April 2008

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Advocates call for Governor to protect patients

Health Care Regulators Accused in Hearing of “Glacial Pace” In Stopping Post-Claim Rescissions, Failing to Restore Coverage to Victims

California’s Department of Managed Health Care has not ordered Blue Cross to restore insurance coverage in any of 90 cases of illegal rescission found by the department’s own investigators, consumer advocates revealed during a hearing in the state Senate’s Health Committee.

The Department of Managed Health Care must move forward now with regulations now to stop these illegal cancellations, said Consumer Watchdog (formerly the Foundation for Taxpayer and Consumer Rights), and restore coverage lost by innocent patients who have been left not only uninsured, but uninsurable.

“Despite the department’s own finding of widespread abuse, patients still are not protected from arbitrary loss of their insurance coverage when they fall ill,” said Jerry Flanagan, health policy director of Consumer Watchdog. “The department has not ordered the reinstatement of any enrollees in Blue Cross, despite DMHC’s own determination that in every one of the cases investigated, California’s Department of Managed Health Care must move forward with regulations now to stop these illegal cancellations, and restore coverage lost by innocent patients who have been left not only uninsured, but uninsurable.

“Despite the department’s own finding of widespread abuse, patients still are not protected from arbitrary loss of their insurance coverage when they fall ill,” said Jerry Flanagan, health policy director of Consumer Watchdog. “The department has not ordered the reinstatement of any enrollees in Blue Cross, despite DMHC’s own determination that in every one of the cases investigated, California’s Department of Managed Health Care must move forward with regulations now to stop these illegal cancellations, and restore coverage lost by innocent patients who have been left not only uninsured, but uninsurable.

“They say that when you are surrounded by alligators, it can be hard to remember that you were there to drain the swamp. Thus it was strange to listen to the city fathers of Ontario advising people to “Invert Today-Invest Tomorrow” in their community.

It would not be fair to say that many people were in denial about the downside of the 2008 economy, still there was a significant amount of “whistling past the graveyard.”

Much of this has to do with the positive aspects of Ontario’s infrastructure. First and foremost has to be the LA/Ontario International Airport. It was described as the driving force of investment and economic activity in our area. Other connecting elements were also on the short list of good news. The Pacific Gateway Cargo Center has not yet broken ground, but it calls for 1 million square feet of warehouse space and should be starting up somewhere in 2009.

Office space at the airport will include the 800,000-square-foot Ontario Airport Towers, featuring premier Class A office space on 28 acres between Turner and Archibald Avenue adjacent to ONT.

The Prologis Park Ontario Airport will be a 100-acre industrial site also adjacent to ONT with seven freestanding industrial buildings.

Ground is also about to break on The Historic Guasti District, which will be a 50-acre mixed-use project just north of the airport and south of Interstate 10 just off of Archibald. This project will feature much of the historical buildings, along with restaurants, entertainment, offices, residential units and hotels.

The 18th Annual Upland Second Ave. farmers’ market and street fair kicks off

The 18th Annual Upland Second Avenue Farmer’s Market & Street Fair in Historic Downtown Upland will kick off on April 3, with a 5 p.m. to 9 p.m. event featuring kiddie rides, live music, arts & crafts booths, a business expo, food and beverage booths and fresh produce booths.

The event offers free admission, free parking and will run every Thursday night until Oct. 23, said Main Street Upland CEO Steve Eastis.

Event organizers are still seeking volunteers and vendors for the historic community event, he added.

“This free event is designed to introduce all Inland Empire residents to the most historic section and the most unique shopping and dining opportunities...
The Volunteer Center of Riverside County Presents
The Annual Volunteer Recognition Ceremony

Thursday, May 1, 2008
10:00 am
Momo Valley Conference & Recreation Center
14075 Frederick St
Moreno Valley, CA

The Volunteer Center of Riverside County is pleased to sponsor the Annual Volunteer Recognition Ceremony on Thursday, May 1, 2008 at the Moreno Valley Conference & Recreation Center, 14075 Frederick Street, Moreno Valley at 10:00 a.m. We recognize and support those whose volunteerism that help so many people in need and add so much to our community. We invite you to join us in recognizing the most deserving volunteers in our organization.

Please take a moment to select your outstanding volunteer and provide them with the following information via email:

• A 100 to 200 word narrative on your selected volunteer’s accomplishments
• Volunteer’s full name (valid spelling), position, address and phone number
• Volunteer’s work hours
• Number of years as a volunteer
• Your name, position, organization, address and phone number

Please send information to: Belinda Jones, Volunteer Center
P.O. Box 1376
Riverside, CA 92507-3700
or email us at recognition@rvco.org

Information on your selected volunteer must be received by Thursday April 3, 2008 to be included in the ceremony.

Invitation to the ceremony will be sent upon receipt of the information. There will be NO charge for selected volunteers. There will be a $30.00 charge for all other attendees.

We appreciate you taking the time to recognize your outstanding volunteer and look forward to seeing you at the ceremony.

Please call Belinda Jones at (951) 686-4402 x 115 should you have any questions.

SAVE THE DATE

April 3, 2008
1:30 PM
Victims’ Rights March
People’s United Building
4600 Lake St (off intersection of Lake & 10th), Rancho Cucamonga, CA 91701

To the steps of the Riverside Historical Courthouse
4600 Main St, Riverside, CA 92504

To join the Victims’ Rights March call (909) 836-0088 or email us at volunteer@inlandempire.org

NATIONAL CRIME VICTIMS’ RIGHTS WEEK — APRIL 1-15, 2008

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GET THE NEWS

Associated Engineers acquisition

Parsons Brinckerhoff (PB) announced its acquisition of Associated Engineers Inc., an Ontario-based engineering firm specializing in civil design, planning, surveying and construction administration for both commercial development and public works projects. Associated Engineers becomes a subsidiary of PB while retaining its name, headquarters and personnel. April Morris, president/CEO and former leader of Associated Engineers, has been appointed as a senior vice president of PB and will continue to manage Associated Engineers, reporting to Sam Tso, the PB Pacific business manager. In addition, Jim Emborski will expand his role in client relations and business development to PB’s San Bernardino office.

Founded in 1955 by Morris’ father, former Ontario engineer Robert Mills, Associated Engineers grew from a one-person shop to a renowned firm with nearly 70 employees. Morris joined the company in 1978 as an assistant civil engineer and took the reins as president, CEO and majority shareholder in 1985 when Mills retired. Originally known for land development, Associated Engineers, under Morris’ direction, diversified into public works. This change in focus helped the firm weather difficult economic periods and cemented its reputation as one of the foremost engineering firms in the region. In recent years, the company became involved in a number of high profile, commercial projects, including the California Speedway in Fontana and the Sather Bros. 2.5-million-square-foot corporate office and distribution center in San Bernardino.

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In a ground-breaking technique or mindset worked in, there would be a need for motivation through a common mission. Just because a certain sales technique or mindset worked in the past doesn’t mean it will work today. Daniel Burns gives us six new business trends taking place today – all of which affect salespeople in every industry.

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RedFusion Media™ wins five ADDY® awards
RedFusion Media™, the Inland Empire’s leading Web development and content marketing company, was honored at the 2008 American Advertising Festival with five ADDY® awards.

Bar coded sponge / scanner system chosen to improve patient safety
SurgiCount Medical, a division of Patient Safety Technologies located in Temecula, the manufacturer of the Safety-Sponge™ surgical sponge counting system, announced a two-year contract to provide its computerized sponge counting system to a network of 14 hospitals primarily located in California and Texas.

"After an extensive evaluation of the Safety-Sponge™ System, the network determined that the SurgiCount System was the most effective method to prevent retained foreign objects," said Rick Brantman, president of SurgiCount Medical. "In making their decision, the network evaluated systems on their ability to provide consistent and standardized patient care, measurable outcomes, documentation and overall cost. We are thrilled to have such a large network as a customer and look forward to working with all 14 of their hospitals."

SurgiCount continues to demonstrate the effectiveness of its Safety-Sponge™ System to numerous medical facilities throughout the nation. Currently, we are in contract negotiations with several of these large medical facilities, and we believe that a significant number will begin converting to the Safety-Sponge™ System. Although there are several variables in determining what revenue an individual hospital may generate, it has been our experience that a hospital performing 10,000 – 15,000 procedures a year would generate between $120,000 and $220,000 in recurring revenues. To the extent hospitals convert to our system as anticipated, overall revenues from sales of the Safety-Sponge™ System will begin to accelerate.

