cylinder, and slices it into bite-size pieces, temaki sushi is as attractive as it is delicious. He recommends that the spicy tuna roll be paired with Junmai Gingo Y "Wind" Sake, suggests Sting’s Leap Chardonnay to accompany the crunchy tempura shrimp roll with avocado and rel sauce, and proposes Markham Sauvignon Blanc as the accompaniment to the Hamachi (yellowtail) roll. The hand rolls are only $6 each. From blue fin toro (tuna) to

continued on page 39

Drinks & Marketing

OKURA SUNSET
Absolut Vodka, Peach Schnapps, Orange Juice, Grenadine.
$10.00

MIDNIGHT MARTINI
Kieu Noi, Bailey’s Irish Cream and Kahlua.
$10.00

SHANZU KATASU
2-Rolled Sushi and Creamy light rum mixed with fresh mint leaves and orange juice, topped with a splash of soda. Served on the rocks.
$10.00

ATOMIC MARTINI
2 Rolls (made from soy with carrots) with fresh lychee fruit juice, garnished with whole lychees.
$10.00

BLUE MOON
Sky Vodka, Hypnotiq liquor, Blue Caramen.
$10.00

GEISHA GIRL
Imperial Vodka, Fresh lemons and pomegranate juice.
$10.00

JAPANESE Iced Tea
Goekkeikan Chiku, Shochu, Fuki plaice wine and Lassen juice with a splash of soda.
$10.00

KARATE KID
Kobe Beef, Bokchou, Triple Sec Sweet and sour, and cranberry juice.
$10.00

TOKYO COSMOPOLITAN
Absolut Citron, Coctemans, Cranberry juice Garnished with a lime twist.
$10.00

MAI TAI
Cranberry Light Rum with fresh fruit juices and a float of Myers’ Dark Rum.
$10.00

PANAMA
Gary Greene Roll, Patron liquor, and Coctemans, with a splash of cranberry juice.
$10.00

SAMURAI SWORD
Wabi, Cava rum, Absolut Vodka and pineapple juice.
$10.00

WHITE TIGER
Kiharu, Bailey’s, Absolut Vodka, and Ruff & Roll.
$10.00

KAMIKAZE
Fredricks Vodka, Coctemans, and Lime juice.
$10.00

POMARAÑO TEMIKURI SUSHI
Absolut Vodka, Sweet and Sour and pomegranate juice.
$10.00

909 / 987-1928
590 Ontario Mills Drive, Ontario
Mon / Thur 11:30 a.m. - 9:30 p.m.
Fri 12:30 a.m. - 10:30 p.m. • Sat 4:30 p.m. - 10:30 p.m.
Sun 4:00 p.m. - 9:30 p.m. • Reservations Recommended
It’s New York without the attitude! This award-winning restaurant is where famous fare is finely defined. Our menu features prime steaks, Australian lobster tail, garlic roasted chicken, rack of lamb, prime rib and fresh seafood specialties. Join us for jazz in our Manhattan Room where acclaimed artists have made us the Inland Empire’s most intimate jazz experience! We take care of every detail with innovative menu items, specialty dinners, dramatic desserts, outstanding wine selection and entertainment to complement your dining experience — and discover our magnificent banquet rooms, perfect for hosting your next event.

Buy your tickets today at goldencrownproductions.com and take advantage of our special V.I.P. Seating!

For More Information, Please Call: 951.688.2411

[515] DINE IN

La Cereza Winery & Gallery
Helping to Support California Family Life Center

BERLIN
Friday, June 27th
THE ENGLISH BEAT
Friday, August 29th
THE MOTELS
Saturday, September 13th
KRIS KRISTOFFERSON
Saturday, October 25th

BENISE: LIVE IN CONCERT Saturday, August 16th

WALL OF VOODOO’S STAN RIDGWAY
Friday, October 24th

May 2008

THE SUMMER IN TEMECULA JUST GOT HOTTER!
INTRODUCING THE GOLDEN CROWN CONCERT SERIES!

951.658.2411

SPECIAL THANKS TO OUR SPONSORS

951.658.2411

For More Information, Please Call:

with special celebrity host RICHARD BLADE!
Hillwood names development/marketing director for Southern California projects

Hillwood has hired Brian Wilson, who most recently was manager of commercial development for LNR Property Corp., as marketing and development director for its projects in Southern California. Projects being developed by Hillwood in the Inland Empire include Alliance California, Interchange Business Park and North San Bernardino Business Park in San Bernardino, West Valley Logistics Center in Fontana, and fron North to South.

The company also is involved in the development of Vintner Grove Office Park in Ontario and Renaissance Rialto, which are both joint ventures with the Lewis Group.

Hillwood is in the midst of its most aggressive building program in the Inland Empire with plans to develop 12 industrial buildings totaling 1 million square feet by the end of this year.

“As Hillwood’s development activities in Southern California increase, it is imperative that we continue to add top talent, like Brian Wilson, to our team,” said John Magness, senior vice president of Hillwood Investment Properties. “Brian has experience with large-scale industrial projects, as well as a variety of product types, which will be a tremendous asset as Hillwood continues to maintain its unprecedented industrial development, while diversifying its development portfolio, in the Inland Empire.”

With LNR Property Corp., Wilson worked on the redevelopment of more than 1,000 acres at the former March Air Force Base in Riverside before joining LNR. Wilson served as a project manager for Opus West Construction Corp. His development and construction experience includes a wide variety of projects, including offices, a downtown shopping mall, a luxury hotel, and a residential high-rise.

Wilson earned his bachelor’s degree in Environmental Design from Texas A&M University. Hillwood began developing in the Inland Empire in 2000, when it was named master developer of the former Norton Air Force Base. Since that time, 6.4 million square feet have either been built or are under construction and close to 3,000 new jobs have been created at what is now called Alliance California.

Hillwood’s projects in Southern California have attracted facilities for global industry leaders, including Kohl’s, Mattel, Stater Bros, Pacific Medicine, FedEx, Michelin and Pep Boys.

Soren named its dozen job in sales. It had everything - pay, perks, reputation and change. She started the job with lots of energy, enthusiasm and high expectations. However, within six months, she was run out of steam; in 12 months, she crashed. Susan left the company.

Find out her expectations, not only within their job requirements, but also term goals, hobbies and extracurricular activities. Getting to know your employees helps you to better meet their needs and to make the message you care.

