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I-215 Freeway Project Receives National Attention as Model Stimulus Project
By John Husing

At a time when the nation is still reeling from the economic crisis, people in San Bernardino County have reason to celebrate. The confirmed allocation of $128 million in American Recovery and Reinvestment Act (ARRA), or stimulus funding, combined with other local, state and federal funding sources, makes it possible for the overall $800 million, 7.5 mile, I-215 Freeway Widening Project in San Bernardino to continue on course and complete the final two phases of a four-phase project.

This project will inject economic vitality into a depressed region by providing an estimated 2,000 jobs per year over a four-year construction period. The spin-off jobs and economic boost will resonate throughout the county with the purchase of additional goods and services.

The project is considered one of the top transportation

RiverRock Lands 2.47-Million-Square-Foot Industrial Portfolio

RiverRock Real Estate Group landed a sizable management assignment as they were awarded the contract for Denver-based DCT Industrial Trust’s SoCal industrial portfolio totaling 2.4 million square feet and 16 properties. With this latest contract, RiverRock’s industrial platform has now reached 5.2 million square feet with its overall asset management portfolio exceeding 13 million square feet.

The DCT Industrial Portfolio includes properties located throughout Los Angeles, Orange and San Diego counties, as well as the Inland Empire. This includes the property in the photo, at 6255 Sycamore Canyon in Riverside. RiverRock was selected to manage the DCT Industrial Portfolio because of its asset management platform, extensive experience in the industrial market and customized management strategies on behalf of institutional grade clients.

Home Markets: Finally Some Good News

In second quarter 2009, the Inland Empire recorded 20,259 seasonally adjusted existing and new home sales equal to mid-2002 levels. The volume was just below the 20,914 sales in the first quarter and was up 78.1% from the low in fourth quarter 2007. Omitting adjustments for seasonal factors, there were 21,709 sales in second quarter 2009 versus 17,921 in the first. For the first six months of 2009, the inland region was responsible for 41.8% of all home sales in Southern California (Mexican border to Ventura County), a record.

ANATOMIC GLOBAL PLEDGES 200,000 “TRANSITIONAL” MATTRESSES TO HAITI

Manufacturer Teams With Five Suppliers to Donate “World Beds” to People in Need

Leading U.S. mattress manufacturer Anatomic Global, based in Corona, said it was joining with five of its key suppliers to donate specially designed “transitional” mattresses to displaced Haitians suffering from one of the world’s most devastating tragedies in recent memory. The first 500 mattresses were shipped from Southern California and are expected to arrive in Haiti where they will be distributed through Paraklouts International and Calvary Chapels. Several thousand mattresses will continue to be shipped each week until the company reaches its goal of supplying some 200,000 pieces, which is what experts have estimated the need to be.

Joining Anatomic Global in
Sales
Riverside County had 11,746 existing home sales in second quarter 2009, up 50.2% from 2008. As recordings come at the end of escrow, this included many sales from the first quarter. Rural desert areas had the largest percentage gain rising to 829 units (79.8%). Perris, Hemet, San Jacinto was the volume leader (2,942; 79.6%). The county recorded 1,301 new home sales in second quarter 2009, off -33.8% from 2008. Murrieta, Temecula, Lake Elsinore had smallest percentage decline, falling to 307 units (-4.7%). The area was also the volume leader ahead of Perris, Hemet, San Jacinto (311; -39.8%).

San Bernardino County’s existing home sales rose 82.2% to 8,233 units from second quarter 2008-2009. The San Bernardino-Highland area had the largest percentage gain, rising 133.6% to 1,236 units. The Victor Valley led in volume (2,261; 117.6%). The county’s second quarter 2009 new home sales were down to 505 units, off -48.3% from 2008. Sales in the outlying deserts had the best performance, up 26.1% to 29 units. The volume leader was the area west of the I-15 Freeway (175; -39.2%).

Prices
Riverside County’s second quarter 2009 new home price of $364,300 was down -7.7% from 2008 ($394,800). The region’s existing home price of $266,200 was off -30.7% from $384,300 in 2008.

The Future
With affordability at record levels, sales volumes rising, interest rates low and third quarter 2009 prices up, it appears that a firm floor has been put under the Inland Empire’s housing market. Looking at the near term, at this affordability level, there should be sufficient demand to absorb the expected second wave of foreclosures from alt-A and option adjustable loans as well as some increase in new home production. The key will be the dissipation of consumer fears and the willingness of banks to lend.

I-215...
continued from pg. 1
projects in the nation to receive more than $100 million in stimulus funding and is one of the first projects of this magnitude to go to construction. This project further establishes SANBAG’s reputation for partnering with Federal Highway Administration and Caltrans to deliver major transportation projects.
Please allow us to introduce ourselves: Triton Communications, Inc., a full service telecommunications company. Originally formed in 1981, and incorporated on August 12th, 1982. We began as a contractor providing installation service for Rolm of California. In 1985, Triton Communications, Inc. became an interconnect and began to serve its own customers.

We are very proud to say that many of our original customers are still with us today. Please review the list of services and qualifications below. We are certain you will find that Triton Communications, Inc. can be of assistance to you and your company. We have a very well trained technical staff and our installation and service technicians have an average of fifteen years experience each. The following is a list of our services:

- Sales and Service of refurbished (Nortel, Toshiba) & new (NEC) telephone systems and equipment.
- Complete System cabling of voice, data, and computer networking.
- Voice Mail and Paging systems to Video conferencing and Call Accounting systems.
- Providing Local Dial Tone, T1, Long Distance and 800 numbers.
- VoIP solutions.

About Glen Ivy Hot Springs Spa
Stretched across 12 acres of lush contemporary landscaping, Glen Ivy is a spa ofyou to whom ever you wish.