SurgiCount Medical, Inc., a division of Patient Safety Technologies, Inc. manufactures the SurgiCount Safety-Sponge™ System, a patented FDA 510K approved turn key solution to retained surgical sponges. The system is comprised of surgical sponges and a bar code scanner that allows the medical staff to improve patient safety. surgeons count each sponge before and after an operation. Because all sponges are identified with a unique code, they can be hand counted twice. At the end of a procedure, the system can either immediately produce a printed report or the information can be imported into a database program. The SurgiCount Safety-Sponge™ System is also the only retained sponge system to offer complete sponge inventory tracking, reporting features and integration with a medical facility's IT system. For more information, please contact SurgiCount at (951) 587-6201, or visit www.surgicountmedical.com.
With increased globalization, more hospitals worldwide are adopting Western medical practices. Cultural differences, lack of language proficiency, and differences in work roles and practices contribute to the challenges facing foreign-born nurses interested in working in Western-style health care settings.

The Global Nursing Review Program (GNRP) is a new cooperative program developed by the International Education Programs (IEP) at the University of California, Riverside, and COPE Health Solutions (COPE) to help nurses who have been schooled in another country. The program is designed to help foreign-born nurses succeed in a health care setting where English is spoken as well as to help them pass the NCLEX-RN, the test required of most nurses.

"Many American hospitals are becoming reluctant to hire foreign-born nurses," said Dr. Jesse Oliva, COPE's chief executive officer. "Although they have passed the NCLEX-RN, they often don't understand the culture of American hospitals, and have trouble communicating effectively with medical personnel and patients. This program is designed to remedy that problem and to help nurses who want to work in other countries that follow Western medical practices."

The GNRP program is initially being offered by UC Riverside and began on March 26, 2008. In the next few years, it may also be offered by UC Davis, UC Irvine and UC Los Angeles, members of the University of California (UC) System Consortium for Global Partnerships.

"We hope it will be eventually offered at the other campuses in the next few years," said IEP interim director Charlene Pratt.

The 21-month program consists of nine months of academic studies at UC Riverside, followed by a 12-month paid work experience in a California hospital. In the first nine months, students learn about the profession and practice of nursing in the United States, prepare for the NCLEX-RN examination, develop an extensive vocabulary of medical terminology and intern in a California hospital. Following completion of the GNRP and the NCLEX-RN exam, students will have one year of training as a nurse in a hospital in California. Program participants will be paid the same salary as an American nurse with academic background and experience, approximately $40,000 per year.

"When I came to the U.S. from Brazil, where I had been a nurse for six years, I had to find out the hard way how to finally get employed here," says Eliane Marks, who has now been an RN in the U.S. for eight years. "It took me almost two years and $40,000 per year to succeed."

UCR helps international nurses succeed

Hyatt advertising selected

Hyatt Advertising has won the advertising assignment for the Inland Empire's largest credit union, Arrowhead Credit Union. The new campaign includes radio, print, interactive elements and product promotions. Arrowhead Credit Union has established itself as one of the leading financial institutions in the region. They are the largest locally-based credit union in Southern California's Inland Empire. Founded in 1949, Arrowhead has more than 160,000 members and more than $1 billion in assets. Nationally, the average credit union has about $91 million.

Hyatt Advertising won the business in a review which included the San Diego-based incumbent agency and an agency from Orange County. Arrowhead utilized research provided by Arrowhead and conducted its own research in developing the presentation.

The new campaign focuses on Arrowhead Credit Union's free checking, online banking, home and auto loans, savings programs, investments, insurance, along with an emphasis on business services.

The new campaign will also address a number of issues, including a persistent perception that credit unions specialize and aren't full-service. In fact, most major credit unions like Arrowhead offer as wide a range of products and services as other financial institutions. To help overcome the misconception, Hyatt has developed a new brand theme for Arrowhead, "Everything You Need Us To Be."

"We are excited about this campaign. We wanted a message that conveys Arrowhead Credit Union is friendly, flexible, innovative, and more than capable of providing anything an individual or business may need," said Adrian Hyatt-Ward, President and CEO for Hyatt Advertising. "Hyatt Advertising is a full-service agency based in Redlands. The agency represents clients in Los Angeles, Orange, San Bernardino, and Riverside counties. Hyatt Advertising has won many local, regional, and national awards. The agency was recognized in March of 2008 with eight American Advertising Federation ADDY® Awards, including three gold and one silver."

"Best of Show," in the radiotelevision category.

Hyatt Advertising was founded by President and CEO, Adrian Hyatt-Ward, in 1996. She is a previous president of the Inland Empire Ad Club, a division of the American Advertising Federation. She was recently interviewed for a cover story in 951 Magazine.
Motivation through mission
By Bill Catlett and Richard Haddan

On Sept. 12, 1962 in one of the best speeches ever made, President John F. Kennedy committed the nation to a path of manned space exploration that would take us to the moon. It launched a hope, a dream, a view of the future as bold as anything no American had committed—not just an agency, but an entire nation to realize.

Fully engaged by the challenge, NASA's 36,000 employees, together with 376,700 federal contractors, including some of the world's preeminent physicists, metallurgists, medical specialists, and engineers did the best work of their lives over the next seven years. All Americans held their collective breath on July 24, 1969, as astronauts Neil Armstrong, Buzz Aldrin, Michael Collins, and the Apollo 11 spacecraft returned safely to Earth. Mission accomplished.

Though we still venture into space, the results since then have been far less compelling. Ask 10 people what NASA's mission is, and it's unlikely you'll discover the reason. You will be met by blank, deer-in-the-headlights expressions, and random guesses, even from elected representatives who fund the agency.

And here's why: People don't perform in an inspired manner without big time commitment to a compelling cause. Think about it ... every major achievement in the history of mankind has been accompanied by real commitment to a common purpose. Otherwise, Christopher Columbus and crew would likely have held out for better maps before they sailed off the edge of the known universe. Martin Luther King, Jr. and his supporters probably wouldn't have marched into Selma, and astronaut Alan Shepard might have suggested sending more monkeys up before stripping him of a Mercury space suit and a newly untested rocket. Well, the same goes in the business world.

In a recent leadership seminar, participants were asked to describe their organization's mission or core purpose. The result? A third of the "headlights" looked and guessed. When the members of the assembled senior management team were asked individually to write down the organization's three top priorities, the answers revealed incredible disparity. To wit, it is no wonder that many organizations struggle mightily to gain traction. Here are some thoughts that will help management align employees' motivation through a common mission:

1. Make it Clear
Legend has it that shortly after signing on as head coach of the Green Bay Packers, Vince Lombardi-whistled practice to a halt one day, assembled his players — who had grown way too accustomed to losing — and got real instructive about the organization's core purpose. Picking up one of the practice balls, he began with the statement, "Guys, this is a football."

Investment guru, Peter Lynch, in his book, "Bearing the Street," advises investors not to put their money into anything they can't explain with a clear explanation. If you can't explain it with such a simple sentence, then you probably can't sell it. Lynch's advice is as good for the manager as it is the investor. If a manager can't explain with the same clarity what the organization is all about and where it's going, then the employees can't explain it, and people won't buy it.

2. Beware Mission Flatulence
You can't go anywhere without hearing the same kind of corporate (or individual) noise, usually expressed on a poster, plaque or t-shirt, about the entity's mission statement. Here's an idea: put your marketing and PR folks to work on other tasks. Stick images, hype and buzzwords are not helpful here. Given the level of cynicism that exists today, if you expect people to believe in it, let alone support the cause, it must be simple, straightforward, and not wobbling or morphing into something else as time passes.

3. Compelling
Modest objectives begot modest effort, period.

4. Consistency Matters
Astronaut FL head coach, Jimmy Johnson once said, "Confused players are not unhappy players. If the folks on your team see the game or the goalpost changing on a regular basis, or words and deeds do not match up, then you can expect to see some confused, disillusioned players who are going nowhere.

5. Having an Adversary Helps
Shortly after American Airlines flight 77 was crashed into the Pentagon on 9/11, Lee Varnell, a responsible executive for reconstruction of the building. Even set an extremely ambitious goal of having the damaged portion of the building rebuilt and ready for occupancy within one year.

Reconstruction quickly began, with crews working in shifts around the clock. Commitment to the task was off the chart as workers plowed into their jobs with a level of determination seldom seen on construction projects. Practically no one quit the job. When workers got banged up, they just got back to work. Every got some pushback from workers when they wanted to shut the project down for a couple of days. Ultimately, the work was completed, well inside the 12-month deadline, due in no small part to the discretionary effort of thousands of individual workers, who each made daily decisions to go the extra mile.

