August 2006

Inland Empire Business Journal

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Steve Whatley, co-owner of Quality Printing, was installed as president of the board of directors for the California Association of Business Printers (CABP), affiliated with Printing Industries Association of Southern California (PIASC). Whatley is the only printer from the Inland Empire serving on the 11-member board. Printers from Orange and Los Angeles Counties fill the remaining officer and director positions. Mark Smiley, president/CEO of the Ontario Chamber of Commerce, recently graduated from Institute for Organization Management, a four-year professional development program of the U.S. Chamber of Commerce, held at Loyola Marymount University in Los Angeles. For more than 80 years, associations and chambers have used the U.S. Chamber’s Institute as a training platform for the professional development of their future leaders. Participants receive training in leadership, organization management competencies, as well as targeted curriculum in membership, technology, and financial management.

MISS TEEN USA® Returns to Palm Springs

On Aug. 15, the new MISS TEEN USA® 2006 will be crowned in Palm Springs at the Palm Springs Convention Center.

“We’re thrilled to have them back,” said Jim Dunn, Palm Springs Convention Center general manager. “They were with us in 2003 and 2004, before our expansion, but this is their first year in our new facility.”

And although the pageant itself is still two weeks away, activity is already bustling at the Palm Springs Convention Center, and next door at the Wyndham Palm Springs, which is the headquarters hotel for the event. “There’s always lots of advance activity,” noted Sunny McNair, the Palm Springs Convention Center sales manager who is working with the event promoters, the Miss Universe Organization. “The schedule is really quite hectic, with all the set-up, press activity, preliminary competitions, rehearsals, and such. And, of course, whenever something is going to be broadcast on national television, there is quite a bit of set-up involved.”

The MISS TEEN USA® Pageant will be broadcast live from the Palm Springs Convention Center during prime time on NBC the evening of Aug. 15, then be distributed internationally by NBC Enterprises to over 160 countries. All the MISS TEEN USA® 2006 contestants will be judged in three areas of preliminary competition (interviews, swimsuit competition, and evening gown competition). This part of the competition will not be televised due to time constraints. The contestants with the highest aggregate scores will be selected as semi-finalists. The winner will be named live on the air, and Allie LaForce, MISS TEEN USA® 2005, will be on hand to crown her successor.
DISCOVER LIFE AT THE TOP WITH THE SUMMIT AT SUNSET

Redlands, Calif. — A limited number of homeownership opportunities in charming Redlands invite you to discover a "life at the top" for yourself. Offering a higher level of excellence, The Summit at Sunset Drive beckons you to seek a community that moves the emotions and gratiﬁes the senses. The Summit is far from the ordinary, yet absolutely close to every amenity imaginable with hillsides close to where you live above the ordinary. You won’t want to miss out on a sumptuous new lifestyle here in one of the Inland Empire’s most thriving areas.

The Summit embodies all the space you need with the elegance you desire. Excellently designed in distinguished architecture, every home is impeccably built with the utmost in luxurious comfort in mind. A special collection rare as this is indeed worth discovering.

The Summit features three grids, pools, gracious ﬂoor plans that generously measure from approximately 3,878 to 4,959 square feet with up to six bedrooms and four baths. Each plan is offered in three inspiring interior elevations. Added enhancements include designer décor, stainless steel appliances, master suite retreats, libraries, lofts and bonus rooms. Homes at The Summit are priced starting in the low $1,000,000s.

Residence One, with 3,878 square feet, is highlighted by an unforgettable foyer with a cascading staircase and a large library off the entry. A bay window breakfast nook over a rate his and her walk-in closets plus vanities. This home also has a versatile sixth bedroom option.

The 4,360 square foot Residence Two, with five bedrooms, four baths and two powder rooms, reaches new reﬁnement in the master suite with a luxurious soaking tub. With its sophisticated touch of classic and localizing options near the I-10 and 215 freeways. The Summit at Sunset Drive reigns as one of San Bernardino’s foremost addresses. Residents will bask in an extraordinary lifestyle that caters to every indulgence. A world of outdoor recreational opportunities offered by the neighboring San Bernardino National Forest makes day trips possible on a whim. Whether you’re looking for an invigorating hike or fun and frolic at Big Bear Lake or Lake Arrowhead, residents are sure to appreciate all the vast resources so close at hand.

Perhaps a weekend getaway for some pampering and relaxation is what you had in mind. Palm Springs, in all its glory, is only an hour away. Or head south on I-215 and take advantage of notable attractions along the southern edges of the Inland Empire and into Orange County. Of particular interest is the growing population of the Temecula wineries. Some of the state’s award-winning winners find the countryside here simply sublime.

The Summit at Sunset Drive invites you to reach for the top, so visit today. The sales ofﬁce is location at 708 Sunset Drive North. Take the Ford exit just past the 30 Highway. The sales ofﬁce is open daily from 10:00 am to 6:00 pm.

For more information, please call (909) 794-8393 or visit www.SummitRedlands.com.

Art show marks the opening of the Inland Empire’s "The Summit at Sunset Drive." Artist Examines “What We Think Now” about Iraq

Opinions about Iraq war make up one of three exhibits at UCR/Columbia Museum of Photography from Aug. 5 through Oct. 8. A video installation begins the same night next door at the Sweeney.

The focus is on the young in two of the three new exhibits opening at UCR/Columbia Museum of Photography on Saturday, Aug. 5.

Jonathan Hollingsworth uses large-scale digital prints of young Californians holding signs expressing opinions about U.S. involvement in Iraq, both for and against. That same night, Hollingsworth will launch his recently-published book of the collected pictures from 5:30 to 7 p.m. Signing copies will be available.

"His subjects deliver a surprising and diverse range of responses through remarks handwritten on poster board," said Ciara Ennis, curator at UCR/CMP. "The bold placards and slogans are reminiscent of the protests and demonstrations that were seen during the deeply divisive Vietnam War over 40 years ago," she said.

The subjects are known only by their slogans, their ﬁrst names and locations, but they represent a variety of opinions.

- Jimmy from Westwood, who is framed by the racks of colorful magazines, writes: "We Broke International Law. Punish Us!"
- "I think it’s good we’re in Iraq because it will start to bring more equality and freedom to the people," remarks Kaitlin from Huntington Beach sitting cross legged next to her surfboard.

- "I have an opinion...but I choose not to share due to my allegiance to the U.S. military," states Brian from Palmdale, pictured in front of his white sedan with window sticker supporting President Bush’s 2004 reelection.

The exhibition demonstrates how much is at stake in the current conﬂict in Iraq, and it underscores the importance of asking questions, and recording the answers.

Two other artists will also be featured at the museum.

Alex Soth’s "Sleeping by the Mississippi" is a highly-acclaimed photographic travelogue along the Mississippi River, from a frozen Minnesota to humid Louisiana.

Lise Sarfati’s "American Series" is a slide loop presentation of adolescents in suburbia, set to electronica music. Soth captures the isolated worlds of teenagers, ﬁlled with self-consciousness and longing.

Next door, the UCR/Sweeney Art Center will open video installations from Los Angeles artists, Ben Pruskin and Melissa Longenecker, that fuse text, imagery, and sound to explore psycho-geographic landscapes. Ben Pruskin will exhibit "Le Chateau Des Choses Sauvages." Melissa Longenecker will exhibit "Harvest."
This August in the Inland Empire Business Journal!

Selling Is done to correct it. ................ 35

It's critical to learn the art of bringing harmony out of conflict. Jeffrey Krivos lists 10 insights and tricks of the trade to resolve problems in the workplace. 23

The Good Old Stardust Will Resurrect as the Echelon Place

This August in the Inland Empire Business Journal! The Stardust Resort and Casino will be demolished after 50 years of service to tourists traveling to Las Vegas. Again, another hotel complex will be resurrected called the Echelon Place. This new casino resort will offer much for the traveler. 23

Selling Is Everyone’s Business—Including Yours

Six tips for becoming a super sales coach and a truly valuable employee. 30

Conquering Depression in the Workplace: How It Affects Morale, Productivity and Effectiveness

Management should be aware when employees show a sudden change in personality. It is important to find out what the problem is and what can be done to correct it. 35

...Continued from page 3

Natawa Corporation has reached agreement to provide water and wastewater consulting services for Fiesta Development, which is building an 8,200-home community in the city of Coachella.

It's the first "engineering services" agreements for the Carefree, Arizona-based utility company, which has also reached agreements with a number of developers in the western United States to provide water, wastewater and fiber optic utility construction and financing.

Paul Gagliardi, Natawa's new vice president of engineering services, assisted the company in obtaining the new contracts and will be responsible for providing the engineering services.