• Give feedback. Let employees know how they are doing; that you value them; and want them to stay. Leslie was an administrator in a medium-sized school district employed for several months, but she decided to seek employment elsewhere because the job wasn’t fulfilling. About a month later, she was still on the job and seemed to have a new attitude about her work. What made Leslie change? She explained that the day after she submitted her resignation letter, her boss came to her office. He told her how much he valued her work, and asked her to stay. Leslie said that was the time she felt she had been told her work was appreciated. This small gesture changed her whole outlook — about herself and her job. She felt wanted, valued, and needed. On-going feedback results in improved performance, communication, and less turnover. It is one thing to love your job, but it’s even better when you know that the job loves you back.

• Be aggressive on turnover by making employee retention a part of your organization’s culture. This should not only be your goal, but the goal of the entire staff. Emphasize the need for supportive staff working environment helps employees stay focused on the specifics of their individual duties, therefore, meeting corporate goals as a whole.

• Get to know your employees. Take the time to get to know the interests of your employees. From their expectations, not only within their job requirements, but also term goals, hobbies and extracurricular activities. Getting to know your employees helps you to better meet their needs and to make the message you care.

• Educate and train. Provide a management development program that offers continuous education and training. As an employee, it is up to you to make sure you are fulfilling your potential and being able to perform the required task. If you want to see growth in your business, then you must be committed to growing your people. Offering employees opportunities for education and training helps to make them stronger, more confident, and competent. Plus, it shows them that you value them, offer your employees periodic performance updates and a comprehensive performance evaluation at least once a year. Periodic updates allows them to address challenges and build on strengths on an ongoing basis. When evaluating, use the sandwich technique - start with praise for work well done, discuss challenges or deficits and together create corrective action strategies. Close on a positive note. This allows employees to walk away feeling good about themselves and gives them a positive place from which to start addressing challenges.

Finally, the primary drivers of employee retention are honesty, integrity, and empathy. Your organization’s leaders. People may join an organization because of the job itself or the perks, but they are likely to stay if they like and respect their leaders. Therefore, companies must be committed to investing in their leaders, especially first-line managers, because their skills can directly impact performance, communication, and the bottom line. And, first-line managers are in the best position to implement the suggestions outlined above.

For more information, please visit Daisy Saunders Web site at www.lesfitsil.com or call 941-266-0676.
Janice Oliphant elected chairman of Mount San Jacinto Winter Park Authority

Janice Oliphant of Indian Wells has been elected chairman of the Mount San Jacinto Winter Park Authority, governing body of the Palm Springs Aerial Tramway. Oliphant was appointed to the Authority by Governor Arnold Schwarzenegger in February 2005.

Governor Schwarzenegger has appointed Michael McCulloch of Palm Springs to the Mount San Jacinto Winter Park Authority. McCulloch will replace Elvis Monroe, McCulloch served as partner of McCulloch & Company, CPAs and since 1997 has owned the company where he serves as managing principal. From 2003 to 2007, McCulloch was a member of the Palm Springs City Council. The seven-member Authority, a public agency and public corporation of the State of California, was created by the Mount San Jacinto Winter Park Authority Act Ch 1040 of the Statutes of 1945, as amended by Ch 70 of the Statutes of 1947 and Ch 1004 of the Statutes of 1953.

Two members of the Authority are appointed by the Palm Springs City Council, and three by the Riverside County Board of Supervisors and three by the

continued on page 31

Environmental Companies Listed Alphabetically

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Billings (2007)</th>
<th>No. Employees</th>
<th>VC / Founders Headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACR Silicon</td>
<td>1200 E</td>
<td>135+</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>ACD Media, Inc.</td>
<td>3081 Main St., Ste. 102</td>
<td>Santa Ana, CA 92705</td>
<td>9.31</td>
<td>10</td>
</tr>
<tr>
<td>ACD Media, Inc.</td>
<td>3081 Main St., Ste. 102</td>
<td>Santa Ana, CA 92705</td>
<td>9.31</td>
<td>10</td>
</tr>
<tr>
<td>ACD Media, Inc.</td>
<td>3081 Main St., Ste. 102</td>
<td>Santa Ana, CA 92705</td>
<td>9.31</td>
<td>10</td>
</tr>
<tr>
<td>ACD Media, Inc.</td>
<td>3081 Main St., Ste. 102</td>
<td>Santa Ana, CA 92705</td>
<td>9.31</td>
<td>10</td>
</tr>
<tr>
<td>ACD Media, Inc.</td>
<td>3081 Main St., Ste. 102</td>
<td>Santa Ana, CA 92705</td>
<td>9.31</td>
<td>10</td>
</tr>
</tbody>
</table>

The seven-member Authority, a public agency and public corporation of the State of California, was created by the Mount San Jacinto Winter Park Authority Act Ch 1040 of the Statutes of 1945, as amended by Ch 70 of the Statutes of 1947 and Ch 1004 of the Statutes of 1953. Two members of the Authority are appointed by the Palm Springs City Council, and three by the Riverside County Board of Supervisors and three by the

continued on page 31

Five steps to build credibility: shed the Superman cape

By David Benzel

Superman is a super hero due to his many powers. However, even with all of his strengths, Superman has a vulnerability - Kryptonite - that makes him mortal. He has a flaw. And in spite of this weakness, Superman's credibility is beyond repair.

The greatest temptation managers and leaders face today is to try to "Superman" to their followers,itsu personality, its secret identities, its need for a hero. When Superman is found in being real, or authentic, leaders have several key opportunities to demonstrate their genuine strengths. Superman is a super hero due to his many powers. However, even with all of his strengths, Superman has a vulnerability - Kryptonite - that makes him mortal. He has a flaw. And in spite of this weakness, Superman's credibility is beyond repair.

The greatest temptation managers and leaders face today is to try to "Superman" to their followers, particularly when they're perfect, flawless, and uninvincible. Perhaps managers even wonder, "Why would anyone trust and follow me if I wasn't real and vulnerable?"

Consequently managers and supervisors get caught up in a game of being right, and if not right, act as if they're right anyway. This is typically masqueraded by leaders who may not know that they've been giving a command or punishing someone wrong and make them feel comfortable, "Because I said so" as the ultimate authority. The irony is that followers at work - just like children at home - know that their leaders are not all seven-foot tall and bullet proof. The attempts to create the illusion of perfection is taken away from whatever credibility there was in the first place.

Credibility is the key ingredient in leadership. The Latin root word is "credo," which means "I believe". Credibility, like credit from a bank, is given to those who have performed or made leaders do things. Therefore credibility is given to leaders whom the followers find believable. If your approach is not based on who you really are, you will not have credibility.