GLEN IVY SPA
THRIVES IN RECESSION

Many retailers lament a third year of sub par sales and worse, but Glen Ivy Hot Springs Spa near Corona is bucking the trend. Gift card sales keep growing and 2009’s record guest count of 192,000 was up 35% over 2007 and 17% over 2008. Why? Special offers to loyal e-mail subscribers and a $100-gift card-for-$75 special during gift seasons helped. But when asked, “To what do you attribute 2009’s high attendance, despite the recession?” Glen Ivy’s CEO Jim Root replied, “We’re all being careful with money, maybe postponing vacations and staying close to home. Glen Ivy Spa is an affordable comfort. Most importantly, our guests tell us that now more than ever they need that ‘two week vacation in a day’ they enjoy at Glen Ivy.”

Corporate Founder, John Gray, says Glen Ivy has historically been recession-proof. “Not every year has been an up year over the spa’s century-and-a-half commercial existence, but generations of Southern Californians come to Glen Ivy Hot Springs to relax and renew, to celebrate and socialize, and to feel a deeper sense of well being. The healing and nurturing qualities of the spa experience are timeless.”

In 2010, Glen Ivy Hot Springs celebrates its sesquicentennial: 150 years as an operating business. Abraham Lincoln was campaigning for President in 1860 when the spa first opened to serve weary stagecoach travelers and early vacationers. Millions have soaked in Glen Ivy’s warm thermal waters and relaxed at this Inland Empire landmark.

Stretched across 12 acres of lush contemporary landscaping, Glen Ivy is a spa of
## Commentary

**Securing Future Leaders for Economic Growth**

“The future business leaders for our community should be a product of the community. In order to build a foundation for success in the business realm, steps begin at the high school and university level,” states Jennifer Torrez.  

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## News and Features

**SBA Lending Increases Sharply From October Thru December 2009**

SBA loan activity in Orange, Riverside and San Bernardino counties continues to make a strong comeback, with both the number of loans and their dollar amounts showing substantial increases in the first quarter of fiscal year 2010 versus the same period in 2009. Some good news to hear.

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**Selling Yourself and Your Ideas to Senior Management:**

Polish Up Your Public Speaking Skills in Advance! It’s no secret, the more important your public speaking and communications skills become the faster you’ll climb the corporate ladder. Patricia Fripp gives her Seven Fripp Do’s and her three Fripp Don’t in helping your communication skills.

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**Keys to Social Media Marketing Success**

Pam Lontos gives some guidelines which will help in order to ensure that Social Media Marketing (called SMM) works for you in a positive way. Social Media Marketing is the newest buzz in the PR and marketing realm.

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**Gaining Trust is Never Easy. Losing It Is.**

In any relationship, there are no little things. Everything counts especially in business. Michael Angier emphasizes that trust accounts are created by consistently doing what you say you’ll do and always acting with honesty and integrity.

### Columns

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- Top Health Care Medical Clinics in the Inland Empire.
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- Financial Brokerage Firms Serving the Inland Empire.
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Securing Future Leaders for Economic Growth

By Jennifer Torrez

The future business leaders for our community should be a product of the community. In order to build a foundation for success in the business realm, steps begin at the high school and university level.

California State University, San Bernardino has already begun the process to keep the “best and brightest” graduating high school students in our community. In 2002, University President Dr. Albert K. Karnig, in collaboration with the San Bernardino County Schools, established the Presidential Academic Excellence Scholarship (PAES) program.

The PAES program focuses on San Bernardino and Riverside Counties’ top 1 percent graduating high school students. The intent is to keep them in the community and attend CSUSB, so that they remain in the county and build a stronger workforce for San Bernardino County. PAES recipients are awarded a four-year undergraduate scholarship and must be enrolled full-time and maintain a 3.5 grade point average or better.

In 2008, the Public Policy Institute of California (PPIC) found that the Inland Empire’s economy was slowly moving towards jobs that require higher levels of education, leading to higher wages, increased tax revenue and better economic conditions. The PPIC also found that the majority of jobs develop from new firm creation. Efforts should concentrate on growing these firms by maintaining the region’s top college graduates who are likely to establish new businesses and become employees and business owners.

The goal of the program is to keep the Inland Empire’s brightest students in the community as they become leading young professionals and businessmen to build a sturdy local economy.

According to a 2009 study by Edward Glaeser, a Harvard economist, there is a strong correlation between a skilled workforce and lower unemployment. The higher the educational level of an area, the lower the unemployment rate.

State Joins County Effort to Secure Customs Inspector From DHS

The California state agency responsible for business, transportation, and housing has engaged in the effort to secure a single customs inspector for the Foreign Trade Zone 244 located in western Riverside County. In its letter to Carlos Martel of the Department of Homeland Security, Los Angeles office, the state mentions the county’s unemployement rate and the need to post an inspector in Riverside County and FTZ 244. DHS and Customs and Border Protection has refused to staff the FTZ unless it receives $150,000 per year to staff the office. Martel continues to insist that the $150,000 fee be paid as the FTZ is 5,280 feet (1 mile) outside the boundary for “free” service.