No doubt, many factors contributed to the extraordinary level of effort. For sure, one of them was the large countdown clock standing watch over the job and reminding everyone of the days and hours remaining until the work was to be completed. And, if any further incentive was needed, the top of the clock reads, "Roll." It is a not-so-subtle reminder of just why they were there, and who put the big hole in the side of the building.

In short, the 'ole effort meter not only gives a boost, but the presence of an adversary. As FedEx founder and CEO Fred Smith once said, "If UPS weren't around, we would have had to invent them."

Whether your team competes on the global stage or a three unit cube farm, they will move faster, get done, have more fun, and make more money if all hands on deck share a common sense of purpose and direction. Make it your business to see that they get it ... really get it.

For more information, visit www.ConfusedCows.com.
The California Report: Uncharted Waters

As reported by
Ryan Ratcliffe, Economist and Jerry Nickelsburg, Economist
UCLA Anderson Forecast

The California economy has put up some downright ugly numbers at the end of 2006. The unemployment rate has risen over 1% since the end of 2006, and overall non-farm payroll employment has been stagnant in the second half of the year, with a small drop over the last six months. The major question we explore in this California Report is whether this is a recession, or the beginnings of one. We review over 40 years of history, and look for the common denominators among the previous recessions in California, and how they compare to today. Three conclusions emerge:

1. The major economic indicators in California move in near lock step with their national counterparts. There has never been a California recession that did not begin (or end) with a recession in the United States. The exception to this is when California's $14.5 billion budget deficit was something of a drag.

2. With the exception of the two most recent recessions, California's recessions typically come on the heels of recession in California report a sharp drop in manufacturing employment. While construction has been one of the major sources of cyclical job loss in California, it has always been the junior partner in recent recessions, relative to manufacturing. And with manufacturing unable to generate job anything like its contribution to previous recessions, where does the job loss come from? The current contraction in mortgage employment is likely a permanent structural change in our econ-omy, but it is an order of magnitude smaller than the shifts in manufacturing that absorbs the bulk of the job loss in previous recessions. While these two very junior partners, it's clear that the main source of recession-generated job loss before this recession.

3. The shape of these recessions comes primarily from a sharp cut in manufacturing employment that absorbs the bulk of the loss in industrial output. It is clear that the main source of job loss in previous recessions was the result of a sharp cut in manufacturing employment. It is clear that the main source of job loss in previous recessions was the result of a sharp cut in manufacturing employment.

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Landowner liability protections

By Hani W. Gabriel, Principal,
Gabriel Environmental Services, Inc.

The standardization of environ­
mental assessments began in 1980 with the adoption of a piece of legislation by the United States Congress. The Comprehensive Emergency Response Compensation and Liability Act (CERCLA), com­bined with the Superfund Amendments and Reauthorization Act (SARA) in 1986, introduced the concept of an innocent landowner defense to liability for EPA cost recovery at “Superfund” sites.

The approach for conducting the inquiry was minimal, providing only general factors. These factors included special knowledge or experience on the part of the defendant; whether the purchase price was below market value; commonly known or reasonably ascertainable information; obviousness of the contamination; and the ability to detect the contamination by visual inspections, more comprehensive visual inspections, more aggressive searches for environmental liens, and an expanded list of potential contaminants. AAI also placed a six-month limitation on the shelf-life of some components of the Phase I.

The EPA's participation was sparked by the Small Business Liability Relief and Brownfields Revitalization Act signed in January of 2002. The 2002 Brownfields Law created new landowner liability protections including a "contiguous property owner" and the "bona fide prospective purchaser." During 2003, the EPA evaluated ASTM E 1527. The EPA established a regulatory negotiating (reg-neg) federal committee. The negotiations were tasked to assist EPA in developing proposed reg­ulations for conducting all appropriate inquiries. In November 2003, the EPA reg-neg committee reached consensus on the proposed EPA AAI regulation. The EPA completed its rule for comment period, which gave ASTM the opportunity to provide input to EPA on the final rule. The final result of the effort was the simultaneous publication of both the EPA AAI final regulation and ASTM E 1527-05. The effective date of the final rule was Nov. 1, 2006.

The Environmental Protection Agency published final standards for AAI, which were mandated by Congress under revisions to the Brownfields Amendments of the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA).

Changes in the regulations included the definition of an "environmental professional" with specified education and experience requirements, more in-depth interviews, explanations of data gaps, expanded use of databases, more comprehensive visual inspections, more comprehensive historical searches, searches for environmental liens, and an expanded list of potential contaminants. AAI also placed a six-month limitation on the shelf-life of some components of the Phase I.

Health care cancellations...

EMRISE receives order for power supplies

EMRISE Corporation, a designer, manufacturer and market­er of proprietary electronic devices and communications equipment for aerospace, defense, industrial, and commun­ications applications announced that it has received a $300,000 order from a major military systems integrator for power supply products for a ground-support program for U.S. military vehicles. The $300,000 order adds to EMRISE’s success with this same customer, who has recently placed an initial $200,000 order for similar power supply products for the Black Hawk helicopter.

EMRISE President and Chief Executive Carmin T. Oliva said, "This strategic program for U.S. military vehicles is a major, long-running program, so we expect orders to continue. We also believe the flow of orders from this military systems integrator reflects ROA's growing stature and increasing presence in the military and aerospace markets."

EMRISE serves customers in North America, Europe and Asia through operations in the United States, England, France and Japan. The company has built a worldwide base of customers including all of the Fortune 100 in the U.S. that do business in markets served by EMRISE and many small- to medium-size companies in Europe and Asia. For more information go to www.emrse.com.
Six business trends every salesperson must know

By Daniel Burrus

Every industry and profession goes through changes, and the sales profession is no different. Just because a certain sales technique or mindset worked in the past doesn’t mean it will work today. To be a top performing salesperson, today and in the future, you need to continually adapt to both market and social change.

With that in mind, there are six new business trends taking place today that will affect people in every industry. Understand what the trends are and how to maximize them so you can be part of the forefront of a successful sales career.

Trend #1: Your past success will increasingly hold you back. (Past success is the enemy.)

People who are in sales long-term tend to be successful. Realize, though, that success is your enemy. That is why in sales, which is the only job where your goals are your minimum, you never get into the comfortable space that you can say you’re a good salesperson. You’re not making the money you want. You’re not progressing your career. Why? Because you’re too busy reaping the rewards of the current opportunities. As you spend time thinking about where the changes are that are impacting you and your customers, you’re going to remember that change occurs in customers’ minds. You can bring certainty to your customers when you are confident in where change is going. You can lead your customers through the changes they see through you as more than just a salesperson, but as a solution provider and trusted advisor.

Trend #3: Time is increasing in value. (Time is the currency of the 21st Century.)

Increasingly time is becoming more and more important to people. Why? We have an aging demographic in the United States, with 78 million Baby Boomers who are retiring. And time gets more valuable as you get older because you have less of it. Additionally, the world has become more complex with much more for people to do with their time. Today we have iPods, cell phones, the Internet and a host of other tech things that didn’t exist when the Baby Boomers were babies. There’s so much more going on and the speed at which things are moving increases every way that everyone is increasingly strapped for time. With that in mind, the last thing you want to do in sales is seem like you’re taking someone’s time. Instead, you want to be giving them time. You want your customers to feel that they are talking to you is actually saving them time. Think about all the times wasters your customers have heard from you before: long wait times for service, long hold times on the phone, unnecessary prompts,:bg products:... the list is virtually endless. Such time wasters hurt your sales and profits. Therefore, make sure what you’re saying is very meaningful to keep customers from wasting time. When you can prove that you’re a time saver, people will choose you over the competition every time.

Trend #4: We are shifting from the Information Age to the Communication Age. (Communicating is more valuable than informing.)

Many salespeople rely on sales tools such as a company Web site, flyers, and sales letters. But all these tools are static, and do not actively engage or inform your potential customers. You hope your sales messages will entice the prospect to call, but it’s still a passive way to reach your customers. A better way is to have your sales messages create action. One way to do that is to engage prospects with your sales and marketing efforts. For example, you could have a contest that encourages people to go to your site and enter. So instead of just saying that you want people to buy your snack product, for instance, you could have customers that can go online and vote or create for the new flavor of your snack product. You could make it easy to generate communication, engagement, and involve your sales and marketing efforts in a way that you can sometime just talk to them and aren’t creating dynamic dialogs, then you’re really just giving information. You want to give people consultative advice. You want to be a part of the decision section of AllianceCalifornia.