Engineering services is a new specialty for Natawa. In the past, the company had focused exclusively on utility construction and financing, as opposed to engineering services. However, the nationally known partners that Natawa subcontract to, have performed this type of work for decades.

Dave Smoot, Natawa's CEO, said the deals are important for the company because it's the first time Natawa has had the opportunity to provide such services, which complement the company's core strategy of being the prime contractor to charge of designing, building, financing and operating those utilities. He also said that because most of its signed contracts to date are for developments still in the planning phases, the revenue generated by these contracts is helpful in making the company profitable sooner.

Paul's background and expertise will help us make sure that our clients in these developments enjoy some of the best water and wastewater consulting services available," Smoot said. "He's the reason we entered this part of the business. Between Paul's, expertise and the capabilities of the partners performing the work, we're now capable of delivering 'soup to nuts' on these utilities.

TICKETS ON SALE continued from page 1

A champagne and chocolate reception will follow the dedication.

Friday evening, Nov. 10, features music by the popular band, Pink Martini, at "Moonlight Matinée." The Desert Willow Golf Resort driving range will be transformed into an entertainment venue, including a concert, food, and wine under the stars.

On Saturday morning, Nov. 11, participants will enjoy two wine and cheese seminars, and later, Palm Desert's renowned shopping destination, El Paseo, becomes a lingering path of wine, art, and cocktails of the world at the "Pageant of the Casks." Enjoy guided art tours, fashion shows, and entertainment.

Food and wine aficidonos will enjoy the ultimate experience at exclusive winemaker dinners on Saturday night. These intimate, limited seating dinners will be held at select Palm Desert venues.

The Art of Food & Wine weekend culminates at the Grand Tasting event on Sunday, Nov. 12, at the palatial grounds of Desert Springs JW Marriott Resort & Spa. The event showcases all participating wineries and restaurants and includes celebrity chef demonstrations. Passports to luxury begin with a Wine Lovers Weekend Pass, with the option of adding golf, wine tours, and other events. Tickets can be purchased online at www.ArtFoodandWine.com. Proceeds from the event benefit culinary and hospitality management higher education in the Coachella Valley. For more information, please call 800-875-2428.

August 2006
**CLOSE-UP**

One Woman’s Efforts to Better San Bernardo

Dr. Mildred Dalton

Hampton Henry is a woman who is very sure of her past and who works to develop a very clear future. Her family name goes back at least as far as her parents, Mr. & Mrs. G. Dalton II in the early 20th century in Arkansas. U.G. Dalton IV, her father, U.G. Dalton III, had founded the Negro Colony in 1921 and opened the general store and gin in the town of Tamon.

It actually was in fact some contact in college between the Dalton family and that of Bernando, her adopted father. Dr. Henry’s motto is “Dare to do the Impossible,” and she embodies that concept. She is a mother of five, who re-entered school at age 38 as a single parent.

She now holds a bachelor of science degree from Agricultural, Mechanical and Normal (AMEN) College, Pine Bush, New York; a master’s degree in counseling education from Southern Illinois University, Edwardsville, and a doctor of philosophy degree from SIU at Carbondale.

Daring to do the impossible

Dr. Henry became the first African American to become tenured at the College of Education at California State University (CSU), San Bernardino. She has taught at all levels, from gifted children in high school to graduate level studies. In addition to her faculty status at CSU, she has taught as an adjunct professor at the University of Phoenix.

Dr. Henry arrived in San Bernardino in September 1983, and as she was concerned about school dropouts, she founded and became president of Provisional Educational, Inc. (PELI), a private educational corporation, and the executive director of the Provisional Accelerated Learning (PAL) Center.

The original idea for PAL had begun back in Arkansas, but the idea went up, literally in flames, only to rise up again in San Bernardino.

The PAL Center is designed to complement and enhance the activities of the structured educational services in the community in a non-threatening environment that is easily accessible to area residents. It says so in the brochure.

PAL opened today in the north end of San Bernardino in a series of mobile offices where nearly a dozen programs function in order to provide the “hand-up” that is so desperately needed among low income persons and youth, in the urban environment.

**Operation RETAIN/PAL Charter School** offers a high school diploma in computer assisted learning and a comprehensive California State Department of Education approved curriculum.

**Safe Harbor** is a fund provided by HUD, provides a pilot one-stop transitional housing (PTTH) for at risk elderly and unemployment program for 18-21 year-old youth who have “aged out” of the foster care and/or probation system.

**C & C Collier** is a commercial brokerage represented the seller, Lee Mefalls, out of the land sold for about 150,401 square feet and situated on 9.5 acres of land, for $12.5 million. Chuck Gardner of GVA Dun represented the seller. GT 2000 I.P. The buyer, Upland Tech, I.C. represented itself in the transaction. In a smaller sale, a private investor paid $2.9 million for a 27,800-sq.-ft. ($104/sf) industrial building at 506 Crane Street in Lake Elsinore.

Dr. Henry has received numerous prestigious national, state and local awards, including a 1990 “Woman of the Year” honor, along with accolades and honors for her advocacy toward dropout prevention, maintaining a strong unyielding stand on providing alternative education—all at a time training and job placement for 14-21 year-olds.

Adult Education through PAL is funded by the California State Department of Education and offers an English Learners Civic Program, GED, Adult Basic Education (ABE) English as a second-language and Vocational English as a second-language.

Supplemental Educational Services provide tutoring and supplemental educational assistance to children enrolled in selected schools in San Bernardino County.

Operation Outreach, funded by the County Probation Department, provides tutoring and extended services for young offenders. If that sounds like a lot for one operation to take on, it is. It may also be noted that this is almost so impressed with the work and the leadership of their boss that they speak the name "Dr. Henry" in soft, loving whispers.

When Dr. Henry was about 10 years old, she spoke to us with pride about the job her people do to accomplish the goals of the aforementioned projects.

**Project Early Childhood** is a multi-purpose traveling unit for substance abuse and gang intervention, utilizing and early education and other community outreach services.

**Bishy Land Company has acquired Archibald Business Center located at 2021 South Archibald, Ontario for $18 million. The 18,600 square building includes a renovated 24-sq.-ft. warehouse/distribution building and a 140,000-sq.-ft. building and offices developed. Archibald Business Center has immediate access to Highway 60, Interstate 10 and is less than five miles from Ontario International Airport. William Fox Group, Inc. announced the sale of a 34,697-sq.-ft. industrial building for $3.5 million. The Ontario property was sold to the owners of Neptune Transportation, a major trucking company with major facilities at the Port of Los Angeles.**

**CLASS ACTION SUIT AGAINST U.S. BANK OF CALIFORNIA EXPECTED TO AFFECT THOUSANDS OF CALIFORNIA EMPLOYEES**

The law firm of Rosborough, Pomerance & Nye LLP filed a class action lawsuit against U.S. Bank of California for charging employ­ees of business payroll account holders $10 to fee in the check pay­checks. Many of these employees are lower-paid workers who do not hold personal checking accounts and rely on their employers’ banks to cash their checks.

"We are seeking a injunction to stop the bank from charging $10 per paycheck cashing fees without notifying its accountholders of potential adverse legal consequences, or at the very least, to require U.S. Bank to disclose these practices to current and future business customers," said Nicholas P. Rosborough, co-managing partner of Rosborough, Pomerance & Nye who filed the lawsuit. "In the meantime, our client is reimbursing his employees who, to their knowledge, are being charged this additional fee—a practice that has not been disclosed by the bank to our client or other customers."

The plaintiff in the suit against U.S. Bank of California is Lea Asset Management, a granite, marble and recycling business that believes the bank’s fees have placed the company in violation of Section 212 of the California Labor Code, which requires that pay­checks ‘be negotiable and payable in cash, on demand, without discou­nt.’ The plaintiff is acting on behalf of other California employ­ers in the state, many of which have lower-paid workers living paycheck to paycheck.

"Our suit against U.S. Bank of California doesn’t focus on whether or not a bank has the right to charge a checking cash fee, but it does strongly contend that a bank cannot do so without advising its clients of the legal consequences, and more specifically, that this practice may subject employers to liability of certain provisions of the Labor Code."

The Department of Industrial Relations, which is responsible for enforcing the Labor Code, has already concurred that this type of bank fee violates the California Labor Code, stating that it-subjects employers to criminal prosecution and substantial penalties under Labor Code 215 and 225.