County officials also met with Congressman Ken Calvert and pledged to continue the push for DHS staffing of FTZ 244 without paying charges or fees to DHS. Congressman Calvert was first to lead the federal effort to resolve the staffing issue and has been joined in this effort by U.S. Senators Feinstein and Boxer. Congressman Calvert is a member of key committees dealing with appropriations and homeland security oversight in Washington, D.C.
# Top Health Care Medical Clinics/Groups in The Inland Empire

## Ranked by number of licensed beds

<table>
<thead>
<tr>
<th>Medical Group Address</th>
<th># of Physicians: Employed Contracted</th>
<th>Organization: (IPA/Grp. Pract.)</th>
<th>Total Employees</th>
<th>Year Founded</th>
<th>Percentage of Prepaid Patients</th>
<th>Urgent Care Services</th>
<th>Nat. Accredited: Srg. Centers Clinic/Group</th>
<th>Top Local Executive Title</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Arrowhead Orthopedics 1901 W. Loma Ave. Redlands, CA 92374</td>
<td>13</td>
<td>Medical Group Practice</td>
<td>130</td>
<td>1989</td>
<td>90%</td>
<td>Yes</td>
<td>No</td>
<td>Nahid Razenski CEO (909) 557-1660/557-1740</td>
<td><a href="mailto:nahid.razenski@chw.edu">nahid.razenski@chw.edu</a></td>
<td></td>
</tr>
<tr>
<td>2. Beaver Medical Group 2 W. Fern Ave. Redlands, CA 92373</td>
<td>170</td>
<td>Multi-Specialty Group</td>
<td>1,000</td>
<td>1945</td>
<td>80%</td>
<td>Yes</td>
<td>No</td>
<td>John Goodman CEO (909) 793-3111/796-0417</td>
<td><a href="http://www.beavermedicalgroup.com">www.beavermedicalgroup.com</a></td>
<td></td>
</tr>
<tr>
<td>Cal-Care Industrial Medical Clinic 302 E. Garey Ave. Pomona, CA 91766</td>
<td>3</td>
<td>Occupational Health</td>
<td>12</td>
<td>1998</td>
<td>100%</td>
<td>Yes</td>
<td>No</td>
<td>Tom Blay General Manager (909) 625-8817/820-8817</td>
<td><a href="mailto:calcare1@cah.org">calcare1@cah.org</a></td>
<td></td>
</tr>
<tr>
<td>4. Choices Medical Group 18564 Hwy. 18, Ste. 105 Apple Valley, CA 92307</td>
<td>5</td>
<td>IPA</td>
<td>480</td>
<td>1990</td>
<td>80%</td>
<td>Yes</td>
<td>No</td>
<td>Mammohan Nayar, M.D. President (760) 242-7777 Fax (760) 242-0487</td>
<td><a href="http://www.choicesgroup.com">www.choicesgroup.com</a></td>
<td></td>
</tr>
<tr>
<td>5. Community Medical Group of Riverside Inc. 4444 Magnolia Ave. Riverside, CA 92501</td>
<td>10</td>
<td>Multi-Specialty</td>
<td>99</td>
<td>1975</td>
<td>95%</td>
<td>Yes</td>
<td>No</td>
<td>Richard M. Finn, FACHE Administrator (951) 682-5661/274-3411</td>
<td><a href="http://www.commhealth.org">www.commhealth.org</a></td>
<td></td>
</tr>
<tr>
<td>6. Computerized Diagnostic Imaging Center 4001 64th St., Ste. 109 Riverside, CA 92501</td>
<td>10</td>
<td>MRI, CT, Fluoroscopy, Computerized Arterial Doppler, Ultrasound, Color Doppler</td>
<td>38</td>
<td>1976</td>
<td>80%</td>
<td>No</td>
<td>No</td>
<td>Kathy Fresquez Administrator (951) 727-6700/727-6161</td>
<td><a href="http://www.cdclinic.com">www.cdclinic.com</a></td>
<td></td>
</tr>
<tr>
<td>7. Cucamonga Valley Medical Group 16465 Sierra Lakes Parkway, Ste. 300 Fontana, CA 92336</td>
<td>4</td>
<td>Prime Care, Medical Group</td>
<td>30</td>
<td>2006</td>
<td>WND</td>
<td>Yes</td>
<td>N/A</td>
<td>Amy Karp CEO (909) 269-0428/269-2886</td>
<td><a href="http://www.cvmgdocs.com">www.cvmgdocs.com</a></td>
<td></td>
</tr>
<tr>
<td>8. Desert Oasis HealthCare 275 N. El Cielo Rd. Palm Springs, CA 92262</td>
<td>26</td>
<td>Medical Group/IPA</td>
<td>550</td>
<td>1981</td>
<td>90%</td>
<td>Yes</td>
<td>N/A</td>
<td>Marc Huffman, M.D. Medical Director (760) 362-8141/320-2106</td>
<td><a href="mailto:marc.huffman@msn.com">marc.huffman@msn.com</a></td>
<td></td>
</tr>
<tr>
<td>9. Hemet Community Medical Group 1545 W. Florida Ave. Hemet, CA 92544</td>
<td>4</td>
<td>IPA</td>
<td>176</td>
<td>1965</td>
<td>N/A</td>
<td>Yes</td>
<td>N/A</td>
<td>Kali P. Chandhuri CEO (951) 791-1111/791-1120</td>
<td><a href="http://www.hemetcmc.com">www.hemetcmc.com</a></td>
<td></td>
</tr>
<tr>
<td>11. Hospitality Dental 4942 Arlington Ave. Riverside, CA 92504</td>
<td>1</td>
<td>Dental Orthodontics</td>
<td>16</td>
<td>1971</td>
<td>90%</td>
<td>Yes</td>
<td>No</td>
<td>Michael Boyko, DDS Owner (951) 359-4911/351-2013</td>
<td><a href="mailto:krusenau@hospitalitydental.com">krusenau@hospitalitydental.com</a></td>
<td></td>
</tr>
<tr>
<td>12. Hospitality Dental Associates 113 W. Hospitality Lane, Ste. 14 San Bernardino, CA 92408</td>
<td>22</td>
<td>Orthodontics</td>
<td>150</td>
<td>1971</td>
<td>90%</td>
<td>Yes</td>
<td>N/A</td>
<td>Chad Tucker Administrator (909) 881-6910/884-4068</td>
<td><a href="http://www.hospitalitydentalassociates.com">www.hospitalitydentalassociates.com</a></td>
<td></td>
</tr>
<tr>
<td>14. Inland Faculty Medical Group, Inc. 952 S. Mt. Vernon Ave. Colton, CA 92324</td>
<td>5</td>
<td>IPA</td>
<td>1994</td>
<td>100%</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Guillermo Valenzuela President (951) 343-9111/343-9199</td>
<td><a href="mailto:guillermo@inlandfaculty.com">guillermo@inlandfaculty.com</a></td>
<td></td>
</tr>
<tr>
<td>15. Inland Health Care Group, Inc. c/o Inland Health Organization 1980 Orange Tree Ln., Ste. 200 Redlands, CA 92374</td>
<td>9</td>
<td>IPP/Group Practice</td>
<td>50</td>
<td>1993</td>
<td>86%</td>
<td>No</td>
<td>No</td>
<td>Carey Paul, M.D. President (951) 335-7171/335-7140</td>
<td><a href="mailto:carey.paul@io.org">carey.paul@io.org</a></td>
<td></td>
</tr>
<tr>
<td>16. Kaiser Permanente Medical Center 10800 Magnolia Ave. Riverside, CA 92505</td>
<td>245</td>
<td>Multi-Specialty Full Service Medical Care</td>
<td>2,400</td>
<td>1989</td>
<td>100%</td>
<td>Yes</td>
<td>N/A</td>
<td>Richard Rajaratnam M.D. Area Associate Medical Director (951) 335-2000/335-6411</td>
<td><a href="http://www.kaiserpermanente.com">www.kaiserpermanente.com</a></td>
<td></td>
</tr>
<tr>
<td>17. Loma Linda Medical Group 6325 Arches Ave., Ste. 130 Rancho Cucamonga, CA 91709</td>
<td>3</td>
<td>Dental Orthodontics</td>
<td>15</td>
<td>1988</td>
<td>90%</td>
<td>24 Hour on Call</td>
<td>No</td>
<td>Doreen Graham Office Manager (909) 881-3566/860-4072</td>
<td><a href="mailto:dlomas@llu.edu">dlomas@llu.edu</a></td>
<td></td>
</tr>
<tr>
<td>18. Loma Linda University Health Care 11370 Anderson St., Ste. 3000 Loma Linda, CA 92354</td>
<td>400+</td>
<td>Medical School Faculty Practice</td>
<td>1,235</td>
<td>1967</td>
<td>15%</td>
<td>Yes</td>
<td>Yes</td>
<td>David Wren CEO (909) 558-2315/558-2446</td>
<td><a href="http://www.loma%E8%A8%BAv.edu">www.loma診v.edu</a></td>
<td></td>
</tr>
<tr>
<td>19. Loma Linda University Health Care 25455 Barton Rd. Loma Linda, CA 92354</td>
<td>1</td>
<td>Medical Group</td>
<td>4</td>
<td>100%</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Alfred Quansah CEO (909) 433-5843/584-6231</td>
<td><a href="http://www.llu.edu">www.llu.edu</a></td>
<td></td>
</tr>
</tbody>
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Bullsh*t Inspection 101:
Sniffing Out 10 Corporate Bullsh*t Traits That May Be Bringing Down Your Company