Located on the east side of Tippin Avenue, San Bernardino International Airport, Southgate is designed for five buildings totaling more than 2 million square feet—and the buildings with the rankings in size from 36,000 square feet to more than 1,000,000 square feet. Infrastructure work, including the extension of Crest Avenue, has already commenced. Construction on the first building in Southgate will begin in early 2008. Although it’s still to be determined whether that initial building will be a speculative or build-to-suit, Southgate will offer both options for customers. Hillwood also is pursuing a 14,000,000 sq. ft. speculative expansion that was completed in 2006. The 600,000 sq. ft. first phase was completed in 2007 as a build-to-suit for Pep Boys. ODW was represented by Mike Lucarelli of ODW.

One of the buildings will offer a one-of-a-kind Office Campus. To be complete in 2009, the 140,000 sq. ft. building will be designed for large companies. The property will be a favored location for such companies.

Trend #5: Future leaders will begin to present problems because they are too busy reaping the rewards of the current opportunities. (Be proactive to future known events.)

Almost every salesperson has been told to be proactive, which means to be taking positive action. How do you know if a certain action is positive? You wait and see. That sounds like a crap shoot with bad odds. Therefore, you need to be proactive to future known events. To determine pre-known events, you need to look at your customer segment and identify what types of events are certain they will be experiencing soon. You then make a proactive move by being first in the market with your solutions to meet those changes that are going to happen. For example, if you put out a new product or service and hope it will work, you’re not actively promoting the product or service. For example, if you put out a new product or service and hope it will work, you’re not actively promoting the product or service. You need to be proactive in the market with your solutions to meet those changes that are going to happen. For example, if you put out a new product or service and hope it will work, you’re not actively promoting the product or service. You need to be proactive in the market with your solutions to meet those changes that are going to happen.

Trend #6: The value you bring today is the future benefit of what you do. (Future benefit is past value.)

Texas-based Hillwood filled a six-building program of the AllianceCalifornia project in Chino after signing Columbus, OH-based ODW Logistics for 340,000 sq. ft. of the project. Westgate Building One, the 1,14-million-sq.-ft. Westgate Building One, located at 310 South Tippincheon Street, was completed in two phases. ODW will represent the 500,000 sq. ft. speculative expansion that was completed in 2006. The 600,000 sq.-ft. first phase was completed in 2007 as a build-to-suit for Pep Boys. ODW was represented by Al Leon of Leon Brothers while Hillwood was represented by Peter B. McWilliams, Ruben V. Goodsell and Michael McCrary of Colliers International.

Including two buildings at Southgate, Hillwood is on track to complete 12 industrial buildings totaling 5.7 million sq. ft. in four different developments within the United States. By 2008, two of the buildings will be build-to-suit for Michelin and FedEx. The others are speculative or build-to-suit for local companies.

RangeCreations will occupy three floors in the 12-story Southgate Building Two. hillwood is developing the building as a build-to-suit for Michelin and FedEx. The others are speculative or build-to-suit for local companies.

RangeCreations will occupy three floors in the 12-story Southgate Building Two. Hillwood is developing the building as a build-to-suit for Michelin and FedEx. The others are speculative or build-to-suit for local companies.

Since December 2000, when Hillwood named David McWilliams as the master developer of the project, more than 8.1 million square feet have been sold or occupied at AllianceCalifornia. Several leading global companies now have major facilities there. These include Kohl’s, Mattel, Stater Bros., Pact, and Medline.

Further information about HillwoodInvestmentProperties.com can be found at www.hillwoodinvestmentproperti es.com.
One would think there wouldn’t be a need for recession planning. We should see them coming. The constant sine wave of business cycles makes recessions as inevitable as surging tides. Of course, if you have an accountant, they probably know this. Still, like hurricanes, recessions come along once in a while, and occasionally one will wreak havoc on the shoreline. One of the great business models that can teach how to weather recessions is seasonal retailers. For instance, there’s a small business around the corner that sells swimming pools and backyard leisure items in the summer. Yet, when seasons change their business needs, you can bet the farm that their display changes to snow blowers, wood stoves and chainsaws in September, and Christmas lights in December. Recessions come as regularly as seasons, just not as often. Business owners and consumers in each alike should be prepared for them just as they prepare for winter. So here’s a guide for business owners to handle recessions, and the inevitable boom that follows.

2. Sales and Representatives. If you have a sales force, the sales section of Quickbooks shows you sales by individual reps. This will tell you who’s doing the best job and who needs improvement.

3. Customers and Receivables. The customers and receivables section of Quickbooks will show you when invoices and accounts receivables aging details. New you will know how long it takes you to get paid and how many outstanding invoices there are for each period. This is crucial since the amount of time it takes you to collect has a direct impact on your cash flow.

There are many dangers of financial complacency, and when economic slowdowns occur, the business is blind-sided. Collections are abnormally slow, expenses are high, and it’s a scramble to get rid of bad habits developed during bubbling economic booms. Pretty soon the “Going Out of Business” sign appears on the front of your business, and that’s the bad news. Be careful to differentiate between crucial advertising that bring in sales and advertising that which doesn’t. Ask customers how they heard of you. Offer coupons that may be in so you can track what the expenses are, when income increases, and in what categories.