Based on the outcome of similar lawsuits filed by Roxborough, Pomerance & Nye over the past two years, Rosborough believes that the bank will reach a resolution and the right thing will be done for both consumers and the employer community. Lawsuits against Bank of America and Wells Fargo Bank resulted in settlements benef­iting tens of thousands of employees and employers throughout California.
August 2006

COMPANY/TECHNOLOGY

Apple's iPod: The Next Generation
by J. Allen Lebiniger

My video iPod has arrived. It was shipped to me back in October of 2006, "Macworld and Time Magazine" got theirs early. I had to wait. But the wait has proven to be worth it. I mentioned some time ago that if I had a Casio handheld TV but the picture reception was never very good.

Thus I had prescibed that a Super Bowl or Christmas Mass from St. Peter's Square in Vatican City. If played on any 2.5-inch color screen, could not be much to look at. I was wrong.

I haven't seen a football game or High Mass on the new iPod yet, but I have watched clips from "Superman Returns," "Late Night With Conan O'Brien" and a NASCAR promo. And quite frankly, I am stunned. To be fair, you can download such clips onto your own computer, but they seem to me to have a kind of gray, slightly unfocused haze to them. On the small screen iPod, however, they are amazingly sharp.

Also surprisingly this new unit, officially the fifth generation of iPod, holds your digital photo library, and even open album cover from the songs you download. The photos can be viewed in a slide show with graphic fades such as you would expect from a television show. The fade slides were kept in a metal box and he had to load them, one by one, into the projector. Often as not, they came up the down back or forward. Those in the iPod are always correct. And you can add more albums to your own.

You can also plug the iPod into your TV so that you can still be near your neighbors just as my father did.

Of course, the iPod still plays music. The 30 GB iPod that I am playing with holds up to 7,500 songs. Radio stations don't have that many tunes in their playlist. The 60 GB unit holds twice that many, and yet both of these units are smaller and lighter than the original iPod. The Genius feature also has up to 25,000 photos and from 75 to 150 hours of videos. There are not yet many hours of FOX TV's "24" in all of the five years of the series. They are all available for download, of course.

In fact, TV Guide now provides a weekly list of programs you can download. Some, available through iTunes and other services, cost about $2. Others are acquired for free. Most of the free programs have commercials in them. Well, I must admit that I am a price is pay, isn't there. Some shows are 50-year-old, black-and-white shows like "The Twilight Zone" or "Alfred Hitchcock." Some shows were just on the air yesterday and can be watched for free. Night talk shows, yes, you can also load music videos, although personally I don't know why you would want to. Hone video can be added as well.

You are wondering about your favorite movies on DVD, aren't you? Well, so am I. I haven't watched one yet, and the information provided to me by Apple says nothing about it.

Apple's Steven Jobs has gotten into a lot of trouble with his much-hyped iPod. I can imagine what will happen when he goes into competition with the film companies. Henry Ford once bragged that his cars were only available in black. Jobs' iPods are available in black or white.

And there is also a black and red model dedicated to the rock group U2. A "Harry Potter" edition has all of the available J.K. Rowling's audio books pre-loaded.

Some companies make sleeves or protectors that are available in various colors, and the company I mentioned last month, Extreme Mac, makes cloth sleeves with the images of Superman, Batman, Tweedy Bird and Speed Racer. My well with the unit. (Bose has just announced a new 3rd generation model.)

Now here is where things get strange. Now we watch TV is already changing. You don't have to be home on Sunday night to watch "Desperate Housewives." You don't have to buy a videogame or a TiVo machine. Two bucks gets the show into your computer on Monday morning and into the iPod just as soon as you can load it. Airlines are already considering giving up take-flight movies since more and more passengers are bringing their own shows along with their own lunch. Those without a TV can load their favorite shows into their laptops, and laptops do play DVD movies as well. So why put up with Adam Sandler on your way back east when you can have Bruce Willis instead?

I have heard that before that the evolution of the computer is our evolution. Entertainment that can carry the video that attaches to our computer, that allows us to watch and listen to what we want and when we want, is now on every television. Every radio station from the smallest AM to the new satelllite companies are ready to be what will come next. Television and cable companies only think they know where they are headed.

This little 4.8-inch device that I hold in my hand represents the cutting edge in modern computerized entertainment. It will probably be obsolete by Christmas. Sooner or later, generation 6 hits the shelves between now and then.

I shouldn't be surprised. And neither should you. It all began when my father brought home that 3-inch black-and-white set back in the '50s. It hasn't ended yet.
**CONSUMER CHOICE BENEFITS EVERYONE**

by Bill Cheney, President and CEO of the CA Credit Union League

California businesses and consumers understand the importance of competition among financial services providers in the marketplace. Whether purchasing a home or paying for college tuition, consumers want the most value for the best price. Competition and choice in financial services result in lower interest rates for loans, higher returns on savings, and lower fees that enable working men and women to maximize use of their hard-earned money.

Within the financial services marketplace, credit unions serve as a competitive balance to other providers—often helping consumers who are not served by traditional banks by providing access to better rates for loans, retirement accounts, and savings. Healthy competition from credit unions translates into benefits and savings in California from $1.53 billion annually—just for the nearly 10 million credit union members, but for all California consumers who enjoy better rates as other financial services providers work harder to keep their customers satisfied.

The banking industry has launched a well-coordinated national campaign to eliminate competition by restricting credit unions’ ability to serve consumers. This aggressive new difficulty is to justify. Banks claim credit union members have an unfair advantage at the same time they have enjoyed year after year of record profits. Banks made profits of $134.2 billion nationwide for stockholders last year. Credit unions continue to provide services to millions of consumers across California and the nation.

While credit unions and banks provide many similar services, their structures are clearly different. Banks are for-profit institutions whose purpose is to maximize profits for stockholders. Credit unions are for-profit cooperatives that are owned by their members. They exist to provide services based on member needs.

Credit unions earn returns in members to the form of lower interest rates on loans, lower fees and higher dividends on savings. This has been especially beneficial for more than 76,000 credit union members in San Bernardino and Riverside counties, who have taken out more than $81 million in first mortgages and $759 million in new auto loans at their credit unions.

Credit unions operate in the best interests of members, and provide a full range of modern financial services. Their positive influence in the financial services marketplace has enhanced choices for all consumers. It’s time the banking industry realized that fact and redirected its resources toward serving customers.

The final question will be whether labor union controlled San Francisco will lead California into a bright future, or eventually price itself out of the world market.

**CONGRESS APPROVES FEDERAL MINIMUM WAGE INCREASE**

The Associated Press on July 28 reported that "Republicans muscled the first minimum wage increase in a decade through the House early Saturday after pairing it with a cut in inheritance taxes on millionaires and each year thereafter, the (city) minimum wage shall increase by an amount equal to the prior year’s increase, if any, in the Consumer Price Index for urban wage earners and clerical workers for the San Francisco-Oakland-San Jose, CA metropolitan statistical area."

The temporary reprieve for small business and nonprofits only lasted 23 months. On Jan. 1, 2006 the indexed San Francisco City minimum wage was raised to $8.82. Effective Jan. 1, 2006 all workers including small businesses and nonprofits are now required to pay the city minimum wage of $8.82 per hour. The wage requirement applies to adult and minor age employees who work two or more hours per week.

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**World of San Francisco**

*continued from page 3*

...the city's board of supervisors regularly passes liberal resolutions such as banning U.S. military recruiters on school campuses that have drawn the ire and ridicule of conservatives nationwide.

When term limits forced Willie Brown out of the state legislature, he returned to become Mayor of San Francisco. But even the flamboyant Willie, the experienced politician had the goads to take the steps that the San Francisco Supervisors (which also is the city council) have taken since he left office.

In 2003 the voters of San Francisco were convinced to vote for the highest minimum wage in the nation. In February, 2004 that vote raised the minimum wage for many employers to $8.50 per hour. And, voters agreed that "to preserve in existence a free, competitive, and equal opportunity economy, beginning on Jan. 1, 2005, and each year thereafter, the city's minimum wage shall increase by an amount corresponding to the prior year's increase, if any, in the Consumer Price Index for urban wage earners and clerical workers for the San Francisco-Oakland-San Jose, CA metropolitan statistical area."

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Celebrating the Release of Cigars in Las Vegas

By Joe Lyons

The Big Smoke (which the Journal reports on annually) is nothing like the Retail Tobacco Dealers Association expo. The Smoke is a fan-based event. RTDA is a retail event where local storeowners come to meet the dealers and manufacturers. In fact, RTDA describes its event as, "three days filled with purchases and networking... nights filled with receptions and parties!" I can attest to that. Rather than showcase a few of the most popular smokes from the best known makers, as the Big Smokes. The Smoke shows off brand new products, some not even available yet. This year in Las Vegas, Casa I'oro showed off its Vision and a new combination of its popular Brazilian and Italian cigars, the Brazilian. Macanudo had won its 2006 Cup. Gurkha, which scored recently with The Beast, now has The Beauty. Small flavored cigars were in abundance. These, however, face some legal problems in states like New Jersey. I don't understand why.