Too many companies are driven by greed and backstabbing rather than sound business practices. Is yours one of them? Blaine Loomer, author of “Corporate Bullshit,” reveals the traits you must relentlessly shovel out of your organization—before it’s too late.

How to take home a fat paycheck when your lowly worker bees are getting laid off. How to kick back at a lavish executive retreat after your company receives government bailout money. How to create a thriving corporate culture based on popularity contests, discrimination, and greed. They’re not exactly lessons you’re taught in business school. But judging from recent business headlines, they are the essential modern day rules of thumb for running a successful business.

If you call “bullsh*t” on these shameless practices, you’re not alone. Blaine Loomer is furious that more and more corporate-types, big and small, are using their BS in BS rather than their MBAs to get ahead in the business world.

“Over the past couple of years, some of the most outrageous examples of corporate irresponsibility in the nation’s history have come to light,” says Loomer, author of the new book “Corporate Bullshit: A Survival Guide.” “Too many organizations have allowed greed, backstabbing, and their leaders’ own career motivations to run the companies into the ground. In today’s corporate world, too often the good people get lost in the shuffle.”

Loomer wants to see a change in the corporate BS that has taken over at many organizations. He wrote his new book to help the good guys and gals understand what is going on in today’s corporate world, so they can better maneuver around the BS they’ll encounter during their careers.

And he also has a message for any BS practitioners who might be reading this article: As the first tentative signs of economic recovery start gathering steam, your day of reckoning is coming. It’s time to do a bullsh*t inspection in your own backyard.

“I think we’ve all seen what can happen when greed and self-importance reign over innovation and putting employees first at organizations,” says Loomer. “At some point those negatives will catch up to you. By doing some analysis and using some deductive reason- ing, people may be able to keep themselves from getting burned. In other words, now you can see trouble coming. You don’t have to wake up one morning to find out you’re out of work and your employer has lost your pension.

“It’s time to stop letting this negativity and corporate BS rule at our nation’s businesses.”

Is your organization pumping out more BS than actual products and services? If so, read on for a few corporate BS traits that are sure to bring you down:

Huge bonuses and over-the-top severance packages go to undeserving executives. In years past, you could trust upper-level management to act in the best interests of their company and work to ensure its survival. These days it seems that personal agendas and personal greed have taken over. Huge bonuses and golden parachutes in the form of exorbitant severance packages are now the norm rather than the exception.

“Many of today’s executives look out for themselves and that’s pretty much it,” says Loomer. “It’s a practice that more often than not ends up being bad for the business as a whole. That’s why I propose that we take some of the billions of dollars that we are spending on bailouts and staff the SEC with auditors to be imbedded in the corporations. These auditors would monitor meetings and operations to ensure that every public company is being a good corporate citizen. The goal here is prevention. Preventing a corporate failure is much more valuable than trying to fix it after it has already happened and investors have been wiped out.”