How to Build Credibility Without Being Bullet Proof

The answer to the question of how to build credibility is found in being real, or authentic. Leaders have several key opportunities to demonstrate their genuine strengths. Superman is a super hero due to his many powers. However, even with all of his strengths, Superman has a vulnerability - Kryptonite - that makes him mortal. He has a flaw. And in spite of this weakness, Superman's credibility is beyond repair, while pretending to have knowledge is disarmed.

How to Build Credibility Without Being Bullet Proof

The answer to the question of how to build credibility is found in being real, or authentic. Leaders have several key opportunities to demonstrate their genuine strengths. Superman is a super hero due to his many powers. However, even with all of his strengths, Superman has a vulnerability - Kryptonite - that makes him mortal. He has a flaw. And in spite of this weakness, Superman's credibility is beyond repair, while pretending to have knowledge is disarmed.

1. Honor others, let others honor you. Shining light on the accomplishments of others has many benefits. It provides reinforcement of the behaviors you want to see in the organization. It boosts morale by sending a message of success for all to see. It also teaches the habit of honoring others. The tricky thing about honoring is that you can't successfully do it yourself. Others may not want to be honored, or it isn't honoring...it's boasting and self-promotion. If leaders spend too much time trying to honor themselves, they create a climate where it's accepted. Someone will duplicate the practice of slapping their own backs. When leaders sincerely and edy show appreciation, they and their followers get caught up in a game of being right, and if not right, act as if they're right anyway. This is typically masqueraded by leaders who may not know that they've been giving a command or punishing someone wrong and make them feel comfortable, "Because I said so" as the ultimate authority. The irony is that followers at work - just like children at home - know that their leaders are not all seven-foot tall and bullet proof. The attempts to create the illusion of perfection is taken away from whatever credibility there was in the first place.

Credibility is the key ingredient in leadership. The Latin root word is "credo," which means "I believe". Credibility, like credit from a bank, is given to those who have performed or made leaders do things. Therefore credibility is given to leaders whom the followers find believable. If your approach is not based on who you really are, you will not have credibility.

2. Become a leader, not a judge. Asking good questions may be the single most significant skill for a leader to learn. Somewhere in the development of leaders, a strange thing happens at almost exactly the same moment as the promotion. A mental switch is thrown and what was an intelligent question-asking human being becomes an answer-telling machine; all-knowing, all-seeing, flawlessly, and invincible. Its that's unthinkable for the one in charge. Every situation in this world is different and so is every leader with two options: 1) Jump to a conclusion and judgment, or 2) Ask a question to learn more. Credible leaders are learners who ask, listen and then decide.

3. State conclusions tentatively. After gathering information and processing that data, it would seem natural for a leader to just blurt out the answer and give the command. "I made up my mind, so go do it" would seem to make sense. However, leaders trust the opinions of followers will use a different delivery strategy. State your conclusions tentatively means leaving a door open for other unknown facts or opinions. Perhaps leaders can find the light of day. If a leader overstates a position, it leaves no room for other positions except through confrontation with the boss. What would followers dare say in response? "Well, this is absolutely the way to go on this and there is certainly no other way." However, you said, "The data I've seen has me leaning toward this option unless something's I'm not aware of," your credibility is enhanced by your openness to feedback from others.

4. Admit not knowing the answers. Since no one has all the answers or all the information, admitting that you don't know an answer does not make you incompetent. Making up incorrect answers just shows up how you will most often fall back. Wise leaders are eager to seek out information through their many resources and most helpful resource is the sign of a competent leader. Knowing when you don't have the answer is far more valuable and beneficial for the organization. "I don't have it, but I know where to go looking for it" is an important phrase for leaders to demonstrate and followers to learn.

5. Apologize for mistakes or poor judgments. Have you ever noticed the look of relief - and maybe surprise - on a child's face when an adult apologizes for a mistake or showing poor judgment? Followers may have the same surprise at first. But once they learn that you are a leader who takes ownership for your decisions - especially if that includes an apology - you gain even more respect from your followers. Apologies take strength and courage to admit mistakes to peers and followers, but the reward of better relationships is significant.

Leaders shed their Superman capes when they exhibit authenticity in each of these five key areas. The illusion of perfection fades away, and in its place is the image of a leader who is aware of his true human condition - flawed, but vulnerable, and ready to learn lessons and move on. If you were the follower, which one of these would you choose to follow you?

For more information, contact David Benzel at 1-800-616-1193 or dbenzel@cs.com.
California's legal environment remains mired in the bottom 10 states, according to Lawsuit Climate 2008. Ranking the States, an annual assessment of state liability systems conducted by Harris Interactive, a leading nonpartisan market research firm, and released today by the U.S. Chamber Institute for Legal Reform (IRL). In addition, Los Angeles was again named the least fair and the reasonably litigious environment in the country.

"California's low ranking is not surprising, given the fact that California courts have a reputation for class action lawsuits that most other jurisdictions would toss out, and that California juries are increasingly likely to award disproportionately large judgments in civil cases," said Tom Donohue, president and CEO of the U.S. Chamber of Commerce.

Donohue also noted that California has become a target for "litigation tourism," as plaintiffs' lawyers file hundreds of asbestos- and silica-related lawsuits on behalf of non-residents, after similar lawsuits have been shut down by changing laws and courts in Illinois, Mississippi and Texas.

California ranked 44 out of 50 in Lawsuit Climate 2008 — up one spot from the previous year. The Harris survey is the preeminent standard by which companies, policymakers and the media measure the legal environment of states.

A separate survey of California business owners found 88 percent believe frivolous lawsuits are a serious problem, 90 percent think the number of unfair lawsuits against businesses in California will increase over the next five years, and 73 percent want the California Legislature to enact new laws to help protect business from unfair and frivolous suits.

"An unfair legal system sucks the life out of a state's economy," Donohue said. "It affects business expansion, it affects how much money goes out of consumers' pockets. The legislature must pass meaningful reforms to California's lawsuit climate to show significant improvement.

"The California business owners reported raising prices, limiting the types of products..."
CalChamber, small business employees and employers urge passage of flexible workweek bill

A California Chamber of Commerce-sponsored measure that would allow employees flexibility in work schedules to help accommodate diverse family obligations, commutes and other personal obligations will have its first hearing at the State Capitol.

If passed, AB 2127 (Benoit; R-Bermoda Dunes) will allow a small employer (25 or fewer employees) to agree to an employee's request to work an alternative work schedule. The bill applies specifically to small businesses, employees and local chambers of commerce. According to small businesses, employees and local chambers of commerce, the Small Business Family Scheduling Option would add a much-needed boost for employees struggling recruitment and maintain qualified employees in a shrinking pool of candidates.