Regrettably Carlos Torato told me personally that the much-anticipated Wilson Creek chocolate port infusion is still not ready for release, but the Casa Toro cigar is doing remarkably well.

In fact, many of the great names in the cigar industry were there: The Toratos, father son. The Fuentes, father and son; Eric Newman, president of the J.C. Newman Company; and Rocky Patel, arms with each other. We actually spent about 10 minutes telling Señor Rafael Reyes, manager of Port Aves, how much I had been enjoying his cigars. Then one of his assistants came forward to tell me that Señor Reyes doesn’t speak English and had no idea what it was I had said.

The entrepreneurs came to town, too. David Reyfia developed an all-Panamanian cigar. Paul Magruder discovered a special marsh-grown tobacco in the swamps of Ecuador. The natives were too far into the jungle to tend to the crop, so he traded cases of Marburgers for exclusivity on the leaves. They have a unique scent to them.

Corporate catering differs from private sector catering in that orders are generally placed within days, if not hours of the event, not months. In corporate catering, the caterer is concerned not so much with the size of the order, but the frequency. Many caterers have specific menus geared to the executive meeting. These menus might be altered, if necessary, to accommodate last minute changes. Is there an additional charge involved? If you plan to order on a regular basis, you might want to make sure to hit your local Chamber of Commerce—they are a wonderful source for referrals.

Always ask for references and do check with your local Chamber of Commerce—they are a wonderful source for referrals.

Remember that you will never get a second chance to make a first impression. Now is the time to begin planning for the coming holiday season. Contact Sandra Forney for your needs at:

CATERING GOURMET
1719 S. GROVE UNIT C
ONTARIO, CA. 91761
PHONE: 909.923.8300
FAX: 909.923.8620

Catering Contact Information:

Casa I'oro

1042 S. GROVE UNIT C
ONTARIO, CA. 91761
PHONE: 909.923.8300
FAX: 909.923.8620

RETAIL TRADE CONTACTS:

101 W. AVE ROY
ONTARIO, CA. 91761
PHONE: 909.923.8300
FAX: 909.923.8620

IMPRESSIONS CATERING
100 W. AVE ROY
ONTARIO, CA. 91761
PHONE: 909.923.8300
FAX: 909.923.8620

 august 2006 INLAND EMPIRE'S LARGEST EMPLOYERS

Contact Sandra Forney at (909) 923-8300.

1. Food Services
2. Loma Linda Retial Medical Center
3. Loma Linda University Medical Center
4. Kaiser Permanente
5. University of California, Riverside
6. Arrowhead Regional Medical Center
7. Rancho San Antonio Community Hospital
8. San Bernardino County Medical Center
9. Arrowhead Regional Medical Center
10. Arrowhead Regional Medical Center

August 2006 BUSINESS JOURNAL • page 15

Impressions Catering Gourmet

"101 How to Select a Corporate Caterer" and a List of Contracting Suggestions

Corporate catering differs from private sector catering in that orders are generally placed within days, if not hours of the event, not months. In corporate catering, the caterer is concerned not so much with the size of the order, but the frequency. Many caterers have specific menus geared to the executive meeting. These menus might be altered, if necessary, to accommodate last minute changes. Is there a penalty involved for last minute changes? Is there a minimum? How is payment expected? Do they accept credit cards, and so is there an additional charge involved? If you plan to order on a regular basis, you might want to make sure to hit your local Chamber of Commerce—they are a wonderful source for referrals.

Always ask for references and do check with your local Chamber of Commerce—they are a wonderful source for referrals.

Remember that you will never get a second chance to make a first impression. Now is the time to begin planning for the coming holiday season. Contact Sandra Forney for your needs at:

CATERING GOURMET
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ONTARIO, CA. 91761
PHONE: 909.923.8300
FAX: 909.923.8620

Catering Contact Information:

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FAX: 909.923.8620

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PHONE: 909.923.8300
FAX: 909.923.8620

IMPRESSIONS CATERING
1719 S. GROVE UNIT C
ONTARIO, CA. 91761
PHONE: 909.923.8300
FAX: 909.923.8620

august 2006 BUSINESS JOURNAL • page 15

Inland Empire's Largest Employers

continued from page 13

Franchise Location Address City, State, Zip Employees (FTE) Employees (Salaries Only, Non-Store) Nature of Business pellets or botanicals / Year of Store Opened / Food Service / Macro Location Marketing Contact Title / Phone / Fax

1. Food Services
2. Loma Linda Retial Medical Center
3. Loma Linda University Medical Center
4. Kaiser Permanente
5. University of California, Riverside
6. Arrowhead Regional Medical Center
7. Rancho San Antonio Community Hospital
8. San Bernardino County Medical Center
9. Arrowhead Regional Medical Center
10. Arrowhead Regional Medical Center

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Prop. 89 Spells Disaster for Business in Politics

The California Chamber of Commerce is helping organize opposition to a November ballot measure that virtually eliminates the ability of businesses to participate in the political process.

If approved by voters, Proposition 89, sponsored by the California Nurses Association and the Foundation for Consumer and Taxpayer Action, a trial lawyer front group, will give anti-business forces such as the plaintiffs bar and nurses union, a big advantage in campaigning for or against candidates and ballot measures.

"Proposition 89 is step one - disenfranchising the business community. Step two will be to pass every initiative the business community has fought in the last decade," said Chamber President Allan Zaremberg, who is co-chairing the No on Proposition 89 campaign.

"Unless we stop Proposition 89 now, we'll be facing excessive litigation, increased costs for energy and health care, and a rollback of the workers' compensation reforms that have reined in runaway premium increases. These would all be from bad initiatives we won't be able to fight. The result would be disastrous for the California economy and jobs," Zaremberg said.

"The business community would lose the ability to defeat bad proposals, sponsor needed reforms and overturn poorly considered laws passed by the Legislature," he said.

Taxpayer Funding for Negative Campaigns

Falsely touted by its supporters as a "clean money" measure, Proposition 89 increases the income tax rate on corporations, banks and financial corporations by 0.2 percent per year to fund a new public campaign financing system.

Many small businesses, even mom-and-pop shops that are incorporated, would be subject to the tax.

Candidates for office would be able to tap taxpayers to fund their campaigns, including paying for negative television ads and hit-piece direct mailers. The measure also plans on how the politicians spend the taxpayer-provided campaign funds.

Restrictions on Business

The new contribution restrictions on business include:

$2,000 limit on corporate contributions to support or oppose any given ballot measure;

$2,000 limit on corporate contributions to support or oppose candidates or contributing to an independent expenditure committee;

$3,000 limit on corporate contributions to a candidate-controlled ballot measure committee;

$2,000 limit on corporate contributions to candidates who opt to receive public funding for their campaigns.

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Conflict happens. It happens in all areas of business, Deserted. It exists between employees, between partners, between companies and a client. And if such issues are not settled, bad things can happen. Good people quit. Profitable relationships dissolve. Growth ceases under. This has always been true. Of course, in a global economy the implications of conflict are more profound than ever before.

In a world where relationships matter more than ever, mediation skills matter more than ever. Companies can locate anywhere. People can work anywhere. Clients can stay with you or go with a competitor halfway around the globe. Whether you manage employees, clients, or other associates, yes, allowing people to speak their minds can increase the level of conflict with which you must deal. That's okay. You have to get through the conflict phase to find the solution. Finding that has finally "been heard" can dramatically change an angry person's outlook. Yes, as he tells his story, new information may come to light that allows a solution to naturally emerge.

"Independence Day," a story in my book, illustrates this truth. Dan, a systems analyst, had been downsized after 10 years with his company, was facing a new employer for wrongful termination. When he was finally allowed to tell his story in mediation, everyone was stunned by the raw emotion that came pouring out. Dan had lost his parents as a child and had always spent Thanksgiving and Christmas with coworkers. He saw the company as family—literally—and thus felt hurt and betrayed by the lay-off. As it turned out, the company was ultimately able to re-employ Dan as a consultant. He got to start his own business and his old company got his business benefiting from his services. But Dan hadn't been allowed to tell his story, and telling the other party just who wants to resolve the problem.

Here are 10 insights and tricks of the trade I suggest you use:

Let people tell their story. When a person is deeply upset about something, he really needs to get his story out. This is a basic principle of mediation, one that's important to remember when trying to resolve a conflict with an angry employee, client, or other associate. Yes, allowing people to speak their minds can increase the level of conflict with which you must deal. That's okay. You have to get through the conflict phase to find the solution. Feeling that he has finally "been heard" can dramatically change an angry person's outlook. Yes, as he tells his story, new information may come to light that allows a solution to naturally emerge.