“And organizations can avoid having to pay huge severance packages to underperform- ing executives through what I call a ‘corporate prenuptial,’” he adds. “It would allow companies to remove someone who has underperformed without paying a pile of money to get rid of him. If things don’t work out under an executive’s manage- ment, he leaves with what he came with and nothing more.”

Lies, lies, and more lies.

Many of today’s corporations cover their own indiscretions by lying to the public and in some cases their employees. But have you ever considered that perhaps this culture of lying starts with the age-old practice the companies use to hire executives and their employees—the job interview?

“A lack of honesty can permeate an entire corporate culture,” says Loomer. “And for too many employees and leaders that dishonesty starts at the job interview. The potential employee is painting a picture of herself that may be a little better than reality, while the employer is painting a better picture of the job than may be reality. Six months down the road, neither side can figure out why the relationship is not working. But the reality is both parties have been bullshitting each other from the start. And when you have leaders and employees who don’t have a problem lying to each other, they probably won’t have any qualsms about lying to customers or stakeholders. Organizations that want to survive and thrive must move toward a culture of honesty.”

The blame game dominates office culture. When a project or event starts, there are two likely outcomes: success and failure. Great employees are willing to accept responsibility for their failures along with their suc- cesses. But too many organiza- tions allow the blame game to be played by employees and executives, who point the finger everywhere but at themselves when something goes wrong but are all too happy to take the credit when things go right.

“The blame game can quickly ruin an organization’s culture,” says Loomer. “But there are ways to keep it at bay. Have employees carefully document milestones and assigned respon- sibilities on all projects. Well-documented project plans will paint a very clear picture of what went on during a project and remind employees that they will be held accountable for their work. Stay informed about the projects that are going on at your organization and ask to be updated frequently. Taking these steps will help suppress the con- flict that arises when employees start up the blame game.”

Poor decision making is the norm. How decisions are made continued on page 14
SBA Lending Increases Sharply From October Thru December 2009

More loans and dollars are going to small businesses in Orange, Riverside and San Bernardino counties

SBA loan activity in Orange, Riverside and San Bernardino counties continues to make a strong comeback, with both the number of loans and their dollar amounts showing substantial increases in the first quarter of fiscal year 2010 versus the same period in 2009.

In the first quarter of fiscal 2010, 388 SBA loans have been approved for a total of $192 MM. This is an increase of 75 percent in dollars and 51 percent in loan volume compared to fiscal 2009.

Drilling down further, the 7a loan program saw a big jump in both categories, with a 95 percent increase in loan dollars and a 62 percent increase in loan volume.

SBA’s 504 loan program saw an increase of 39 percent in dollars and 15 percent in the number of loans.

Overall, in fiscal 2009, 1065 loans for $407 MM were made throughout the Santa Ana District.

“What this means for small businesses is more access to capital and the ability to create and retain jobs, make investments, and take other steps that stimulate growth and improve the local and national economy,” said Santa Ana District Office’s deputy director, Rachel Baranick.

Two provisions in the Recovery Act contributed greatly to the increased activity. The guaranty percentage was raised to 90 percent and fees were eliminated for most SBA loan programs. This provided additional security to lenders making loans to small businesses and greatly reduced the cost to borrowers to secure the funds.

Baranick adds, “The Recovery Act was instrumental in providing the spark needed to jumpstart lending to small businesses.”

The 7(a) Loan Program is SBA’s primary program to help start-up and existing small businesses obtain financing when they might not be eligible for business loans through normal lending channels. SBA itself does not make loans, but rather guarantees a portion of loans made and administered by commercial lending institutions.

7(a) loans are the most basic and most commonly used type of SBA loan. They are the most flexible, since financing can be guaranteed for a variety of general business purposes, including working capital, machinery and equipment, furniture and fixtures, land and building (including purchase, renovation and new construction), leasehold improvements, and debt refinancing (under special conditions). Loan maturity is up to 10 years for working capital and generally continued on page 39.
DUFF & PHELPS/INLAND EMPIRE BUSINESS JOURNAL

STOCK CHART

Duff & Phelps, LLC
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Five Most Active Stocks

<table>
<thead>
<tr>
<th>Company</th>
<th>Ticker</th>
<th>12/31/09</th>
<th>Close Price</th>
<th>Open Price</th>
<th>%Chg. Month</th>
<th>52 Week High</th>
<th>52 Week Low</th>
<th>Current P/E Ratio</th>
<th>Exchange</th>
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<td>Watson Pharmaceuticals Inc (H)</td>
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<td>23.05</td>
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Notes: (H) - Stock hit fifty two week high during the month, (L) - Stock hit fifty two week low during the month, NM - Not Meaningful

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<th>Current P/E Ratio</th>
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D&P/IEBJ Total Volume Month 65,749,021

Monthly Summary

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<td>Advances</td>
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<td>Declines</td>
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<td>New Highs</td>
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<tr>
<td>New Lows</td>
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February 2010
### Hotel Suites in the Inland Empire

**Ranked by Total Number of Suites**

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Address</th>
<th>Number of Suites</th>
<th>Rate Range / Year Built</th>
<th>Owner</th>
<th>Number of Amenities</th>
<th>Top Local Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyatt Grand Champions Resort</td>
<td>44-600 Indian Wells Lane, Indian Wells, CA 92210</td>
<td>580</td>
<td>$200-800 / 2006</td>
<td>Grand Champions LLC</td>
<td>B,C,F,FP,G,HS,LL, N,PR,TW</td>
<td>Allen Farrell</td>
</tr>
<tr>
<td>The Residence Inn by Marriott</td>
<td>2035 Convention Center Way, Ontario, CA 91764</td>
<td>200</td>
<td>$99-299 / 1985</td>
<td>Island Hospitality</td>
<td>56</td>
<td>CB,CHR,FPN,ORH,W,ET</td>
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<tr>
<td>Best Western Inn Suites</td>
<td>3403 Shelly St., Ontario, CA 91764</td>
<td>150</td>
<td>$89-169 / 1990</td>
<td>Inn Suites International</td>
<td>67</td>
<td>CB,CHR,P,PLL,FPG,HLN,R,W,X</td>
</tr>
<tr>
<td>Ayres Suites at the Mills Mall</td>
<td>4750 Mills Circle, Pomona, CA 91768</td>
<td>138</td>
<td>$109-179 / 1984</td>
<td>Ayres Hotel Group, Costa Mesa, CA</td>
<td>50</td>
<td>B,CR,EX,Comp. Breakfast/F, Evt. Social Hr., In-Room Refr., Micro</td>
</tr>
</tbody>
</table>