"California needs a law that will permit four-day workweeks for individual workers," said Marc Burgat, CalChamber vice president of government relations. "AB 2127 is good for workers, good for the environment and good for public policy," said Evans. "AB 2127 will allow me to offer my employees a schedule that best suits their individual scheduling needs. As a result, my employees will have more time with their families and achieve a better work-life balance with a reduction in pay." 

Sharon Tyrell, owner of Capree Escrow, Inc, in Riverside, would like to offer a more flexible schedule for employees, but current law prevents her from offering them an option.

"As a small business owner, I have always encouraged my employees to continue their education," said Tyrell. "AB 2127 would allow my staff to spend more time with their families and achieve the life-work balance her employees seek.

"As a very small employer, I would like to honor the requests by my employees for a compressed workweek so they can attend to their personal and family needs," said Evans. "AB 2127 will allow me to offer my employees a schedule that best suits their individual scheduling needs. As a result, my employees will have more time with their families and achieve a better work-life balance with a reduction in pay." 

Union Members Unaffected

Union employees and employers are covered by a collective bargaining agreement. Current language in the Labor Code Section 514 would allow the provisions of AB 2127 to be available only to small businesses with fewer than 25 employees that are not covered by a collective bargaining agreement. If an employer enters into a collective bargaining agreement subsequent to entering into an alternative workweek agreement, Section 514 continued on page 39

Search for Commercial Space for Lease/Sublease

For office, retail, industrial and executive suites

BlauLease.com

310/414-0404 13101 Washington Blvd, #213 Las Angeles, CA 90066 www.blaulease.com

A world leading company is located right in your backyard.

And it's looking for professionals like you.

You don't need to go far to find a career with an innovative, growing company. Our world-known developer of geographic information system (GIS) mapping software, is located right here in the Inland Empire. With over 2,000 employees and annual revenue of more than $60 million, ESRI employs 4,000 people worldwide—an office for whom are based in Redlands.

We are looking for qualified professionals in the areas

- Accounting and Finance
- Purchasing
- Sales
- Human Resources
- Marketing
- Software Development

We offer an attractive compensation and benefits package along with empowering and personal development opportunities. Employees can also enjoy the convenience of our cafe with a full menu of lunch and coffee items and ice cream in shape at our onsite gym.

Visit www.esri.com/careers to discover more and let us know if you were so excited about what we do:

Mount San Jacinto Winter Park...

continued from pg. 26

California Governor. They serve a four-year term without compensation.

The Authority has had 13 chairpersons since its inception: O. Earl Coffman (deceased); W.V. Grubbs (deceased); G. David Ackley (deceased); Burton Spivack (deceased); Elliot Field; Richard Shaliboub; Bette Myers; John Wessman; Lloyd Maryanov; Nancy Sturt; Kathy Block; Ric Service and Ervin Moon.

The other current Authority members are: Kathy Block and John Wessman, appointed by the Riverside County Board of Supervisors; Janine Oliphant and Michael McCulloch, appointed by the Governor; Nancy Sturt and Jerry Ogbum, Palm Springs City Council appointees.
California Stuck... continued from page 29
sold, reducing employee benefits, or laying workers off in response to their concerns about frivolous lawsuits. Harris asked 957 senior attorneys to evaluate up to five states in which they were “very” or “somewhat familiar” with that state’s litigation environment. Survey respondents assigned each state a letter grade for each of 12 different factors affecting the state’s tort liability system, ranging from the overall treatment of tort and contract litigation to judges’ competence and impartiality, and Harris computed an overall score for each state based on these evaluations. The survey of 250 California business owners, 85 percent of them small businesses with fewer than 20 employees, was conducted by Public Opinion Strategies earlier this month. It has a margin of error of +/- 7 percent.

ILR’s goal is to make America’s legal system simpler, fairer, and faster for everyone. It seeks to promote civil justice reform through legislative, political, judicial, and educational activities at the national, state, and local levels. The U.S. Chamber of Commerce is the world’s largest business federation, representing more than 3 million businesses and organizations of every size, sector, and region.

The full Harris report and POI survey of California business owners are available online at www.instituteforlegal-reform.com.