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*continued from page 16*

- the candidate seeks office
- a significant decrease in the amount a corporation may give to a non-publicly funded candidate for state office - only $500 per election for legislative and Board of Equalization candidates and $1,000 per election for statewide candidates, with a combined annual limit of $7,500 to all candidates for state office.

**Referendum Essentially Barred**

Californians enjoy the right of referendum to take laws passed by the Legislature directly to the people before they take effect. Under Proposition 89, businesses would in effect be barred from the referendum process due to the measure's severe limits on the ability of businesses to contribute to issue and ballot measure campaigns.

Had Proposition 89 been on the books, SB 2, the $7 billion employer health care mandate, might well be the law today. The business community would not have been able to wage the successful campaign to place the Proposition 72 referendum on the November 2004 ballot, giving voters an opportunity to reject the mandate for a government-run health care system.

Similarly, insurers would not have been able to put before voters in March 2000 a referendum on the "bad faith" legislation, sponsored by trial lawyers and signed into law by Governor Gray Davis. Voters rejected the legislation, which would have added billions in costs to insurance bills.

**Other Provisions**

Not only does Proposition 89 give tax money to politicians to spend on their campaigns, it also permits publicly funded candidates to receive additional "matching funds" to offset contributions and independent expenditures beyond a certain level on behalf of privately funded opponents.

The measure also prohibits state contractors or anyone seeking state contracts from contributing to any candidate for or holder of an office with the contractor or seeks a contract. State contractors could not contribute to political party committees or independent expenditure committees to support or oppose candidates, or to legal - defense funds of candidates or office holders.

**Join Opposition**

Proposition 89 is a blatant effort to deprive California's job providers of a voice in the political process. The Chamber urges members of the business community and their supporters to join the campaign to oppose Proposition 89.

*For more information on how to get involved, please call the campaigns at (916) 448-4241.*
Volunteer for Victory

by Bill Leonard, State Board of Equalization

I have run for public office about a dozen times and those runs came after months of carefully preparing for other candidates. I know that campaigns are hard work, long hours and great experiences. If you find yourself saying things like “there ought to be a law,” or “we need new leadership” or “there ought to be a law,” then you need to join in a campaign to experience the hard work, long hours and great lessons for yourself. Candidates are already working hard to earn your vote in November, and if you have found someone you believe should be in public office, whether for governor or city council or community services district board, please volunteer to help them get elected. Everyone who is putting their name on the ballot will appreciate your support, and every campaign has much work to do. A lot of campaign work is tedious—stuffing envelopes or making follow-up phone calls. However, all of these efforts are worthwhile and helps a candidate maintain her or his ability to reach as many voters as possible. So, whether you are comfortable hosting a small cookies-and-coffee reception in your home, or knocking on your neighbors’ doors to ask them to vote for your chosen candidate, or stamping envelopes, start working today. On behalf of all candidates, I thank you for giving your time to help make our democratic process work.

COMMENTS

Boomers at 60

by Joe Lyons

The time has come. It has been six decades since Dad came home from the war and Mom was there to greet him. The leading edge of the bell curve on the birth rate started nine months later. This year the first of us turn 60. Bill Clinton. Cher. Sally Field. George W. Bush. And me.

We were the ones whose childhood demands pulled our parents out of the post war depression with Frisbees and Hula-Hoops and diapers. We were the ones who bought the 45-RPM records and helped to get the British invasion started. We were high school seniors when Robert Kennedy was shot, and not much older than that when we had to accept the shootigns of Robert Kennedy and Martin Luther King.

We bought the first Mustangs and we filled the college halls. We went to war in the mud of that Southeast Asian country and slept in the mud at Woodstock. Our interest in the post war development of television went from 5" black-and-white sets to 60" flat-screen, High Definition 16:9 ratio entertainment systems with Dolby 5.1 surround sound.

We went from four track open reel tapes to 8-track cartridges to CD's. Our movies went from cheap black-and-white drive-in fare to the singing of the Titanic and the return of “Batman” and “Superman.” Even today, our old film and TV heroes keep returning in one capacity or another. They still call out to us. Why create new heroes when Spiderman and James Bond and Captain Kirk have always been there for us?

By the 70's, we were the ones buying bigger homes and better cars and good wine and single-malt scotch and stock portfolios. By the 80's we were putting our own children through school. The housing boom, the traffic boom, just about any boom you can name in the past six decades was our doing. Today we are worried about Medicare and senior living. Our weight has become a factor. Diabetes and heart conditions are taking their toll.

Our needs have diminished. Our grandchildren are fighting the current wars. They are buying iPods and music by people we have never heard of.

We look back and laugh at the Cold War and the Eve of Destruction. Jimmy Buffet, who is one of us, correctly points out that we are not “the best or most People Boomers.” We are the oldest group of people to consider ourselves “middle-aged.” Many of us have no plan to retire. That’s for people much older than us. We have lost many of our friends. Mine have their names carved on that wall that keeps traveling the country.

There is only one original Beach Boy left in the group. The Beatles have been cut in half. There are only two Bee Gees left. Many of our musical icons have passed on or are on their way tours. We people counted on to be there, like Johnny Carson are gone. Many of our childhood film stars are also gone. Some, like Sean Connery and Walter Cronkite have already retired, and we carry on.

Sixty, they tell me, is the new 40. We laugh when our grandchildren rummage through the garage and find old albums like “St. Pepper” and “Tommy” and wonder about the times the old folks grew up in. We still wear the jeans and t-shirts that defined our youth. Our democratic process works. We have no plan to retire. We are still “babies.”

And yet, we have run for public office about a dozen times and those runs came after months of carefully preparing for other candidates. I know that campaigns are hard work, long hours and great experiences. If you find yourself saying things like “there ought to be a law,” or “we need new leadership” or “there ought to be a law,” then you need to join in a campaign to experience the hard work, long hours and great lessons for yourself. Candidates are already working hard to earn your vote in November, and if you have found someone you believe should be in public office, whether for governor or city council or community services district board, please volunteer to help them get elected. Everyone who is putting their name on the ballot will appreciate your support, and every campaign has much work to do. A lot of campaign work is tedious—stuffing envelopes or making follow-up phone calls. However, all of these efforts are worthwhile and helps a candidate maintain her or his ability to reach as many voters as possible. So, whether you are comfortable hosting a small cookies-and-coffee reception in your home, or knocking on your neighbors’ doors to ask them to vote for your chosen candidate, or stamping envelopes, start working today. On behalf of all candidates, I thank you for giving your time to help make our democratic process work.

Sparkling among the lights of the famed Las Vegas Strip, the Stardust Resort and casino has built a loyal clientele for nearly 50 years for those seeking the “classic” Las Vegas gaming entertainment experience.

With its “Best in Class” strategy firmly in hand, Stardust offers a top, mid-sized, value oriented, comfortable, friendly, full-service property on the Strip, catering to those who enjoy visiting the mega-bets, but prefer the Stardust’s atmosphere. The 60-acre property includes a 2.5 acre outdoor complex, complete with tropical landscaping, tree-lined walkways, waterfalls and swimming pools. The property also includes more than 1,500 guest rooms and suites, six restaurants, a retail center, conference facilities, plenty of casino action, a race and sports book renowned throughout the country and top name entertainment.

The Stardust will cease operations October 2006, followed by demolition, and the new construction for the Echelon, which is expected to be fully operational in 2010. A new casino resort destination anchored by a unique collection of amenities, Echelon will offer 3,300 keys of upscale hospitality. The 2,800-room Resort Tower and a Suite Tower with 700 suites will provide superior levels of luxury and accommodation. Two distinct spa experiences will be offered and both towers will have maximum connectivity to the gaming floor, restaurants and nightlife, as well as the other amenities of Echelon Place. Guests will enjoy access to landscaped pools, gardens and cabanas featuring restaurants, bars, and retail, with Suite Tower guests enjoying access to a separate pool and cabana area. Access to the Las Vegas ExpoCenter from the towers will be optimized and user-friendly, and promote synergy with other Echelon Place elements.

Shangri-La

Synonymous with luxurious and comfortable hotel accommodations, fine food and caring service, the distinct nature of individual Shangri-La upscale properties demonstrate an exclusive charm and personality that large chains cannot approximate. Today, Hong Kong-based Shangri-La Hotels and Resorts is the largest Asian-based deluxe hotel group in Asia Pacific. Shangri-La comprises 47 deluxe hotels and resorts in key cities of Asia and the Middle East.

Delano

The Morgans Hotel Group created the gold standard by which all boutique hotels are now judged. Delano attracts young, affluent, attractive frequent travelers who are able and willing to pay for exceptional hotel rooms, restaurants, bars and gaming. Delano captures the global recognition as a chic luxury resort.