**Notes:**
- **N/A** = Not Applicable
- **WND** = Would Not Disclose
- **na** = not available
- The information in the above list was obtained from the companies listed. To the best of our knowledge, the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 7979, Rancho Cucamonga, CA 91729-7979. Researched by Nina DeMai. Copyright 2000 by EB Media.
REFRESHED . RESTYLED . RENEWED

DISCOVER WHAT’S SURE TO BE YOUR FAVORITE “NEW” INLAND EMPIRE HOTEL

Stylish, contemporary enhancements present a sophisticated backdrop as professional hotel staff welcome you the moment you arrive. Spacious lobby offers relaxing conversation and living areas with the ideal setting to catch up on email while enjoying a perfectly-blended beverage whipped up by our Barista at the Airport Cyber Café, proudly serving Starbucks®.

Rich color palettes and vibrant textiles beckon from the blu BAR & GRILL. Sleek, modern touches echo the fashionable new look and cocktail service is matched only by the incredible selection of starters, entrees and desserts found on our new menu.

There’s a new fitness center equipped with cutting edge Precor® elliptical cross-trainers, cycles and treadmills. Guest rooms are designed for the executive traveler, offering the Hilton Serenity Bedding Collection, full size work desk, MP3 connection-ready radios and coffee and tea service.

Executive upgrade level rooms are available, many feature balconies showcasing the beautiful San Gabriel mountains. Executive level rooms offer a complimentary continental breakfast, and relaxing evening reception in the Executive Lounge Monday through Friday.

Hilton ONTARIO AIRPORT HOTEL | 700 NORTH HAVEN AVE | ONTARIO, CA 91764
PHONE: 909 980 0400 | WWW.ONTARIOAIRPORT.HILTON.COM
## Top Health Care Medical Clinics/Groups in The Inland Empire