Law Firms

<table>
<thead>
<tr>
<th>Firm Name</th>
<th>Address City, State, Zip</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>Office Manager in L.E.</th>
<th>Local Managing Partner</th>
<th>Phone Number</th>
<th>Email</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declans, Fernandez &amp; Smith, LLP</td>
<td>438 Orange St., Roswell, GA 30076</td>
<td>3</td>
<td>1</td>
<td>Civil &amp; Business Litigation</td>
<td>Real Estate, Banking</td>
<td>WND</td>
<td>2</td>
<td>Week Caruso</td>
<td>Legal Administrator</td>
<td>Lamare Fernandez</td>
<td>(770) 717-5628</td>
</tr>
<tr>
<td>Cullen and Brow</td>
<td>5721 W. Franklin Blvd, Inverness, IL 60061</td>
<td>3</td>
<td>1</td>
<td>Workers’ Compensation</td>
<td>Employees, Insurance Carriers</td>
<td>WND</td>
<td>3</td>
<td>Michelle Group</td>
<td>Denise Zimmerman</td>
<td>W. Stevens Stein</td>
<td>(916) 981-1243</td>
</tr>
<tr>
<td>Marc D. Roberts &amp; Associates</td>
<td>2401 Commodity Dr., Ste. 430, Denver, CO 80210</td>
<td>4</td>
<td>1</td>
<td>Labor &amp; Employment Law</td>
<td>Employees, Employers</td>
<td>1</td>
<td>Mona Roberts</td>
<td>Attorney</td>
<td>Marc D. Roberts</td>
<td>(303) 685-7715</td>
<td>null</td>
</tr>
<tr>
<td>Dicke &amp; Holt</td>
<td>1200 University Ave., Suite 212, Sacramento, CA 95818</td>
<td>2</td>
<td>1</td>
<td>Civil Litigation, Construction, Real Estate, Employment, Business Litigation, Professional Liability</td>
<td>Owners, Contractors, Design Professionals, Equipment Suppliers, Engineers</td>
<td>1</td>
<td>Monica D. Holt</td>
<td>Attorney</td>
<td>John G. Dickson</td>
<td>(916) 593-2010</td>
<td><a href="http://www.mphlaw.com">www.mphlaw.com</a></td>
</tr>
<tr>
<td>The Miller Law Firm</td>
<td>2150 Neapolitan Ctr., Ste. 700, Newport Beach, CA 92660</td>
<td>3</td>
<td>1</td>
<td>Construction Defects</td>
<td>Homeowners Associations, Property Managers</td>
<td>3</td>
<td>Rachel Miller</td>
<td>Attorney</td>
<td>Thomas E. Miller</td>
<td>(949) 433-5240</td>
<td>null</td>
</tr>
<tr>
<td>Epple Greenfield &amp; Hoch, APC</td>
<td>14470 Lakeshore St., Ste. 100, Westlake Village, CA 91362</td>
<td>4</td>
<td>1</td>
<td>Community, Relationship Litigation-CC&amp;V</td>
<td>Community &amp; Association, Community Association &amp; Trust</td>
<td>3</td>
<td>Linda Adams</td>
<td>Attorney</td>
<td>Thomas S. Gallo</td>
<td>(805) 481-1290</td>
<td>null</td>
</tr>
<tr>
<td>Ferguson Law Firm</td>
<td>15301 Highway 111, Ste. 1, Palm Desert, CA 92260</td>
<td>1</td>
<td>1</td>
<td>Gov. Relations, Civil Litigation, Land Use, Contract Disputes, Solid Waste</td>
<td>Loma Linda Auction, Fairways Outdoor Advertising, More Communications, Fireproof Light</td>
<td>1</td>
<td>NA</td>
<td>Attorney</td>
<td>James Cane Ferguson</td>
<td>(760) 776-4237</td>
<td>null</td>
</tr>
<tr>
<td>Anderson &amp; Kiger</td>
<td>2233 Chicago Ave., Ste. 300, Riverside, CA 92501</td>
<td>1</td>
<td>1</td>
<td>Construction Defect Litigation</td>
<td>Homeowners</td>
<td>1</td>
<td>Barbara Peltier</td>
<td>Attorney</td>
<td>Barbara Peltier</td>
<td>(951) 734-3087</td>
<td>null</td>
</tr>
<tr>
<td>Law Office of John T. Bruenek</td>
<td>2307 Bradley Rd., San Carlos, CA 94070</td>
<td>1</td>
<td>1</td>
<td>Probate, Estate Planning, Wills, Trusts, Family Law, Bankruptcy, Real Estate, Mediation</td>
<td>WND</td>
<td>1</td>
<td>Lisa Brosnan</td>
<td>Attorney</td>
<td>John T. Bruenek</td>
<td>(916) 764-7670</td>
<td>null</td>
</tr>
<tr>
<td>Law Offices of B. Byrd</td>
<td>12593 Boulevar, Ste. 170, Rancho Cucamonga, CA 91730</td>
<td>1</td>
<td>1</td>
<td>Corporate and Business</td>
<td>WND</td>
<td>1</td>
<td>NA</td>
<td>Attorney</td>
<td>Mike Byrd</td>
<td>(909) 883-0007</td>
<td><a href="http://www.byrdfirm.com">www.byrdfirm.com</a></td>
</tr>
<tr>
<td>Law Office of S. Brabie</td>
<td>05555 Boulavard, Ste. 100, Simi Valley, CA 91340</td>
<td>1</td>
<td>1</td>
<td>Probate, Family and Criminal Law</td>
<td>WND</td>
<td>1</td>
<td>NA</td>
<td>Attorney</td>
<td>S. Brabie</td>
<td>(818) 284-0007</td>
<td><a href="http://www.sbrabie.com">www.sbrabie.com</a></td>
</tr>
</tbody>
</table>

Hoping to keep your website up-to-date? Does it take forever to get your website updated? Is your web staff overworked? We can help!

- Website hosting
- Custom web servers, directories and catalogers
- Content management systems
- E-commerce tools and services
- Website project management services
- Website hosting

Our content management tools can help you decouple the look-and-feel of your site from the informational content. Your clerical staff can keep your content up-to-date; they won't have to wait for your overworked web experts to do it.

For more info see us at www.cssx.com. Call today for a free consultation! 909-920-9154 x27

kte Radio 590 AM
Tuesday Evenings, 8:30 PM
Challenging your thoughts in relation to business, politics, economic conditions and the world's largest business life of San Bernardino and Riverside counties.

Hosted by Cliff Cummings and Bill Anthony
Beyond Spellcheck™

Find costly and embarrassing mistakes in every document you write!

By Ronnie Moore

Sue was arranging a corporate meeting. She did what meeting planners do: arranged all the details, contracted space, speakers, equipment, and more. The annual sales meeting was announced, and personnel, vendors, and speakers scheduled their travel to get there. Business as usual.

Not exactly.

There was a typo in the meeting dates published. By the time the mistake was found and every­

one was notified, more than $25,000 had been spent in airline change fees, additional airfare, and other penalties... not to men­

tion the wasted time and embar­

rassment this mistake caused Sue and her company.

An ad for a rental house read:

Tuxedo Junction

Two bedrooms, two baths, fenced yard, and mice eating area.

An e-mail to a top executive at a Fortune 500 Company said:

"Management was the driving force behind the project."

You want to find mistakes before your reader does, before they erode your credibility, and before they cost you and your organization time, money, and embarrassment. No one is immune to making the wrong key, so it is important to find these potentially costly and embarrass­

ing mistakes.

There are five proven stra­

 tegies for finding more mistakes in text:

1. Do not rely solely on Spellcheck. Spellcheck alone is not enough. It will not find mis­

 takes that flag as words (e.g., “nice” for “nice” or “face” for “fence”), numbers problems (the meeting planner’s debating), left­

 out letters, or missing words such as “The budget is available” when you mean “The budget is not available”.

2. Use multi-sensory proof­

 reading. Your eyes alone are not enough. Say words out loud and point to words as your eyes move across the page. Your ears make for poor proofreading because your brain pushes your eyes ahead of your listening, preventing the meaning of what's coming. If your eyes don’t look at every word, you will miss some of the mistakes inside of words, such as misspellings and typos. When you look at, listen to, and touch words in text, you create a “checks and balances” system of proofreading. What your eyes don’t see, your ears might hear, or your finger may touch.

3. Know that it’s easier to proofread someone else’s writing than it is to proofread your own. When you try to proofread text you’ve looked at too much and too long, you tend to see what you meant, not necessarily what you wrote. Go back and proof each familiar text by taking a break. Don’t try to proofread right after you’ve fin­

ished creating your draft. If there is someone at home or at work, whose skills you trust, ask him or her to proofread your draft. We do a better job at finding mis­

 takes in other people’s writing than we do in our own.