Mondrian

During its 21-year operating history, Morgans Hotel Group has refined the creation, management and marketing of a unique breed of hotels, a class that did not exist until 1984 when Morgans Hotel first opened its doors in Manhattan. Mondrian is an urban oasis with a strong corporate following.

Las Vegas ExpoCenter

Las Vegas ExpoCenter will feature approximately 650,000 sq. ft. of exhibition and pre-function space. The combined meeting space of Echelon Resort and ExpoCenter will total over 350,000 sq. ft. with over 200 high-quality, state-of-the-art meeting rooms. With one million sq. ft. of capacity, these facilities will provide great opportunities for prospective customers to host their meetings and events in a bespoke yet expansive environment.

The Retail Promenade

Shopping is an integral part of the vacation experience for most Las Vegas visitors. Seventy-three percent of consumers consider the shopping prospects of a vacation as important as resort facilities, while only 15 percent of vacationers splurged on items for themselves that they wouldn’t buy at home. At Echelon, 350,000 sq. ft. of unique shopping will be defined by a well considered mix of luxury, affordable luxury and bridge retailers, as well as a variety of dining and nightlife alternatives.

Entertainment Venues

Echelon’s expansive 4,000-seat theater, with its spacious stage and stadium seating, is the ideal place for a resident production show, replete with the costume and choreography identified with Las Vegas. The intimate 1,500-seat theater, created to house touring acts, will offer the same clear acoustics and breathtaking visuals as its large...
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MANAGING Management Apathy

by Bill Lee

Being successful in business is difficult enough when management is passionate and committed, but next to impossible when management is apathetic. An example is the owner and general manager of a business many readers in New England would quickly recognize. After 75 years in business, the firm had very little to show for all those years except their good name. In fact, over the past five years, their sales have deteriorated by over one third.

In an interview, the owner cited two major factors that he believed to be the cause: 1.) A strong national competitor had entered his market. 2.) A near depression was looming over the community due to the closure of a large military base. A consultant was brought in to take a look at the business and began by interviewing and testing each of the key employees and also interviewing several customers and prospects. The owner also shared with the consultant the company’s financial statements from the past five years.

The results showed a warning to every business: management apathy will kill a business. From the psychological tests that were administered, it was learned that the organization was not balanced. Inertia had set in. There was no spark. No innovation. No one was initiating change.

The employees were good people with excellent product knowledge and years of experience. The problem was that they were merely going through the motions year after year, expecting different results. The financial statements revealed that over the past five years operating expenses had steadily increased while sales and gross margin had slowly declined, producing a lot of red ink.

Employee interviews revealed that not one of them had a clue that the company was in trouble. Management kept profitability a secret unto itself. Everyone was working hard, but no one was doing any long-term thinking or planning or keeping score. The core problem was that for years management had given raises averaging 4% to 5% regardless of performance. Gross profit didn’t keep pace, so the stockholder’s equity slowly eroded.

The salespeople had noticed that they had lost a few accounts here and there, but had spent no time on a game plan to replace them. The operations manager realized that overtime had become a problem, but limits were never set. The buyer was achieving around five inventory turn and thought that this was a good opportunity for a business doing almost $100 million in sales. The customer interviews revealed that the business did have a great reputation for quality and service, but most of the customers who weren’t regular customers hadn’t seen one of this company’s sales reps in years. To make a long story short, the sales force was in a rut, calling on the same customers year after year. The sales force could be described as “content.”

Could a similar scenario occur in your company? By putting basic management principles in place now, any company can avoid this kind of catastrophe. Just don’t wait until you are in serious trouble to begin. For example, if your sales force has not produced sufficient sales for your company to keep up with the growth in your market; that is, your company is losing market share to the competition, critical thinking skills are necessary to determine why this is the case.

It is often the case that owners and managers are so close to the business that they can no longer observe it objectively. They are so much a part of the “day to day” that they can’t step back and see the business analytically. If this is the case with you as an owner or manager, it would be wise to either retain an industry consultant or invite a fellow owner or manager whom you respect to take a critical look at your business and make proactive recommendations; such as:

- If you are not passionate about sitting at the helm of your business, hire someone who is.
- As market conditions change, alter your strategic plan accordingly.
- Carefully assess your key people and make sure that you have the necessary talent on your business team to perform each critical function.
- Begin managing your business against a budget your team has carefully thought through. To achieve an optimal level of profitability, you must take time to hammer out a profit plan.
- Keep your people informed as to how the company is performing.
- Design a bonus compensation plan that rewards your key people for achieving both individual and team goals.
- Prune lackluster salespeople from your sales force and replace them with hungry goal-oriented sales professionals.

The most profitable companies have a leader at the helm. All companies have managers in place, but only the most progressive have placed an emphasis on leadership. While leaders are also managers, they do more than direct traffic. By merely telling their people what to do, the leaders have not developed the critical thinking skills necessary to determine why their organization is not performing to high standards.

Executive success is measured by a leader’s ability to achieve an optimal level of profitability in good times and in times of slower business activity. Don’t allow management apathy to rob you and your business of the success it deserves.

For more information visit www.billleeonline.com
While speaking to a group of CEOs, we asked how many of them share their business plans with their advertising agencies. Only a small number raised their hands.

It’s not surprising. It seems agency and advertiser cultures are equally at fault for this “separate camps” mentality. The important strategic business news that flows between the corporate office, and agencies tend to get caught up in the creative execution of assignments, not the broad marketing strategy. The result is that businesses seldom see their agencies as valued strategic partners.

What a waste, and here’s why. A company’s business strategy has a far greater chance of success if it is aligned with the company’s brand strategy. The really great advertisers get together with their really great agencies and make really great brands. So why can’t smaller advertisers and agencies benefit from this approach as well? Well, often the business doesn’t have a written business plan. Or, the CEO, president, CFO, and EVPs shut themselves in a room and brainstorm a business strategy, then they pass it down to everyone as a plan and execution. What a waste of good perspective. Most agencies can offer insights and help bring critical customer data into the mix to make for a better plan.

Here’s an example of a terrific business strategy perfectly aligned with a brilliant brand strategy. In the early seventies, BMW had a small minicar share of the European luxury car market and an even smaller share of that audience’s mind. Mercedes Benz outsold BMW 3 to 1, establishing its foothold on the U.S. market by promoting its “European Engineering.” However, if you talk to BMW designers, they’ll tell you their cars are superior to any Mercedes-Benz cars. They would also suggest they designed and built cars with much greater responsiveness to a driver’s actions, providing a better sense of the road beneath and more genuine engine control. Mercedes, according to BMW, had a smoother ride. However, BMW gave drivers the feel and enhanced responsiveness gave drivers the sense they were in complete control, something no other brand of automobile offered. This handling advantage was greatly appreciated by experienced motorists and car enthusiasts.

Thus, a business strategy was born. At Bayerische Motoren Werke, we will build highly engineered automobiles and market them to perform much greater responsiveness to the buyer. Then, we spend half a day in an information-dis­tilling process—identifying simple facts to possible unique selling points and absolute USPs. The agency and other strategic partners can reevaluate its distribution strategies, communications, networking and processes (5S) and even take a fresh look at the company’s vision (6S). With this new, linear perspective, sales and growth can now increase, creating a smoother ride to greater success.

So remember, to propel your brand forward, share your business plan with your agency and group them in with your strategic thinking and this team approach will lead your company to increased profits.

Wilkin Gage Marketing is located in Claremont, CA. Call 626-222-225 for further information.
Environmental Companies Serving the Inland Empire

Gonzo Marketers
by Angela Vasquez

Sunderland joined the staff of a local agency as an account manager. During his 11 and a half years there he gained a lot of experience in overall advertising and account management issues, as well as media placement, print mechanics and other aspects. He later left to join another smaller agency which specialized in basing their client's advertising on a strategic approach, which he considers to be very important.

Like many other businesses, advertising and marketing are changing at breakneck speed. Traditional print advertising, and even television and radio, are being overtaken by interactive Websites, blogs, and numerous other forms of inter- active marketing that are much more accountable. With the influx of new people into the Inland Empire, Sunderland is utilizing other promotions such as buzz marketing and viral ma-

continued on page 38
by successful internet entrepreneurs. He also offers what he calls “reality checks” before overly enthusiastic, budding Internet entrepreneurs invest real time and hard cash in pursuing their dreams.

Further, he provides a guideline for developing an action plan once it’s determined that a dream can be turned into reality.

“Internet Riches” is one of the better books on the subject of business and sales. In fact, its price makes the book a banquet of ideas for the low cost of a blue celery special.