**continued from page 6**

<table>
<thead>
<tr>
<th>Medical Group Address</th>
<th>City, State, Zip</th>
<th># of Physicians: Employed Contracted</th>
<th>Organization: (IPA/Grp. Pract.) Total Employees</th>
<th>Year Founded</th>
<th>Percentage of Prepaid Patients</th>
<th>Urgent Care Services</th>
<th>Nat. Accredited: Surg. Centers: Clinic/Group</th>
<th>Top Local Executive Title</th>
<th>Phone/Fax/E-Mail Address</th>
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</thead>
<tbody>
<tr>
<td>Magnolia Health Care Management</td>
<td>909 North Magnolia Ave., Ste 206 Riverside, CA 92503</td>
<td>181</td>
<td>IPA 0 1995 N/A No N/A John Mukherje CEO (951) 359-0779/849-6644</td>
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<tr>
<td>Milianakis Eye Institute</td>
<td>37910 Bob Hope Dr., Ste. 109 Rancho Mirage, CA 92270</td>
<td>16</td>
<td>Ophthalmology Group Practice 60 1980 80% 24 Hour on Call Tim Milianakis, MD Administrator (760) 346-9179/7040-1940</td>
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<tr>
<td>NAMM California</td>
<td>3281 E. Guasti Rd., 7th Floor Ontario, CA 91761</td>
<td>21</td>
<td>IPA Multi-Specialty 750 1983 95% Yes N/A Leigh Hutchins CEO (909) 685-8008/685-8011 <a href="http://www.nammcal.com">www.nammcal.com</a></td>
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<tr>
<td>Pinnacle Medical Group</td>
<td>150 N. Riverside Ave. Rialto, CA 92376</td>
<td>8</td>
<td>Medical Group 50 2003 WND Yes Yes Charles Sabbath, MD President (909) 421-2700/242-2922 <a href="http://www.pinnaclecal.com">www.pinnaclecal.com</a></td>
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<tr>
<td>Pomona Valley Health Center</td>
<td>1770 N. Orange Grove Ave., Ste. 101 Pomona, CA 91767</td>
<td>8</td>
<td>Premier Family Medicine Associates 36 1996 N/A No Yes Gregory Dallabd M.D. Medical Director (909) 684-9049/685-2982 <a href="http://www.pvhc.com">www.pvhc.com</a></td>
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<tr>
<td>PVHC at Chino Hills</td>
<td>2140 Grand Ave Chino Hills, CA 91710</td>
<td>4</td>
<td>Premier Family Medicine Associates 46 2003 N/A Radiology &amp; Physical Therapy Yes Gary Fontan, M.D. Medical Director (909) 636-7855/786-7648 <a href="http://www.pvhc.com">www.pvhc.com</a></td>
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<td>PVHC at Claremont</td>
<td>1601 Monte Vista Ave. Claremont, CA 91711</td>
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<td>Premier Family Medicine Associates 50 2009 N/A Yes Yes Karen Levin Director of Operations (909) 997-7046/6166 <a href="http://www.pvhc.com">www.pvhc.com</a></td>
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<td>Prime Care of Redlands</td>
<td>1520 Burton Rd. Redlands, CA 92373</td>
<td>3</td>
<td>IPA 15 1982 80% Yes No Sundeep Derryberry Executive Director (909) 788-7796/633-0006</td>
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<tr>
<td>ProMed Health Network</td>
<td>4150 E. Cofrusto St., Ste. 100 Ontario, CA 91764</td>
<td>0</td>
<td>IPA Multi-Specialty 87 1984 80% Yes N/A No Jereddei Prasad, M.D. Medical Director (909) 932-1049/312-1065 <a href="mailto:info@promedhealth.com">info@promedhealth.com</a></td>
<td></td>
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<td>Raincross Medical Group, Inc.</td>
<td>4648 Brescott Ave. Riverside, CA 92506</td>
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<td>Multi-Specialty 70 1996 60% Yes No Deborah Novellio Executive Director (951) 774-2800/774-2846</td>
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<td>Rollands-Yucca Medical Group</td>
<td>425 Tarracina Blvd., Ste. 10A Redlands, CA 92373</td>
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<td>Medical Group 50 2003 WND Yes Yes Walter Jones, MD President (909) 746-6569 <a href="http://www.rymg.com">www.rymg.com</a></td>
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<tr>
<td>Riverside Medical Clinic</td>
<td>3660 Arlington Ave. Riverside, CA 92506</td>
<td>123</td>
<td>Multi-Specialty Medical Group 725 1935 90% Yes Yes Judy Carpenter President/CEO (951) 737-3744/328-9749 <a href="http://www.riversidemedicalclinic.com">www.riversidemedicalclinic.com</a></td>
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<td>Riverside Physician Network</td>
<td>1650 Iowa Ave., Ste. 220 Riverside, CA 92507</td>
<td>0</td>
<td>IPA 55 1984 n/a Yes N/A No Howard Saner CEO (951) 784-9400/794-0008 <a href="http://www.rpnsocs.com">www.rpnsocs.com</a></td>
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<td>San Bernardino Medical Group, Inc.</td>
<td>1370 W. Waterman Ave. San Bernardino, CA 92404</td>
<td>25</td>
<td>Multi-Specialty Practice Group 188 1954 65% Yes No James W. Malin CEO/Chief Medical Officer (909) 833-8614/881-3707 <a href="mailto:administration@sbmg.com">administration@sbmg.com</a></td>
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<tr>
<td>Stanley Traimmel, DDS</td>
<td>Affiliated w/Hospitality Dental Associates 14285 Seventh St. Victorville, CA 92392</td>
<td>1</td>
<td>Dental Orthodontics 6 1986 90% 24 Hour on Call Stephanie Urriza Office Manager (760) 243-7957/243-1310</td>
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<tr>
<td>U.S. Health Works Medical Group</td>
<td>6485 Day St., Ste. 302 Riverside, CA 92507</td>
<td>1</td>
<td>Occupational &amp; Industrial Medicine 4 1991 100% Yes No Carmen Wells Center Manager (951) 631-3230/631-2440</td>
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<td>U.S. Health Works Medical Group</td>
<td>15341 Central Ave. Chino, CA 91710</td>
<td>15</td>
<td>Family Practice, Industrial Medicine 35 1983 35% Yes Yes Alpine Jordan Medical Director (909) 626-6016/26-7801</td>
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Selling Yourself and Your Ideas to Senior Management: Polish Up Your Public Speaking Skills in Advance!

By Patricia Fripp, CSP, CP-AE

It's no secret...the higher up the corporate ladder you go, the more important your public speaking and communications skills become. And the faster you develop and hone your skills, the faster you'll climb.

If you have your sights set on increased responsibility and the job title and salary that go with them, you will need to position yourself ahead of the crowd...in advance. At all stages of your career you need to sell yourself, your ideas, your value, and your ability. To position yourself for promotion, learn what it takes to sell yourself and your ideas to senior management.

Perhaps you're already speaking up in team meetings and getting your ideas across effectively. If so, how do you feel about facing a room full of senior management or at least five around a boardroom table, all staring at you? What is different? Well, for one thing the stakes are higher. All business communications are important, but with senior management as your audience, you are in the hot seat. They are going to accept or reject the recommendations that you, your department, or your team have worked so hard on. 

Wouldn't be nervous?

Don't worry. You are human. This is a perfectly natural way to feel. Remember, they can't see how you feel, only how you look and act. You want them to focus on and consider your proposals, not your anxiety. And you'll look cool and collected when you follow this advice.

Seven Fripp Do's

1. Practice. A report to senior managers is not a conversation; however, it must sound conversational. Once you have your notes, practice by speaking out loud to an associate, or when you are driving to work, or on the treadmill. Make sure you are familiar with what you intend to say. It is not about being perfect. It is about being personable. (Remember, rehearsal is the work; performance is the relaxation.)

2. Open with your conclusions. Don’t make your senior level audience wait to find out why you are there.

3. Describe the benefits if your recommendation is adopted. Make these benefits seem vivid and obtainable.

4. Describe the costs, but frame them in a positive manner. If possible, show how not following your recommendation will cost even more...

5. List your specific recommendations, and keep it on target. Wandering generalities will lose their interest. You must focus on the bottom line. Report on the deals, not the details.

6. Look everyone in the eye when you talk. You will be more persuasive and believable. (You can’t do this if you are reading!) Be brief. The fewer words you can use to get your message across, the better. Jerry Seinfeld says, “I spend an hour taking an eight-word sentence and making it five.” That’s because he knows it would be funnier. In your case, shorter is more memorable and repeatable.

Three Fripp Don’ts

1. Don’t try to memorize the whole presentation. Memorize your opening, key points, and conclusion. Practice enough so you can “forget it.” This helps retain your spontaneity.

2. Never, never read your lines—not from a script and not from PowerPoint® slides. Your audience will go to sleep.

3. Don’t wave or hop. Don’t let nervousness (or enthusiasm) make you too animat ed—but don’t freeze. Don’t distract from your own message with unnecessary movement.