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### Meeting Facilities

**Ranked By Total Square Feet of Meeting Facilities**

<table>
<thead>
<tr>
<th>Facility Address</th>
<th>Meeting Rooms</th>
<th>Total Sq. Ft.</th>
<th>Largest Meeting Capacity</th>
<th>Year Last Renovated</th>
<th>Owner Headquarters</th>
<th># of Rooms</th>
<th># of Suites</th>
<th>Room Rate Range</th>
<th>Amenities</th>
<th>General Manager</th>
<th>Contact Phone/Email</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fairplex</strong></td>
<td>5</td>
<td>105,500</td>
<td>500</td>
<td>1994</td>
<td>N/A</td>
<td>7</td>
<td>1</td>
<td>$600-7500</td>
<td>Food Court, On-Site Catering, Located at Texas Station, Ample Parking, New Restrooms, Ample Parking</td>
<td>Dayton Richards</td>
<td>714-731-1666</td>
</tr>
<tr>
<td>Fairplex</td>
<td>26</td>
<td>546,800</td>
<td>1500</td>
<td>2005</td>
<td>On-Site Catering, Located at Texas Station, Ample Parking, New Restrooms, Ample Parking</td>
<td>7</td>
<td>1</td>
<td>$600-7500</td>
<td>Food Court, On-Site Catering, Located at Texas Station, Ample Parking, New Restrooms, Ample Parking</td>
<td>Dayton Richards</td>
<td>714-731-1666</td>
</tr>
<tr>
<td><strong>Palm Springs Convention Center</strong></td>
<td>20</td>
<td>192,000</td>
<td>800</td>
<td>1998</td>
<td>City of Palm Springs</td>
<td>7</td>
<td>1</td>
<td>$59-250</td>
<td>Food Court, On-Site Catering, Located at Texas Station, Ample Parking, New Restrooms, Ample Parking</td>
<td>James Dunn</td>
<td>760-325-7766</td>
</tr>
<tr>
<td><strong>Ontario Convention Center</strong></td>
<td>84</td>
<td>9,860</td>
<td>300</td>
<td>1997</td>
<td>City of Ontario</td>
<td>7</td>
<td>1</td>
<td>$15-300</td>
<td>Food Court, On-Site Catering, Located at Texas Station, Ample Parking, New Restrooms, Ample Parking</td>
<td>James Dunn</td>
<td>760-325-7766</td>
</tr>
<tr>
<td><strong>NOS Events Center</strong></td>
<td>11</td>
<td>40,000</td>
<td>National Orange Show Corp</td>
<td>1990</td>
<td>San Bernardino, CA</td>
<td>7</td>
<td>1</td>
<td>$15-300</td>
<td>Food Court, On-Site Catering, Located at Texas Station, Ample Parking, New Restrooms, Ample Parking</td>
<td>Jeff Stall</td>
<td>760-325-7766</td>
</tr>
<tr>
<td><strong>Reno-Tahoe International Airport</strong></td>
<td>22</td>
<td>18,000</td>
<td>2000</td>
<td>1999</td>
<td>Sparks Nevada</td>
<td>7</td>
<td>1</td>
<td>$29-99</td>
<td>Food Court, On-Site Catering, Located at Texas Station, Ample Parking, New Restrooms, Ample Parking</td>
<td>Jeff Stall</td>
<td>760-325-7766</td>
</tr>
<tr>
<td><strong>La Quinta Resort &amp; Club</strong></td>
<td>13</td>
<td>40,000</td>
<td>1,000</td>
<td>2004</td>
<td>La Quinta</td>
<td>7</td>
<td>1</td>
<td>$15-300</td>
<td>Food Court, On-Site Catering, Located at Texas Station, Ample Parking, New Restrooms, Ample Parking</td>
<td>Jeff Stall</td>
<td>760-325-7766</td>
</tr>
<tr>
<td><strong>Riverside County Fairgrounds</strong></td>
<td>3</td>
<td>13,000</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>7</td>
<td>1</td>
<td>$29-99</td>
<td>Food Court, On-Site Catering, Located at Texas Station, Ample Parking, New Restrooms, Ample Parking</td>
<td>Jeff Stall</td>
<td>760-325-7766</td>
</tr>
<tr>
<td><strong>Marriott's Desert Springs Resort &amp; Spa</strong></td>
<td>31</td>
<td>24,650</td>
<td>1997</td>
<td>Marriot Corporation</td>
<td>7</td>
<td>1</td>
<td>$29-99</td>
<td>Food Court, On-Site Catering, Located at Texas Station, Ample Parking, New Restrooms, Ample Parking</td>
<td>Jeff Stall</td>
<td>760-325-7766</td>
<td><a href="mailto:jeff.stall@hilton.com">jeff.stall@hilton.com</a></td>
</tr>
<tr>
<td><strong>Reno-Tahoe International Airport</strong></td>
<td>20</td>
<td>10,000</td>
<td>2000</td>
<td>2004</td>
<td>La Quinta</td>
<td>7</td>
<td>1</td>
<td>$15-300</td>
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<td>Jeff Stall</td>
<td>760-325-7766</td>
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<tr>
<td><strong>Indian Wells Tennis Garden</strong></td>
<td>47</td>
<td>35,000</td>
<td>1999</td>
<td>Indian Wells</td>
<td>7</td>
<td>1</td>
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<td>Food Court, On-Site Catering, Located at Texas Station, Ample Parking, New Restrooms, Ample Parking</td>
<td>Jeff Stall</td>
<td>760-325-7766</td>
<td><a href="mailto:jeff.stall@hilton.com">jeff.stall@hilton.com</a></td>
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<tr>
<td><strong>Riverside Convention Center</strong></td>
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<td>City of Riverside</td>
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<td>1</td>
<td>$15-300</td>
<td>Food Court, On-Site Catering, Located at Texas Station, Ample Parking, New Restrooms, Ample Parking</td>
<td>Jeff Stall</td>
<td>760-325-7766</td>
<td><a href="mailto:jeff.stall@hilton.com">jeff.stall@hilton.com</a></td>
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<tr>
<td><strong>Wynn Las Vegas</strong></td>
<td>35</td>
<td>15,750</td>
<td>1800</td>
<td>1997</td>
<td>American Property Management, Inc.</td>
<td>7</td>
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<td>$29-99</td>
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<td>Jeff Stall</td>
<td>760-325-7766</td>
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<tr>
<td><strong>DoubleTree Hotel Orlando</strong></td>
<td>15</td>
<td>12,000</td>
<td>2000</td>
<td>Orlando</td>
<td>7</td>
<td>1</td>
<td>$15-300</td>
<td>Food Court, On-Site Catering, Located at Texas Station, Ample Parking, New Restrooms, Ample Parking</td>
<td>Jeff Stall</td>
<td>760-325-7766</td>
<td><a href="mailto:jeff.stall@hilton.com">jeff.stall@hilton.com</a></td>
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<tr>
<td><strong>Mariott Ontario Airport</strong></td>
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<td>2000</td>
<td>Sacramento Airport</td>
<td>7</td>
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<td>Jeff Stall</td>
<td>760-325-7766</td>
<td><a href="mailto:jeff.stall@hilton.com">jeff.stall@hilton.com</a></td>
</tr>
<tr>
<td><strong>Hyatt Grand Champions Resort</strong></td>
<td>14</td>
<td>7,000</td>
<td>1999</td>
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<td>7</td>
<td>1</td>
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<td>Jeff Stall</td>
<td>760-325-7766</td>
<td><a href="mailto:jeff.stall@hilton.com">jeff.stall@hilton.com</a></td>
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</tbody>
</table>

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employment over 43 months. And while the overall contraction in California in the wake of the 2001 recession was similar to prior recessions (-2.2%), it took an abnormally long time to hit bottom (24 months), and an even more abnormally long time to recover (42 months).

Neither of the most recent recessions fit this short but sharp pattern of the other eight recessions. In both cases, this was because a structural shift in California's manufacturing industries changed the usual layoff and recovery dynamic. In 1990, the post-Cold War collapse of aerospace employment exacerbated job loss and delayed the overall recovery, as slow-intensive growth in other sectors had to make up for the lack of any quick recovery of these manufacturing jobs. A similar story surfaced in 2001: a major, permanent contraction in manufacturing without a recovery led to a prolonged weakness in overall payroll employment—except this story now held true across the U.S.

This analysis of payroll employment suggests two types of recessions. The first is a V-shaped, manufacturing driven recession, with a roughly 2.5% contraction in California non-farm payroll employment over 10 months, that almost fully recovers within the next year—sharp, but quick. The last two recessions combine some cyclical job loss (mostly in construction) with a substantial permanent job loss in manufacturing, showing both a deeper decline in the next year—sharp, but a longer road to recovery.

Do we see similar patterns in other indicators of California's economic activity? While there are several indicators we might look at in a historical context, a quick option that is available is with AppleOne, you hire the right candidate without higher fees. Call Today! (800) 564-5644 www.appleone.com

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Ontario...
continued from page 1

“Mixed-use” is also the theme of the Piemonte development at the old Chevron Center site, just west of the Ontario Mills Mall. A large retail portion is already up and running with the new Target, PetSmart and Best Buy stores. Along with that are apartments running east from Haven Avenue. This leads to further retail at the giant Mathis Brothers complex just west of Milliken.

Needless to say, the crown jewel of all of this development will be the Citizens Business Bank Arena. The minor league Ontario Reign hockey team will begin their season this fall as the premier event at this new venue. A Lakes-Sonic game is scheduled for shortly after that. Since the arena is run by the same company that runs the Staples Center in L.A., it is presumed that any number of concerts and shows that appear there will also come out here.

That is the good news. The bad news is that the dark cloud of recession hung over the evening. NAIOP, the National Association of Industrial and Office Properties conducted a pre-show panel discussion on ways to survive the current downturn. This is where a lot of that whistling that I mentioned earlier was heard. Yes, they agreed that a "constipation of capital" was causing problems. Personal bankruptcy and lack of consumer confidence were elements to be sure, but so was corporate debt and competition from overseas. Even the media's need to sell bad news was blamed.

Still, India and China were seen as good developments for the Southern California shipping and logistics industries. The deep-water port of Long Beach will need what we have to offer out here. The cheap land, of which we have heard so long, is another positive element, as is cheap square footage for both warehousing and office space. Times may be hard, but the Ontario marketplace was presented as being in a strong competitive position for the days ahead.

Little was said of politics, state or federal legislation, or prohibitions. There was a comment that the best way to bust through the next year and a half will be if the regulators got out of the way. Details were not forthcoming.

After the panel session, the big sound and light show began. This has been a signature of Ontario's State of the City event for several years now. With the usual sound and light show, Mayor Paul Leon appeared on stage to welcome everyone and encourage them to invest in Ontario. He reminded us that many of the projects that were presented as renderings last year, had moved forward and were now under construction.

A booming megawatt HD audio video show followed with the city council and several developers speaking out about the positive mood in the air. This part of the evening continued on page 25.

April 19th (10:00 a.m. to 4:00 p.m.) at the Kollmorgen West Conference Center at Cal Poly, 3801 Temple Avenue, Pomona, CA

Join the fun—
• Luncheon included
• 150 Silent Auction Items and over 65 Door Prizes
• Crazy Hat Contest With Prizes for the Funniest, Prettiest and Most Original
• Scavenger Hunt
• Entertainment
• Vendor Booths and Networking

Asking attendees to bring a toiletry item or a baby item that For You will be donating on behalf of all members and guests to a homeless women's shelter.

Get your ticket NOW: $40 for members and $45 for guests. Make check payable to For You Network and mail to Robbie Motter, 27701 Murrieta Road #30, Sun City, CA 92586.

NO TICKETS WILL BE SOLD AT THE DOOR

Ontario...
continued from page 24
closed with a big preview of the new arena.

Following that was the traditional buffet and chat fest. It was to the credit of Bob Brown and his people at the Ontario Convention Center that they turned the lights up this year. According to Ontario’s Economic Development Director, Mary Jane Olhasso, the biggest complaint that was received in the past was that the haunted house atmosphere of the mixer room.

Missing this year were the little conference centers where people interested in the airport or Piemonte or downtown might have been able to congregate to gather info. Instead things were wide open and conversations happened spontaneously.