4. Change the way familiar text looks. The reason we struggle with proofreading our own writing is that we’re seeing and processing the same story, over and over again. That is not only tiring, it also tempts you to rush through the text because we’re tired of it, and we know what is coming next. When we’re tired and we’re rushing, we miss mistakes. There’s nothing we can do about the familiarity of the text that will not change. But we can change the way that familiar message appears to our tired minds.

So if proofreading on the computer screen, change the background color of the screen or change the font before you check it one last time. If proofreading on paper (always recommended as the screen is harder on the eyes), use a different color paper; change the font, formatting, something to make the document look different from the way it looked all the times you looked at it before. When you change the back­

ground, texture on which familiar text sits, you trick your tired, nonobjective eyes and brain into thinking they’re looking at some­

thing new... and you’ll do a much better job at finding those mistakes.

5. Prioritize the potential problems first, against whatever time you have doing finding and fixing the mistakes that, if not found, could cost you the most time, money, or credibility. When time does not allow you to proofread thoroughly and repeatedly, search for the two potentially most costly

 and embarrassing mistakes: proper names and numbers. Using a comma incorrectly or using the wrong word (such as “less” for “fewer”) is not good, but your reader may not even notice it, and even if the reader does notice, it may not be a big issue. However, if you spell the reader’s name incorrectly, that will pop off the page, and it will be personal to the reader. Bad form. People are sensitive about their names, especially if you are asking them for their time, money, business, or a job.

Any organization will have the wrong date, time, phone number, or dollar amount far worse than using “less” for “fewer” or missing a comma. When time is tight, and you can’t look for every possible grammar, punctuation, or usage mistake, always scan for proper names and numbers, and spend whatever time you have doing find­ing those truly destructive mistakes in the text. Ensure mistake-free reports require a combination of checking what spell checkers cannot find, not depending solely on your eyes when proofreaded, and knowing what to look for (proper names and numbers) when time is tight, too tight to do it right. Whether in a memo, annual, taxes, proposal, resume, or contract, mis­

 takers can cost you, so find them—before your reader does!

For more information, please call 609-239-4755, email Ronnie.moore@tmr.com or visit www.tmr.com.

Tuxedo Junction

Same day service, all services in stock, call Tony for more info.

Wedding, Prom, Sweet Sixteen, Quinceanera

25 Scientific (Philadelpia, 5 mile)

2799 Ridge (Sewickley, 3 miles)

3093 Mexico (Pittsburgh, 1 mile)

Listed in all major books.

www.tuxedojunction.com

Ueberroth Family Foundation gift to after-school program

Randy Barth, founder and
gen'l partner of THINK Together (www.ThinkTogether.org), announced receiving a $100,000 grant from the Ueberroth Family Foundation (www.Ueberroth.org) to assist with the ongoing effort of THINK Together to after-school programs throughout a four-county region in Southern California.

"This generous gift from the Ueberroth Family Foundation will allow THINK Together to continue to examine our pro­

gram quality as well as build infrastructure and organizational capacity. This will help us build a regional system of support for over 30,000 educationally at-risk students across a four-county region of Southern California," said Randy Barth, co-founder and executive director. "This funding will help us continue our work in-after-school education in Southern California."

THINK Together, a non­

profit 501 (c) 3 organization, is now one of the largest providers of quality academically-focused after-school programs in California; providing education­

al services to more than 30,000 at-risk students every school day at sites in 19 communities throughout Los Angeles, Orange, Riverside and San Bernardino counties.

The Ueberroth Family Foundation is committed to continuing its support to assist community-based organizations and programs that pro­

 mote social change. Among its targets for philanthropy, the Ueberroth Family Foundation favors projects that:

* Promote education, toler­

ance and volunteerism; and

* Support agencies assisting the underserved

During 2007, the Ueberroth Family Foundation granted in excess of $1,325,000.

AACSB

continued from page 13

A long

What a wonderful charge to spur us all along!

Here’s the note I received this morning:

"On behalf of Judy Olian, Chair, AACSB International Board of Directors, it is our pleasure to inform you that the Peer Review Team's recommen­

dation to extend accreditation of the business degree programs offered by your school has been con­

cerned with the Maintenance of Accreditation Committee and ratified by the Board of Directors. Congratulations to you, the fac­

ulty, students, and all sup­

porters of the business programs.

Official correspondence con­

firming the extension of accredit­

a tion will arrive within the next few weeks.

Again, congratulations from the entire accreditation staff at AACSB."

HMO coverage... continued from page 7

sary because the department’s own surveys found a systemic failure at Blue Cross and other HMOs to review a patient’s medical records and/or ask questions about past health condi­

tions in a process called "med­

ical underwriting"—before issuing individual policy cover­

ages. "Reputively canceling patients is illegal as a matter of law if insurance companies fail to review an applicant’s insura­

bility before issuing coverage," said Flanagan. "All illegally can­

celed patients must be swiftly reinstated in full, without drag­

ging the process through months or years of review. That will at least make the insurance companies follow the law on future policy applications.


ROMERSA: A new state­

wide agency to regulate telecommuncations, composed of 14 board members, including the CEO of the recently­formed California Public Utilities Commission, was approved by Assembly Speaker Fabian Nunez and Assemblywoman Wendy Carrillo. The agency will begin to regulate the many of the new startup telecommuncations companies that have opened in California over the past few years. Please review the list of services and qualifications below. We are seeking applicants with a very wide range of technical skills and international experience. The average age of these professionals is 50 years.

* Sales and Service of Internetwork/Internet Telephony & New (VoIP) technology and equipment.
* Sales, Service & Support of Internetwork/Internet Telephony & New (VoIP) technology and equipment.
* Design, Development, and Testing of Internetwork/Internet Telephony & New (VoIP) technology and equipment.

For more information, please contact darnes@3c.org or call (510) 984-2485.

Visit TRITON Communications, Inc. at http://www.tritoncom.com

May 2008
Larry Parrish...
continued from page 16

sometimes seemed like insurmountable challenges, he said.
"I'm going to miss the hell out of him," Tavaglione said.
Parrish has spent more than 40 years in county government. He
served as chief administrative officer in Santa Barbara County
from 1980 to 1985 and in Orange County from 1985 to 1990.
Parrish entered county government in the probation field, ris­
ing to become chief probation officer for Santa Cruz and Santa
Barbara counties.
In 1996, UC Riverside named Parrish Public Management Leader of the Year.
Parrish, 68, and his wife, Kathie, live in Rancho Mirage. He has two
grown children, one granddaughter and one grand­
son.
County officials will develop a process in the next few weeks to
select a replacement.