— Henry Holtzman

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. “The World Is Flat (Updated and Expanded): A Brief History of the Twenty-First Century,” by Thomas L. Friedman (Farrar, Straus & Giroux ... $27.50) (5)

2. “The Five Dysfunctions of a Team: A Leadership Fable,” by Patrick M. Lencioni (John Wiley & Sons ... $22.95) (4)

3. “Secrets of the CEO Mind: Mastering the Inner Game of Wealth,” by Jeff H. Heskett (HarperCollins ... $21.95) (9)

4. “Freakonomics: A Rogue Economist Explores the Hidden Side of Everything,” by Steven D. Levitt (HarperCollins ... $22.95) (10)


8. “Sales guru offers answers to sales questions.


10. “Get Your Act Together and Achieve it,” by Jeffery Gitomer (Pearson Education ... $19.99) (5)

11. “Secrets of the CEO Mind: Mastering the Inner Game of Wealth,” by Jeff H. Heskett (HarperCollins ... $21.95) (9)


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California Foreclosure Activity Hits Three-Year High

Second quarter California foreclosure activity rose at the fastest pace in at least 14 years, the result of waiving home price appreciation.

Lenders sent 20,752 default notices to homeowners statewide during the April-through-June period. That was 10.5 percent from 18,778 the previous quarter and up 67.2 percent from 12,408 in the second quarter of last year. DataQuick Information Systems reported.

Last quarter's year-over-year increase was the highest for any quarter since DataQuick began tracking defaults in 1992.

Notices of default are formal documents filed with the county recorder's office and mark the first step in the foreclosure process.

Despite the second quarter surge, defaults remained below historically normal levels. On average, lenders filed 32,762 notices of default each quarter over the past 14 years. Last quarter's total was the highest since 25,511 were filed in first quarter 2003.

"This is an important trend to watch but doesn't strike us as ominous," said Marshall Premite, DataQuick's president. "The increase was a statistical certainty because the number of defaults had fallen to such extreme lows. We would have to see defaults roughly double for this to be statistically significant."}

Foreclosure activity hit a low during the third quarter of 2004, when lenders filed 12,145 default notices. That year California home price gains rose at an annual rate exceeding 20 percent. This year annual price gains have slipped into single digits in many of the state's larger housing markets. Last month San Diego and Sacramento counties saw their median home prices dip about 1 percent compared with a year ago. Second quarter defaults shot up about 99 percent in San Bernardino County.

Today, only about seven percent of homeowners who find themselves in default lose their homes to foreclosure. Most stop the process by bringing their payments current, or by selling their homes and paying the home loan(s) off.

Other factors that contribute to higher defaults include the amount of equity owners have in their homes, the type of mortgage and how the mortgage has been held.

"There has been an increasing number of people who are about to lose their homes because they haven't made a conscious effort to get their act together," said DataQuick CEO Andrew Dearden. "It's a combination of economic factors that contribute to higher defaults. People are running out of time and running out of money, and they are running out of hope."

The president of an office supply company was recently lamenting that his sales people were not operating to their potential. "We suffer a 'professionally bankrupt'" he said.

This is a very common complaint from area of business. Many times it's the manager or the salesperson who are unconsciously demotivating their employees.

Foreclosures continue to increase in their jobs. When they sign on they're psyche is to do well in the coming year, if they are experienced, they are new to you and new to your company. If you haven't made a conscious effort to show them the way to do business, they will do it their way and probably be less effective than either of you hoped. What happens next is they become unhappy - strike 1. You're disappointed, which shows the effects of their performance. Every one of those factors is a third of the peak level in the first quarter of 1996, when 59,897 defaults were filed. The state was in a housing slump back then and foreclosure activity tapped home values down by about 10 percent in some areas.

Today, only about seven percent of homeowners who find themselves in default lose their homes to foreclosure. Most stop the process by bringing their payments current, or by selling their homes and paying the home loan(s) off.

First quarter California Foreclosure activity rose at the fastest pace in at least 14 years, the result of waiving home price appreciation. It makes it harder for people behind on their mortgage to sell their homes and pay off the lender."
MBA/Executive Programs in the Inland Empire
Listed Alphabetically

California State University
San Bernardino

California University Park
Yes/No
102
300

University of La Verne

Program/Offered
MBA/Exit, Field
Full Time Faculty
Part Time Faculty
Paper or Online
Yes

Leiden had a deep, aborning relationship. She had become the star employee of the company. Everyone loved her. She was now a very capable manager. Even in the midst of divorce, couples many years ago hadn’t seemed to affect her. Lynette was the one who had a new idea and tireless dedication to her department. But for the past few weeks there was a growing change in Lynette. She started being late to work, her attitude was negative, and she was even short-tempered. The quality of Lynette’s work was slipping.

One of her employees reluc­tantly approached her privately and asked if everything was okay but Lynette denied that anything was wrong. Finally, a co-worker who had noticed Lynette no longer mentioned her ex-husband, Paul, who was also Lynette’s “best friend," and asked her about it. At that, Lynette finally broke into sobs and revealed the secret she had been keeping. She had secretly hoped since her divorce that Paul would come back to her, but she remembered reading that since then, Lynette had fallen in to a deep depression. She could no longer keep her life-long secret from the view of others.

This case of a depressed employee is very typical of how depression affects a company’s productivity, morale and effectiveness. Depression often shows up in people and at times that might not be expected. Life’s challenges sometimes overwhelm people who are already vulnerable for some pre-existing reason. People who are most vulnerable to having depression triggered by the typical stressors of life are those who derive an inordinate amount of their fulfillment from life either:

- Harmonious interpersonal relationships.
- Obtaining a high amount of positive recognition for high achievements.
- Anything goes wrong in a relationship for the first time, or
- The second type falls short of his/her own high standards of achievement and recognition; depression can be triggered.

Management should be aware when dealing with employees who have a sudden change in:

- Personality
- Attitude
- Mood
- Productivity
- Efficiency
- Autonomy
- Energy level
- Personal appearance

If these signs show up, it is likely that you are dealing with the all-too-common problem of depression in the workplace. Of course, some of these can be indicative of other problems such as physiological disorders or chemical dependency; but in any event, management does need to intervene. It is important to find out what the problem is and what can be done to correct it.

Here are some things that you can do to be proactive in getting your employee back on track:

1. Confront the situation quickly.

A gentle, caring and direct confrontation needs to be made. A person who takes the employee role must do this. Even if the Kurds do not have control over the employee’s conduct, they do have some influence over how the employee feels about himself and about those around him. Often, a Kurd will want to have a Kurd to be a Kurd. He might want to be a Kurd. He might want to be a Kurd.

One way to do this is for the person doing the confronting to open with an admission of their own personal struggles, past or present, and how that affected a Kurd. Then they can point out to the depressed Kurd that some specific behaviors have been noted and suggest not avoiding anything, saying anything, “Everyone is noticing...” The depressed person is embarrassed already and doesn’t need to think that everyone is talking about him or her.

2. Be empathic.

Empathy is the mental and emotional attitude of actually entering into another person’s experience, and standing beside them in their feelings, rather than standing above them in pity, judgment or of being “above it.” Empathy says, “I’ve been where you are emotionally, and I know it’s tough.” This supportive attitude helps the depressed person immensely because they will no longer feel alone in their pain.

3. Listen to their story

A Kurd who has a Kurd has a story that they are longing to tell, and it is a huge relief to him or her to know that someone cares enough to listen to their life experience. In fact, when a depressed person hears himself relating his story, he sometimes often gain a new perspective on the situation, and sometimes he even realizes he is not alone.

4. Provide a solution to the employee

A Kurd counselor needs to be made available at an affordable rate for that Kurd. There are some Kurd of Kurd or counseling that are extremely helpful, and in many cases, the most highly respected Kurd of Kurd. Meditation alone is not the answer.

5. Offer practical assistance within the workplace

There are some Kurd counselors, good habits of Kurd, and the Kurd person needs to be able to address any of the Kurd’s personal struggles, past or present, and how that affected a Kurd. Then they can point out to the depressed Kurd that some specific behaviors have been noted and suggest not avoiding anything, saying anything, “Everyone is noticing...” The depressed person is embarrassed already and doesn’t need to think that everyone is talking about him or her.

An occasional friendly inquiry about how the Kurd person is doing is appreciated and helps the person feel supported. Support is key to overcoming and preventing depression.

Create a culture of support

Assign someone on your who can be trusted to listen non-judgmentally to any concern that an employee has. Very employees would abuse such a privilege. Most people do receive fulfillment from accomplishing quality work. The Kurd sometimes hits snags in life and need to vent.