Also missing were the overseas investors. In past years it was not uncommon to run into a capital group from Singapore. This year the attendees seem to be mostly Ontario people. To be fair, many were new to town, having been transferred from corporate to set up shop here.

New executives from new companies were much in evidence. Turner, who is constructing the arena; Panattoni, who are building the Piemonte project; Brookfield Homes; who are still building and selling residential developments; and Oliver/McMillan of the continued on page 31.

Sunrise Airport Parking, Inc.
1236 East Airport Dr.
Ontario, CA
Pat Chavez Preston
and Genet Chavez Gomez Owners

Tuxedo Junction

Don't miss this months restaurant reviews on pages 36 & 37
UCLA forecast... continuing 5.9% in December and January. Jean Habib, Goldman Sachs, believes the California's economy to be "bouncing." The Financial Times reports that "California, the biggest state economy in the U.S., is either in recession or on the brink of recession, many economists now believe." Increases in unemployment, while often associated with economic contraction, are not always so. We have been looking at the weak housing market and the collapse of the sub-prime industry and their disconnection from the economic cycle for over the past year. The implication to us was higher unemployment, but no contraction in employment in the state. These unemployment numbers are consistent with our forecast from last December and do not give us pause to alter the forecast significantly. What they do, is to cause us to ask, when will labor market return unemployment and why if we are having growth is the unemployment seasonally adjusted? First let's take a look at the facts. California has been adding to its workforce at a rate of 72,000 workers per quarter in 2007, almost one half million faster than in 2006. What has happened to these 288,000 new labor force entrants? Many found jobs, but not all. The California economy only created a net 26,000 jobs per quarter last year, 46,000 shy of what would have been required to keep the unemployment rate from going up. Even at 2006 levels of labor force growth, this disparity would cause an increase in unemployment. When growth in the labor force exceeds the population increase, as it did in 2007, the labor force participation rate goes up. This occurs sometimes in a bad labor market as families try to find work, multiple workers to make ends meet, but the usual response is for participation to go down. Prior to 2001 when the labor force was less common, there were recessions...
Top Travel Agencies
Ranks By Sales in the Inland Empire (2007)

<table>
<thead>
<tr>
<th>Name of Agency</th>
<th>Yearly Sales</th>
<th>City/State</th>
<th>Mail Address</th>
<th>Phone/Fax</th>
<th>Mailing Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carbon Wagner Travel</td>
<td>42 million</td>
<td>19</td>
<td>15 %</td>
<td>500 %</td>
<td>ADO</td>
</tr>
<tr>
<td>Sungard Adventures-Carbon Wagner Travel</td>
<td>9.3 million</td>
<td>15</td>
<td>50 %</td>
<td>100 %</td>
<td>ADO</td>
</tr>
<tr>
<td>Maxim Travel</td>
<td>American Express</td>
<td>8 million</td>
<td>60 %</td>
<td>100 %</td>
<td>ADO</td>
</tr>
<tr>
<td>All-Fly Travel-American Express</td>
<td>7.5 million</td>
<td>60 %</td>
<td>100 %</td>
<td>ADO</td>
<td>100 imagined</td>
</tr>
<tr>
<td>Laura's Travel Service, Inc.</td>
<td>7 million</td>
<td>WND</td>
<td>100 %</td>
<td>100 %</td>
<td>ADO</td>
</tr>
<tr>
<td>Carbon Wagner Travel/University Travel</td>
<td>5.5 million</td>
<td>60 %</td>
<td>100 %</td>
<td>ADO</td>
<td>100 imagined</td>
</tr>
<tr>
<td>International Travel</td>
<td>5.3 million</td>
<td>60 %</td>
<td>100 %</td>
<td>ADO</td>
<td>100 imagined</td>
</tr>
<tr>
<td>Sarah You Travel, Inc.</td>
<td>5 million</td>
<td>60 %</td>
<td>100 %</td>
<td>ADO</td>
<td>100 imagined</td>
</tr>
<tr>
<td>MTS Travel</td>
<td>4 million</td>
<td>60 %</td>
<td>100 %</td>
<td>ADO</td>
<td>100 imagined</td>
</tr>
<tr>
<td>Carbon Wagner Travel/Travel Expres</td>
<td>4 million</td>
<td>60 %</td>
<td>100 %</td>
<td>ADO</td>
<td>100 imagined</td>
</tr>
<tr>
<td>Golden Globe Travel Bureau</td>
<td>1.8 million</td>
<td>60 %</td>
<td>100 %</td>
<td>ADO</td>
<td>100 imagined</td>
</tr>
</tbody>
</table>

1. Leopard vs. AOL

I recently took a task to help put out the new OS X 10.5 with so many bags that my AOL would not work. Attachments and the address book were the biggest problems. One of the features was work around programs, ways to make AOL do what you want even if it didn't want to. These worked, but they made me wonder if the ability to run AOL on a Mac was ending.

Well, somebody up in Cupertino must be reading my column because by the middle of February, Apple put out an upgrade for Leopard. OS X 10.5.2 fixes most of the problems I had described. Attachments now work. The address book now accepts attachments. The need to do a click-click-and-drags that you should have to is gone.

The strange part about this is that Leopard, the World's most expensive software in the world, certainly the World's most expensive click-and-drag than you should have to do to work. Apple sing's praises of this update for its changes in things like the hierarchy of things, the functions of your cable modem, the responsive web and the translucent menu bar. They said nothing about fixing AOL.

There is still some bad news here. AOL has been sending out beta tests of a new desktop. Take my word for it, you don't want to download this. It loses email. It prevents you from reading e-mail and the HID DVD contacts. At least local retailers would not discuss the matter with me and I was forced to make a call myself because of my bad luck in the Betamax vs. VHS wars of the 80s. Well, the unofficial results are in. A Warner Bros. representative has stated, "A two-format landscape has led to consumer confusion and indifference." With that Warner Bros. has announced a decision to go fully with Blu-ray. Thus it would appear that we have seen the last of the HD DVD format.

On Demand, which is one of the functions of your cable channel 1 selection, has movies available for $3.99 on the day they come out in DVD. Of course, you only see them once after this, not the same day. TiVo, and its competition, are changing, showing signs of confusion. I then told AOL about the news.

Their response was "Well you have to understand, this is a beta test." I guess that excuses bad service.

You can or subscribe to a service like NetScap to send your DVDs. Apple now rents movies through its iTunes service. You have 30 days to watch these, but once you start it, you have to complete it in 24 hours or it will delete itself.

Still, content delivery is becoming one of the new service businesses of the 21st century. Some On Demand services even release films before they hit the theater. Note that these are mostly independent productions. Don't look for an advance screening of the latest Batman or Indiana Jones' movies. They won't be out until May. If you want to see them in your living room early, you will have to buy one of those bootleg copies that the guy out side the laundromat is selling.

I told one of those guys that what he was doing was illegal, and he told me that it was hardly a crime compared to what the big companies do. I think I would rather have the new Leopard system this fall, as well as newer movies, TiVo and its competitors, Cash On Delivery, so you can also sell your content for downloading. You can or subscribe to a service like NetScap to send

UCLA forecast...

continued from page 27

In California in the 4th quarter the number of job losses is uneven across the growth. When looked at by regions, we see Los Angeles and the Bay Area doing reasonably well, San Diego and Imperial in the positive zone, and the balance of the state limping along between positive and negative or just negative. 

On a year-over-year basis, California gained 104,000 jobs in Q4 2007. Most of these were in Los Angeles and the Bay Area. 

From the 3rd quarter to the 4th quarter the Inland Empire, hard hit by the slowdown in container imports, and heavy exposure to sub-prime and other mortgage financing, showed signs of job growth. In part, this is due to the fact that employment in the household survey, is by residence of the employee and there are a large number of Inland Empire residents commuting to Los Angeles. The other factor was that the job growth came from the service sectors catching up to the rapid growth in the population (the region grew by 347,000 people from 2005 to 2007). 

So, a little less than half of the increase in unemployment in California is due to the inland regions, central coast and Orange County where job employment is contracting. Looked at this way, the sharp rise in unemployment in California is less a symptom of a state slipping into a recession than a sign of the state comprised of many different regional economies. Finally, we should comment on the job loss reported for January. On a seasonally adjusted basis the state lost about 20,000 jobs. This is roughly the amount of jobs lost in the movie industry alone due to the WGA strike. Since the WGA strike was a temporary work stoppage, and is now settled, we do not read too much

continued on page 30
UCLA forecast... continued from page 29

Forecast and Conclusions

Our forecast is for a very weak California economy in 2002. The double whammy of construction and financial activities job loss will continue to drag at the economy, keeping overall job growth slightly negative for two more quarters. The unemployment rate will top out at 6.3% by the end of the year, and real income and real taxable sales will both show small losses in the first half of the year.