Half Moon Bay...
continued from pg. 44

Ride a happy horse

Visit Sea Horse Ranch & Friendly Acres for a delightful
horseback ride on the beach. Al Shipley is the colorful president
of this company made up of around 200 very well cared for
horses. Organized riding opportu­nities can be arranged. The
rates are fair and the trails are
good. Riding on the beach is
beautiful with young polite
wranglers there to help the ten­
derfoot. Just beware of one
thing, do no even think of mis­
treating any of Mr. Shipley's
horses, you will suffer the wrath
of God or Shipley. I don't know
what would be worse. We had
an example of someone prod­
ing one of the horses with a
stick on one of the trails. This
was reported by one of the
wranglers by a walkie-talkie
communication system
throughout the trails. They
were ordered to bring him in at
once, and he was told in so
many words to "never darken
Sea Horse Ranch again."
Call (650) 726-2362 for
reservations and information.

GETTING THERE:

Half Moon Bay is just 30
minutes from San Francisco
International Airport and also
30 minutes south of San
Francisco. A weekend at Half
Moon Bay will send you home
relaxed and with a smile, guar­
anteed.

Call the Half Moon Bay
Coast Side Chamber of
Commerce and Visitors Bureau
for more information and
brochures about the area at
650/726-8380

Camille Bounds is the travel
editor for Sunrise Publications
and the Inland Empire Business
Journal.

computer...
continued from page 13

support service such as PlumChoice Computer Help (www.plumchoice.com) that
attempts to fix things over the
Internet, or having a support tech­
nician visit your premises from a
service such as Rescuecom (www.rescuecom.com).
Recently, one of my kids
threw her PC. Trying System Restore, located in the System Tools folder of the Accessories
directory, didn't help. Reinstalling
Windows didn't help. I had to
reformat the hard drive and start
from scratch. My hair being near­
ly completely pulled out by then, I
called in Rescuecom to reconnect
her PC to our home network.

Reid Goldsborough is a syndi­cated columnist and author of the
book, "Straight Talk About the
Information Superhighway." He
can be reached at reidgolds@com­
cast.net or www.reidgoldsbor­

If you or someone you know
needs information on how to
keep their PC running, call
Rescuecom at 800/777-7777
or visit their website at www.
rescuecom.com.

Inland Empire Traffic Solutions.

590 AM
KTIE

Inland Empire Business Journal
1070 E. Inland Empire Blvd., Suite 106
Ontario, CA 91764

Phone: 909-483-4700
Fax: 909-483-4705

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

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

Mail or fax this completed form.
I want to subscribe to the Inland Empire Business Journal
Name:
Title:
Address:
City/Zip:
Phone:
Fax:
Check Enclosed
Visa MasterCard Discover American Express
Credit Card#:
Signature:

may
2008
BUSINESS JOURNAL • PAGE 37
"One Foot Out The Door: How to Combat the Psychological Recession That’s Alienating Employees and Hurling "America into Business" by Judith M. Hardwick, Ph.D.; Amacom, New York, New York; 2007: 204 pages: $24.95.

As we tiptoe along the razor’s edge of an economic recession, the one factor that can raise our hopes or sink them is the monthly report on the unemployment figures. For the moment the numbers might go either way.

It may be all but forgotten now, but it took us nearly three years to recover from the brief recession of 2001. There are a few other things we haven’t remembered. The book’s author, Dr. Judith Hardwick reminds us. She and her research team have tracked our way back to profitability, some by leaps and some by inches. With few exceptions, the gains are the result of increased productivity – fewer people doing more, and with 2001, average productivity has increased five percent annually.

Dr. Hardwick goes on to note that for the first time in U.S. history the “best and brightest” as a group are the ones suffering most from economic globalization and the impact of Offshore investments by American corporations. She states: “This is particularly important from a macroeconomic perspective because the standard response to what individuals need to do to stay employed is education, education, education. After the 1990 bust, many of our best-educated and highly skilled people could not find jobs for as long as they continued to go to school.”

She goes on to ask: “If education isn’t the answer, what is?”

Then she answers, “In the long term, the answer is education, but in the short term, a financial cushion, or a working partner, and personal resilience are what’s important from a macroeconomic perspective because the standard response to what individuals need to do to stay employed is education, education, education.”

There are a few other factors that can raise our hopes or sink them is the monthly report on the unemployment figures. For the moment the numbers might go either way.

“Amencan Business”

In the United States, the property is at 46920 Jefferson Avenue, south of I-10 and adjacent to Highway 111. Bob Tuller of NAI BT Commercial negotiated for the seller, Preferred Pet Care, while Tom Baginski, also with NAI BT, brokered the transaction for the buyer. This column provides a review of the latest real estate news articles and reviews the Inland Empire Business Journal and Rent.com, a leading Internet real estate news site which has been covering the industry in California for nine years. For more commercial real estate news articles and reviews, go to www.rent.com.

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. "Winners Never Cheat: Everyday Values We Learned As Children (But May Have Forgotten)" by Jon M. Huntsman (Wharton School Publishing... $19.95) (2)

2. "Women and Money: Owning the Power to Control Your Destiny," by Saige Orman (Random House... $24.95) (3)

3. "Starting Your Own Business (Small Business... $15.95) (4)

4. "Launch a Leadership Revolution: Mastering the Five Levels of Influence," by Chris Brady and Orrin Woodward (Business Plan... $9.95) (5)

5. "The Dice: A Little Book That Teaches You When to Quit (and When to Stick)," by Seth Godin and Hugh MacLeod [Illustrator] (Flatworld) (6) (6)

6. "Winners Never Cheat: Everyday Values We Learned As Children (But May Have Forgotten)," by Jon M. Huntsman (Wharton School Publishing... $19.95) (10)

7. "Six Easy Pieces: Physics In a Nutshell," by Richard P. Feynman (Basic Books... $12.95) (11)


The Drucker Institute... continues from page 15

believe the Drucker Institute has tremendous potential to help develop the next generation of business leaders.

The Drucker Institute at Claremont Graduate University is a think and action tank whose mission is to stimulate effective management and ethical leadership across all sectors of society. By advancing ideas and ideals of Peter F. Drucker, the father of modern management.

The institute acts as a hub for a worldwide network of Drucker Societies, which are using Drucker’s teachings to affect positive change in their local communities. This summer, representatives from at least a dozen of these groups—spanning eight countries on our continent—will gather in Claremont at the Second Annual Drucker Society Global Symposium.