Depression can affect a company’s productivity, morale and effectiveness. Recognizing the signs and understanding what kind of help and support can be offered will be extremely helpful for dealing with a depressed employee. A Kurd person can do much to support the employee. A Kurd person can do much to support the employee.

You can e-mail the author at drkippers@att.net if you have any questions.
Not everyone in my party enjoyed our dinner at Crabby Bob's. The restaurant next door to the Ontario Hilton has had a couple of different names over the years but it has been Bob's for better than a decade.

Not much has changed. The Caribbean decor and the beer buckets for your crab shells have been a part of the place since it opened. But the night we visited last month, not everyone was happy. The biggest problem, quite simple, was the noise. It seemed like they were out of king crab.

This happened to me once before, on a trip to Seattle, when I took a friend around to my old favorite seafood restaurants from years ago. They had snow crab and they had Dungeness, but they had no king crab.

This was deja vu all over again. Worse, Crabby Bob's has this display up front full of ice to display its fresh fish. It was empty.

I started by ordering the clam chowder. It wasn't exactly potato soup but it could have had some more clams. One of my guests ordered more clams and got an extra spoonful or two heaped on top. Still, it wasn't bad.

The hot fresh bread was very good. It comes with very smooth honey butter. The coconut shrimp wasn't bad either, although it also brought grumbles from across the table. Personally, I liked it, along with the apple butter sauce that came with it for dipping. The seafood stuffed mushrooms weren't bad either, but they could have had a little more taste to them.

Now I know that I should have had an order of crab something for my entree, but I just had to go for an order of blackened chicken. I have developed a taste for it over the years. Crabby Bob's is good, but it has a sage topping that changed the taste.

The PCH Combo was good enough to pass around to share with everyone. The baby back pork ribs really did fall off the bone just like the sign up front said it would. The coleslaw scored some big points. Crabby Bob's prides itself on its freshness. There isn't a microwave on the premises.

I looked forward to the corn on the cob. I was promised that it would be crisp and hot. Most restaurants that serve such treats have it in the water too long and it gets soft and soggy. I was disappointed to find that this corn was almost as soggy. I was promised that the next time I come in they would do better.

It must be noted that the service is prompt and friendly. I have always believed that good service can overcome many disappointments.

There are two Crabby Bob's here in the Inland Empire. I hope to return to the Ontario one on the night that they have king crab and fresh, crispy corn on the cob.

Crabby Bob's is located in Ontario (909) 944-7771 or at 9600 Porsche Drive, and in San Bernardino (909) 381-3578 at 239 East Hospitality Lane.

Eight years doesn't seem like much, except in the restaurant business. In the area between Ontario Mills and the Victoria Gardens there are new restaurants popping up every week.

Thus it is that the eight years that Tokyo Tokyo has been here is probably some kind of record. As with most Japanese restaurants, what seems like a simple little sushi dish can be a lot more filling than you would think. Order two or three dishes and you wind up taking a lot home. Of course, Tokyo Tokyo offers a simple $7.99 lunch, but I was a guest of Kim, the manager, and she was only too happy to show off her best fare.

First, let us cover some basic nomenclature. Sushi is cut fish and vegetables with rice. Sashimi has NO rice. Got it? Next are the rolls. California and Ontario rolls are NOT genuine Japanese for Cut rolls are simply cut into two pieces. Hand rolls are ice cream cone shape. And if we tell you about our light lunch at Tokyo Tokyo I began with a seafood soup. It was served in a small teapot with an almost dainty cup. The seafood soup had an unusual sausage-like taste. But trust me, it was good. I kept coming back to it.

There was no way I was going to finish the sushi platter that they put in front of me but everything that I tried on it was great. They even sprinkle some salmon caviar over some of it. I have mentioned before that I am developing a greater taste for sushi with every plate I try. The plate included a salmon sushi with a small slice of the fish skin on it. I am told that many people like that little touch and have no qualms about eating it. In case you don't want it, it slides right off.

The ginger on the plate had a yellowish tint to it. When I looked at it, I was told that that's the real color. Those orange pieces you normally get have food coloring.

Next (actually while I was still working on the platter) they brought me salt and pepper lobster that was incredible and, on the same plate, stir-fry sole. This was a special dish that they had prepared for me but I am sure that you can ask for it if you like. Next came the fish boat roll. It has shrimp tempura with asparagus, topped with baked garlic and black pepper white fish, onion, sesame seeds, plus spicy dropped and squeezed lemon juice.

Ever since I have talked to who has visited Tokyo Tokyo loves the fish boat! And it didn't stop there.

Prepared tabletop was an amazing fish fillet. The meat is sliced into cubes, cooked to your order and served on a sizzling teppan plate with a remarkable, and sweet, house gravy sauce. After everything else I still found room for most of this dish.

There are actually four table side dishes. The filet, black tiger prawns, sizzling scallops and the yellowfish flavor lobster tail.

As I was making excuses for the amount I was eating, Kim came back to tell me that the fish truck had just made a delivery and she wanted me to try the New England Tuna sashimi. It was as soft as butter. There was one final treat, clearly not a Japanese dish. The same cook who had done the fillet came back to prepare a tableside banana's foster. That's the famous New Orleans' dish with rum and brandy. Lots of rum and brandy. Now that's quite a treat for lunch.

Speaking of which, I was pleased to note that me and Tokyo Tokyo pulls in a rather healthy crowd for lunch, especially for a Wednesday. And the demographic was mixed.

It may not be easy to find, in the little strip center just east of the Ontario Mills Mall, but it's worth looking for.

Be advised. The floor is a thick Plexiglas with live fish swimming underneath your feet.

It is always fun to watch the expression on people's faces as they look down and jump back. Clearly it is a treat to the entrance that is well worth the price of admission. You need to make a point of visiting Tokyo Tokyo. I'm glad I did.

Tokyo Tokyo is located at 990 Ontario Mills Parkway, Suite H. You can call them at 909-987-7999.

by Joe Lyons
Gonzo Marketers continued from page 29

Gonzalez and others remain busy as the president of the board of CICAMA — California Inland Counties Chapter of the American Marketing Association and has also served as president-elect of the CICA MA board, and Communications Chair.

Gonzalez continues from page 30

... the facts” business types, but you'd better get comfortable with the idea that there are no hard and fast rules. Negotiation is all about going with the flow and seizing opportunities as they arise. You can familiarize yourself with the tools—indeed you must—but there's no substitute for jumping right in.

Improvisational negotiation is kind of jazz. You have to know your chords, your scales, your patterns, your licks. But ultimately, these are building blocks, not formulas. The chords you use depend on the chords you hear from the other participants, and vice versa. It's a conversation. It's organic. There are no limits on what can come out of mediation, and that's what makes it such a powerful skill.

About the Author:

Steve Johnson is one of the most dynamic leaders in the sales and service arena. He is co-author of the 15 times Los Angeles Times and Amazon.com bestseller “If You're Not Out Selling, You're Being Out Sold.”

BLOGGING

One Woman's Efforts continued from page 6 and unequal segregated public schools made Dr. Henry keenly and strongly sensitive to cultural variables, past experiences, and how these impact behaviors. Dr. Henry explained to the Business Journal that she attributes her strong educational interests to an education-oriented family, excellent role models, a community extended family, and encouragement from many mentors.

Dr. Henry states, “My pride in my parents and foreparents increases with each level of success achieved by a PAL Center student and with each "oh," "ah," and "I can do it."

MANAGEMENT

continued from page 30

all have an inner clock that lets us know how long a negotiation should take. When a deal seems too easy, a kind of buyer's remorse can set in that leaves people with second thoughts about the outcome. One of both parties may be left with the feeling that if things had moved more slowly, they might have cut a better deal. Here's the bottom line: don't rush the dance or the negotiation will fail. Even when you know you can wrap things up quickly, it's to everyone's advantage to keep the negotiation proceeding normally, for a reasonable amount of time, before the inevitable settlement.

Finally, realize that every conflict can't be solved. What if you've tried and tried and helped two warring factions find a fair solution and you just can't? It may sound odd coming from a mediator, but some conflicts just aren't winnable. Not every negotiation is going to have a win-win outcome. Not everyone can live together in harmony. Look at Israel and Palestine. There are times you just have to accept that both parties are going to leave the table unequally.

There is no sense in mediating conflicts, you will know in your gut when that time has arrived. Isolate the participants if possible and just move on. All this talk of well-paced dances, inner clocks, and gut feelings may seem alien to "just

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The Hofbrauhaus Las Vegas is located at 3900 Paradise Road, across from the Hard Rock Hotel Casino. Check out their Web site at www.hofbrauhauslasvegas.com or call for more information at (702) 893-1821.
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