Yet, we maintain that this very lackluster economy should not be described as a recession. First and foremost, there has never been a California recession without a national recession, and we are not forecasting a national recession. While the continuing loss of mortgage-related employment does fit our conceptual model of a structural shock to the economy (like 1990 and 2001), both the current state of the California economy and our forecast fall short of the weakness in previous historical episodes that we’ve chosen to label recessions. Both statistically and conceptually, today’s economy is something new — sticky, but new. Based on comparing the current economy to past recession episodes, we once again conclude that real estate weakness will remain a significant drag on the economy, leaving us treading water in 2008 — but not slipping under the waves into recession.

Indian Gaming Facilities

<table>
<thead>
<tr>
<th>Casino Address</th>
<th>City, State, Zip</th>
<th>F of Employees</th>
<th># of Slot Machines</th>
<th>Year Established</th>
<th>Games</th>
<th>Amenities</th>
<th>Restaurant/ Lounge</th>
<th>Slot Poker</th>
<th>Table Poker</th>
<th>Title Table</th>
<th>Title Poker</th>
<th>E-Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agua Caliente Casino 1</td>
<td>11503 Bob Hope Dr. Rancho Mirage, CA 92270</td>
<td>930</td>
<td>1,000</td>
<td>2002</td>
<td>BlackJack, 3 Card Poker, Craps, Roulette, Let it Ride, Pai Gow Poker, Mini-Baccarat</td>
<td>Western Tour of Poker</td>
<td>N</td>
<td>N</td>
<td>Scott Cooper</td>
<td>General Manager</td>
<td>(760) 775-3299 (800)</td>
<td>N</td>
</tr>
<tr>
<td>Augustine Casino 2</td>
<td>64-660 Av. 34 Cathedral City, CA 92234</td>
<td>549</td>
<td>752</td>
<td>2002</td>
<td>BlackJack, Simple 21, Spanish 21, 3 Card Poker</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>Robert Juan</td>
<td>General Manager</td>
<td>(760) 777-1010 (800)</td>
<td>N</td>
</tr>
<tr>
<td>Cabazon Casino 3</td>
<td>12500 Highway 74 Anza, CA 92514</td>
<td>520</td>
<td>308</td>
<td>1995</td>
<td>BlackJack</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>David Cervas</td>
<td>General Manager</td>
<td>(951) 763-1297 (800)</td>
<td>N</td>
</tr>
<tr>
<td>Fantasy Springs Resort Casino 4</td>
<td>74-350 Indio Springs Pkwy. Indio, CA 92201</td>
<td>N/A</td>
<td>2,000</td>
<td>1983</td>
<td>Slot, BlackJack, Poker, Asian Games, California Cucos, Video Roulette</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>Paul Renz</td>
<td>General Manager</td>
<td>(760) 347-9900 (800)</td>
<td>N</td>
</tr>
<tr>
<td>Palm Canyon Sp &amp; Resort 7</td>
<td>71154 Highway 76 Palm, CA 92261</td>
<td>2,000</td>
<td>2,250</td>
<td>2001</td>
<td>BlackJack, Roulette, Craps, Mini-Baccarat, Pai-Gow Poker, Poker, Video Poker</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>Jerry Tan</td>
<td>President of Casino</td>
<td>(760) 779-0411 (800)</td>
<td>N</td>
</tr>
<tr>
<td>Soboba Casino 10</td>
<td>22323 Soboba Road San Juan, CA 92575</td>
<td>96</td>
<td>2,000</td>
<td>21</td>
<td>BlackJack, 3 Card Poker, Let it Ride, Bingo</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>Richard Kitay</td>
<td>General Manager</td>
<td>(951) 673-3000 (800)</td>
<td>N</td>
</tr>
<tr>
<td>Spa Resort Casino 11</td>
<td>1-2035 East Palm Canyon Dr. Palm Springs, CA 92262</td>
<td>1,120</td>
<td>1,000</td>
<td>2003</td>
<td>Double-Deck BlackJack, BlackJack, &quot;Hot Walls&quot;, Craps, Mini-Baccarat, 3 Card Poker, 4 Card Poker, Pai-Gow Poker, Spanish 21</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>David Fedrick</td>
<td>General Manager</td>
<td>(760) 863-1000 (800)</td>
<td>N</td>
</tr>
</tbody>
</table>
REAL ESTATE NOTES
continued from pg. 15

predicted to receive more than 450,000 new residents during the next five years. Part of the report is the Inland Empire National Retail Index (NIK), a study that ranks 43 retail markets based on a series of 12-month forward-looking data. Some of the key results showed that ranks 43 retail markets based on a series of 12-month forward-looking data. Some of the key results showed that

RedFusion Media™ wins five ADDY® awards

RedFusion Media™, the Inland Empire’s leading creative and content maintenance company, was honored at the 2008 American Advertising Federation ADDY® Award Gala, held at the historic Mission Inn in Riverside last April 15. With over 60,000 annual entries nationally, the ADDY® Awards are undoubt- edly the world’s largest and most prestigious advertising competition, recognizing creative excellence and execution in all forms of advertising media, serving over 50,000 professionals in the advertising industry represented by 200 American Advertising Federation clubs and 15 districts. The annual awards event was presented by the American Advertising Federation, Inland Empire, in the fi rst level of the three-tier competition. At the second level of the contest, local winners compete against win- ners from 15 other district competitions. The fi nal tier represents the national level of the ADDY® awards. This year’s local contest received a record 455 entries, making the Inland Empire’s contest the largest competition in the Inland Empire.

Top honors of a Gold ADDY® award were garnered by the firm for the design of a product brochure for the San Bernardino County Museum’s new Hall of Geographical Wonders. The brochure will now advance to compete at the regional level. Molly Burgess, RedFusion’s creative copywriter for the job, accepted the award. The honors are project team members Ron Burgess, creative consultant; Jeff Robertson, graphic designer; Fred Armenta, producer; Margaret Rippetoe, production manager, and Crown Enterprises.

Also receiving awards in the category of Interactive Media (Website development) were some of RedFusion’s clients. One is Angeles-based real estate brokerage firm; St. Francis, Cumberland, and Clear Creek Dioceses, San Bernardino California Welcome Center, and the Redlands Community Music Association (The Redlands Bowl). Webmasters and designers honored for their contribution to these websites include RedFusion Media team members Jon Burgess, Cindy Burren, Richard Rutherford, Vincent Sanchez, Aaron Wehr, and Tom Windekeeth. Members also attending the awards ceremony were Lee Burton and Patsy Prince.

RedFusion Media™ is the leading comprehensive Web development, content maintenance, and Internet marketing company serving a client extending from Southern California across the U.S. The firm provides comprehensive services for clients, combining content development with marketing and targeting strategies by using proven techniques in search engine optimization (SEO) to assist businesses to fully develop their E-commerce capabilities.

Combining traditional design and new media, the firm provides branding, target- ing advertising, and rich Internet applications as well as print design and colla- teral publication fulfillment capabilities. The company’s ofﬁ ces are located in historic downtown Redlands. For more information visit RedFusion’s Website at www.RedFusionMedia.com.
The Steakhouse at Agua Caliente is not where I left it. It's been moved to the other hallway, right outside the new hotel lobby and just up from the new swimming pool! In moving it they have enlarged it greatly. The quality and the atmosphere remain as good as I remembered it from the last time a couple of years ago.

The little alcove booths are bigger now, seating six. There is even a "chef's table" facing the kitchen. (This is becoming a big new thing for area restaurants.) Still it is possible to enjoy an intimate dinner.

As it happened, we arrived on a Sunday night to get a preview of the menu for an event scheduled for Monday. Even so, Chef Marc Mederos went out of his way to prepare some special treats for us. He even selected the development of the Indian casino business growth here in California. Barely a decade ago they were portable rooms for slot machines and a couple of card tables. Today, as places like Morongo and Pechanga have already proven, Vegas-class getaways are just down the road. Agua Caliente's Steakhouse joins the brotherhood. I hope to at some later date revisit the facility to enjoy the hospitality of the new hotel.

My expectations are high. I will let you know what happens. In the meantime, a visit to the California's low desert deserves a stop at Agua Caliente's Steakhouse.

Agua Caliente's Steakhouse is located at 32-250 Bob Hope Drive in Rancho Mirage. The reservation number is 769-202-6008. Don't get confused. Their sister cafe, The Spa in downtown Palm Springs, has a Steakhouse as well. I haven't eaten there, yet!