In addition, the institute maintains a digital archive of Drucker’s papers; undertakes research that builds on Drucker’s writings; offers a curriculum that distills Drucker’s decades of leading-edge thinking; produces material that applies Drucker’s work to current events; produces a regular online column in BusinessWeek; and includes firms of all sizes and companies from every industry within the state. By providing knowledge of laws and regulations, we provide products and services to help businesses comply with both federal and state law. CalChamber, a not-for-profit organization with roots dating to 1875, promotes international trade and investment in order to stimulate job creation and alternative employment opportunities. Please visit our Website at www.calchamber.com.

Magic at Okura... continued from page 22

Kobe beef, the flavors, spices and presentation. It’s the best restaurant experience imaginable. Okura was recently named the 2008 Best Sushi Restaurant in the Coachella Valley by readers of Desert Magazine. The downtown Palm Springs restaurant is located at 105 S. Palm Canyon Drive (760-776-1311) and the La Quinta restaurant is in Point Happy Plaza at Highway 111 and East Highland Street (760-564-5820).

REAL ESTATE NOTES... continued from pg 16

City of Indio. The property is at 46920 Jefferson Avenue, south of I-10 and adjacent to Highway 111. Bob Tuller of NAI BT Commercial negotiated for the seller, Preferred Pet Care, while Tom Baginski, also with NAI BT, brokered the transaction for the buyer.

This column provides a review of the latest real estate news articles and reviews the Inland Empire Business Journal and Rent.com, a leading Internet real estate news site which has been covering the industry in California for nine years. For more commercial real estate news articles and reviews, go to www.rent.com.

"The Long Tail: Why the Future of Business Is Selling Less of More," by Chris Anderson (Basic Books... $12.95) (10)

workweek bill... continued from page 30

mandates the collective bargaining agreement would again prevail.

Current Law

Under current Labor Code Section 511, and following the Industrial Welfare Commission’s stimulation of effective wage orders, employers may institute alternative work schedules only if a super majority of affected employees agrees to the arrangement by ballot. Then, all employees in the work unit are subject to alternative scheduling.

The California Chamber of Commerce (CalChamber) is the largest broad-based business advocate to government in California. While it represents one-quarter of the private sector jobs in California and includes firms of all sizes and companies from every industry within the state. By providing knowledge of laws and regulations, we provide products and services to help businesses comply with both federal and state law. CalChamber, a not-for-profit organization with roots dating to 1875, strives to promote international trade and investment in order to stimulate job creation and alternative employment opportunities. Please visit our Website at www.calchamber.com.

May 2008
An unforgettable, relaxing getaway to northern California can be found in an area that was settled by Italians and Portuguese at the turn of the century and was known as Spanish Town. Their claim to fame was their artichokes, Brussels sprouts and farming. Dull and dreary during the early 1900s, prohibition brought excitement and color to this quiet, gentle area. Renamed Half Moon Bay by the Canadian rumrunners, the area became a safe harbor and a place to bring in the banned booze, romance and adventure.

This charming area has become known for its rustic Main Street with unique, small craft shops, art galleries and outdoor cafes some of which are housed in renovated 19th century buildings. Fine restaurants, enchanting inns, are an added bonus with a claim to fame for flowers and pumpkins. With a population of about 9,000, Half Moon Bay makes the visitor welcome and at home.

Relax or participate in the many activities offered throughout the year. Kite flying, bicycling, golfing, hiking, seasonal whale watching, bird watching, and festivals throughout the year can keep the most active visitor busy and interested.

Don't miss this one

A Taste of Half Moon Bay

Visit the oldest - most relaxing town in San Mateo County

By Camille Bounds

Travel Editor

Fitzgerald Marine Reserve is a rewarding one. Discover crabs, starfish and other shore-based sea life at a minus tide. This reserve is one of the best places in California to view tidepool life. Three miles of beach and tidal rock inhabited by over 200 species of marine; (at low tide) life is right there for you to inspect at your leisure. Remember the marine life is protected and may not be removed. Tide charts are available at bait and fish shops in the nearby area.

A hike to the bluffs that overlook the reserve will be rewarded with a stunning view of the ocean, relentlessly rolling onto the beach hitting the rocky coves with a tempo and sound of a symphony orchestra. The wind swept cypress trees form cathedrals with their different sizes and shapes that can offer an avid photographer an opportunity not to be missed. If in this area, don’t miss the James V. Fitzgerald Marine Reserve.

For information call (650) 728-3584.

A grand place to stay

The Beach House Inn is absolutely one of the most pleasant, inviting inns anywhere. A three-story, Nantucket-type building with the flavor of Cape Cod, nestled into the seashore, offers beautifully appointed bright, meticulously clean, mini suite, loft-type rooms with grand panoramic views of sunsets, mountains and the Pacific Ocean. The comfort factor here is so high it becomes difficult to leave your room to explore the wonderful area of Half Moon Bay.

The Beach House Inn opened in the fall of 1996 with 54 unique “ocean lofts.” It overlooks the Pacific Ocean at Pillar Point Harbor just three miles from Half Moon Bay.

Everything is here, two televisions, VCRs, high-quality stereos, wood burning fireplaces (logs supplied), deep tubs, terry robes, down pillows, (the wet bar/kitchenette with refrigerator and microwave are situated so they do not take away from the luxury and the lovely surroundings). There are large private patios and luxury king-sized beds with a queen-sized sleeper sofa in the living room areas.

A heated lap pool and fitness facility can be found on the first floor and an outdoor Jacuzzi overlooking the Pacific Ocean is hard to pass up after a day of exploring and horseback riding on the beach.

Service is fast and friendly. The desk folks are gracious and knowledgeable. They know the area well and can reliably recommend restaurants and attractions.

A complimentary continental breakfast and an evening wine tasting are available.

Meeting and conference facilities are available with multiple dedicated phones and fax lines upon request. Their private kitchen offers a wide range of gourmet coastal cuisine for meetings.

Call for reservations and information 1-800-315-9366.

Dining at its best

For ambiance, view, service and, most important, great food, the Moss Beach Distillery is a must. Make a reservation to coincide with the glorious pink, yellow and orange pastel sunset, sit back and relax with your favorite pre-dinner drink and enjoy. As they say, “It doesn’t get much better than that.” The menu is varied and a fresh local fish and vegetables are included in their offerings. The salmon or the crab cakes can be highly recommended, and the coffee is special. A Jazz combo is offered on Sunday afternoons with brunch, and if you look and listen when there is a quiet moment, you might see and hear the beautiful resident ghost running on the beach. That’s a whole other story. If you visit The Moss Beach Distillery, they will give you the details.

Call 650/ 728-5595 for reservations - it’s well worth the trip.

continued on page 36