The Steakhouse has developed a regular clientele, as I noticed the help has begun to recognize their regulars. And the regulars dress better. When the Steakhouse was back down the hall, people would drift in from the slots and tables in cut-offs, tank tops and sandals. That is appropriate wear for the desert, but the Steakhouse deserved better.

By the way, the regular menu is impressive. It includes a 32-ounce rib eye steak and a surf and turf with 10 oz. filet and 12 oz. Australian lobster tail. Prime chateaubriand for two is carved tabletop, as it should be. By the time you read this, the new hotel portion of Agua Caliente should be opening. It will have some 340 rooms with a spa, pool and tennis complex. A new 2,000-seat entertainment auditorium is scheduled to open next December. I am told that an outdoor patio may allow for cigar and wine dinners. (Cigar laws can be so confining.)

This is all a logical part of the expansion of the Indian casino business growth here in California. Barely a decade ago they were portable rooms for slot machines and a couple of card tables. Today, as places like Morongo and Pechanga have already proven, Vegas-class getaways are just down the road. Agua Caliente's Steakhouse joins the brotherhood. I hope to at some later date revisit the facility to enjoy the hospitality of the new hotel.

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Managers and American companies, regardless of size, have begun to experience an unfamiliar sinking feeling. All private sector outgrowths from agriculture to real estate, are discovering that highly touted “solutions” such as computer technologies, international free trade agreements, communications technology, and biotechnology, aren’t solving much of any-thing.

One of the nation’s largest and most sophisticated companies is shifting their operational headquarters overseas to be near­er its workforces and banks. One of the results is the fall of the dollar by nearly a third of its value only five years ago.

Author Davis notes for his book “Turnaround,” which is a virtual manual on making companies profitable once more, believes it is time that corporate leadership woke up to real­ity. Thoughts such as “comple­xity is not a problem in my company,” “fraud is not a prob­lem in my company,” and “my employees are the ones who are only self-deceiving.” Davis notes there are 12 deadly failures of management:

1. Failure to recognize changing market conditions and act on them.
2. Failure to control costs, corresponding during good times.
3. Failure to continually rationalize the organization.
4. Failure to act on substan­dard performance.
5. Inability to think "outside the box."".
6. Failure to delegate.
7. Failure to define market strategies.
8. Failure to demand implementation of marketing plans.

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The leaders of many American companies, regardless of size, have begun to experience an unfamiliar sinking feeling. All private sector outgrowths from agriculture to real estate, are discovering that highly touted “solutions” such as computer technologies, international free trade agreements, communications technology, and biotechnology, aren’t solving much of any-thing.
The Loma Linda Chamber of Commerce will host the Business Expo 2008 on Wednesday, April 9th, 10:00 AM - 2:00 PM at the Loma Linda Plaza. Don't miss this outstanding opportunity to reach the Loma Linda community by showcasing your product or message. Showcase your business, service or organization to the community. The Expo will feature over 100 exhibitors with a wide variety of local businesses. Attendees will have the opportunity to network and learn about the latest products and services available in the area. The Expo is open to the public and is free to attend.

INLAND EMPIRE
People and Events

The 50th Anniversary of National Library Week is April 13-19, 2008. How fitting that while patrons across the nation enjoy various festivities to honor this anniversary, the residents of Fontana will commemorate the week with both a premier Mayor's Gala event and an open house of the new 93,000-square-foot regional Lewis Library and Technology Center.

City of Indio's Queen Scheherazade Desiree Porras, Dynazade Courtney Lee, and Princess Jasmine Rita Sandoval, where guest speakers at the Mayor's Breakfast. Indio Mayor is pictured on the right.

On Sat., April 12 beginning at 9:00 am, the honorary procession including the Fontana High School Band, cheerleaders, dignitaries, coaches and athletes will follow the torch carrier for the Special Olympics across the fields at the Fontana High School Stadium, 943-5 Citrus Avenue. The free event is an “area game” where hundreds of athletes within the Western San Bernardino Area Games compete by age in a variety of sporting events including aquatics, athletics, basketball, boice, golf, gymnastics, and tennis.

The 2007 Lake Elsinore Education Summit was held last month. Students were able to explore career fields as they toured the concourse at the Storm Stadium.

Pomona Mayor Norma Torres addressed over 300 community leaders at the State of the City Address. Her theme was “Bringing it all together.” Attendees were treated to a video and address showing many pieces of Pomona coming together.

Palm Springs' Mayor Steve Pougnet with Palm Springs' Chamber President Roman Whitaker during the State of the City Luncheon.
Sonora, California:
Gold Rush town is chock-full of shops, antiques and activities

By Cary Ordway

If stories of Donner Pass and snowy blizzards in the Sierra Nevada are keeping you at lower elevations during the winter months, try venturing just a little ways into the Sierra foothills for a rewarding stay in one of the charming historic towns along scenic Highway 49.

The hills and vegetation in this part of California offer great relief from the monotony of the San Juaquin Valley just a few miles to the west. The country roads are crooked, all right — and Highway 49 probably is the worst offender here — but the trees, streams, meadows and frequent vistas are a treat for anyone who loves to travel scenic byways.

The town of Sonora was our recent choice for a base of operations in this gorgeous countryside. Perhaps the most scenic town in the area, Sonora has a long main street of western storefronts with plenty of nearby historic homes, not to mention a couple of spectacular church steeples that make it great for taking pictures. Sonora is chock-full of antique shops, as well as small, but interesting shops and restaurants.

Sonora’s a good place to get a real dose of California history and will be much more interesting for your kids than textbooks. This is a land where the Old West was made up of miners, ranchers and loggers and where families on the frontier lived out primitive lives you see depicted in Hollywood westerns. Gold was discovered near Jamestown in July 1848 and, if you can imagine, there were as many as 20,000 residents living in this part of the state back when town populations were more often counted in triple digits.

We had planned to settle in at the Inns of Sonora, which offer nicely furnished motor lodge-style rooms that are just footsteps from the downtown restaurants and shops. We arrived just after dark following a scenic — but long — drive along Highway 49 over from Oakhurst, south of Sonora. This is a rewarding drive if you have lots of time and you don’t mind hairpin curves in sections where you drive down a mountain and then back up another mountain. For those with less time, an easier way to reach Sonora is to drive the 99 freeway up (or down) the San Joaquin Valley to Modesto and then east to Sonora via Highways 108 and 49.

First order of business was to walk a half a block over to the Outlaws BarBQ and Steakhouse, a fun place with its big, authentic western bar and a cheerful proprietor — Paul Kennedy — who, in fact, looked like he was one of the James Gang. Friendly staff and out-of-this-world barbecue ribs made this a good choice for dinner.

After a cozy night at Inns of Sonora — with plenty of time spent in our in-room Jacuzzi — we dropped in for a big, tasty yet inexpensive country breakfast at Miner’s Restaurant, also downtown. Then it was off to Railtown 1897 or what they call “The Movie Railroad.” It’s located in nearby Jamestown and is a fascinating stop for anyone who has enjoyed Western movies with those loud and powerful steam trains. If you saw a movie with an old-time steam train, chances are the engine and cars came from Railtown 1897, where there is a wall of movie posters illustrating just how many movies featured the trains kept here at this facility. The facility actually is the former Sierra Railway shops and headquarters.

Historic trains and steam engines are on tracks throughout the property and visitors can take their time following sidewalk trails to various parts of the facility. You can walk right up and look inside the roundhouse where several engines were under repair during our winter-time visit. Just a few talented mechanics are charged with this responsibility and seeing all of this up-close makes you appreciate just how challenging it must be to keep all of this old equipment operating properly.

There are plenty of movie stars at Railtown 1897. For example, Locomotive No. 3 has appeared in nearly 50 motion pictures and more than 20 television series, and is still used in the movies today. Most recent use includes the movies “Back to the Future III,” “Unforgiven” and “Bad Girls.” Many of the passenger coaches and cabooses you see also were used in various films.

Just as an aside, Railtown 1897 is operated by the state along with the California State Railroad Museum in Sacramento, one of the country’s best railroad museums. That 100,000-square-foot museum features many actual railcars as well as various real locomotives. A train station replica allows you to see what a 19th Century station was like and, in spring and summer months, the museum offers steam train rides.

Back in Sonora and surrounding Tuolumne County, California history is never far away. We visited nearby Columbia State Historic Park, a theme-park like reconstruction of a real California gold rush town. This is like the historic parks you hear about on the East Coast where people dress in period costumes to take you back to earlier days. Gold was discovered in 1850 in Columbia, and the town quickly grew into a

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