Where to Start

1. What is the topic or subject you are reporting on? Be clear with yourself so you can be clear with your audience.

2. Why is your topic important enough to be on the busy agenda of senior level managers?

3. What questions will your audience be asking? Can you answer them early in your presentation?

Here’s an Example

Present your conclusion: What is your central theme, objective, or the big idea of your report? How can you introduce it in one sentence? Suppose that you’ve been in charge of a high-level, cross-functional team to study whether there is a need for diversity training in your company. You might start by saying, “Our committee studied diversity training programs and whether one could benefit our company. Our conclusion is that diversity training would be an exceptionally good investment. Long term we would save money from recruiting, increase employee retention, and improve company morale.”

Present your recommendations: “We recommend that the company initiate a pilot program, starting next quarter, using the ABC Training Company at an investment of $... The ABC Company has successfully implemented this program with one of our subsidiaries, as well as many Fortune 100 companies.”

Describe what’s in it for them: Address the needs of senior management, as well as the company. Answer the questions they will be asking, and show them how your recommendation can make them look good. For example, senior management is usually charged with increasing sales and reducing costs. What if this program means saving money by lowering employee turnover, yet has a relatively modest cost?

“Why is this program a good idea, just when we are cutting unnecessary spending? One of our company’s key initiatives is to recruit and retain 20% more of the best available talent than we did in the last fiscal year. If this training had been in place last year, not only would morale have been higher, but our 23% minority associates would have rated their employee satisfaction survey higher. As you remember, for the last three years our minority associates traditionally rate their satisfaction 3% lower than the other population. This training could have helped increase satisfaction and retention. We would lower the cost of recruiting and training new associates.

“How does this investment compare to other investments we have already made?”

“As a comparison, the initial cost of the pilot for all three offices is 2% of what we spend continued on page 39
speaks volumes about a company and its management team. Decisions usually fall into two categories: short-term and long-term. Short-term decisions are made day-to-day, carry little risk, and are usually made quickly. Long-term decisions usually have a significant effect on a company and carry high risk. They are strategic, and include initiatives like developing a new product or taking a new direction by selling off a division. Moves like these often require multiple discussions and a lengthy period of time to choose the correct course.

“Naturally, it is best when decision makers at organizations carefully evaluate information, no matter what they are deciding,” says Loomer. “But many organizations suffer from people I call Roosters. Roosters are more concerned with self-protection than they are with the decision they are making. They are likely to go with the decision that carries the least risk for them. Take time to understand their thought processes and try to evaluate their goals. You should also be on the lookout for employees and/or leaders who make long-term decisions without thinking them through. Remember, it doesn’t take that many bad decisions to sink a business.”

“It’s our policy” rules customer interactions. Naturally, most organizations have a corporate policy—their laws to live by, so to speak—that their employees must follow. The place where most companies cross the line is when they create policy and impose it on someone else, mainly their customers. How many times have you been on the phone with customer service at a company you’re doing business with and all they want to do is tell you about their corporate policy? Do you really care what their policy is? Does their policy help you solve your problem? In most cases, the answer is no.

“Policies, like contracts, primarily benefit those who create them,” says Loomer. “Otherwise, they wouldn’t exist. If you are in a position to create policy at your organization, consider the impact they have on your customers, both internal and external. If at all possible, allow enough flexibility in them that you won’t alienate the individuals and businesses that keep your organization going.”

Company departments don’t work well together. Many company departments are fundamentally different both in personality and function. An accountant is not an engineer is not a salesperson. Each department has its own role within the company, and if all goes well, it operates to the best of its ability. But departments that are good at performing their own role don’t necessarily work well with the rest of the departments in the organization.

“What corporations should strive for is synergy among departments,” says Loomer. “This helps them gain maximum efficiency, keeps costs under control, and minimizes conflict. Every department’s perspective is valid. You can combat differences in opinion by having departments work together as one team. If possible, have your departments switch jobs, or have individuals shadow their coworkers in other departments for a day. This might give them a whole different perspective on another person’s job and help them gain appreciation for what the other departments do.”

Ability discrimination goes unchecked. Most people think discrimination applies only to race or sex, but there is another common form of discrimination that often goes unnoticed. Call it “ability discrimination.” Basically, people who have great ability and are doing a good job are often discriminated against. It happens for a variety of reasons, says Loomer.

Perhaps a person poses a threat to a superior; he may be getting in the way of someone else’s promotion; or he may be raising the productivity of a group to such high standards that his fellow employees are angry,” he explains. “And in some cases, managers favor an employee who is less competent than they are because they fear they could lose their job if a...
<table>
<thead>
<tr>
<th>Institution Address</th>
<th>City, State, Zip</th>
<th>Students: Total Enrollment</th>
<th>Student-Faculty Ratio</th>
<th>Faculty: Full-Time</th>
<th>Part-Time</th>
<th>Type of Institution</th>
<th>Year Founded</th>
<th>Tuition &amp; Fees: Cali. Resident</th>
<th>Non-Resident</th>
<th>On Campus: Room &amp; Board (Avg. Yearly Cost)</th>
<th>Top Local Exec. Title</th>
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<td>California State Polytechnic Univ., Pomona</td>
<td>Pomona, CA 91768</td>
<td>21,190</td>
<td>21.2</td>
<td>559</td>
<td>482</td>
<td>Public, 4-Year and Graduate</td>
<td>1938</td>
<td>$3,564</td>
<td>$4,237</td>
<td>$9,120</td>
<td>Dr. Michael Ortiz</td>
<td>President</td>
<td>(909) 869-2200/(800) 455-3132</td>
</tr>
<tr>
<td>University of California, Riverside</td>
<td>Riverside, CA 92521</td>
<td>18,925</td>
<td>22.1</td>
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<td>96</td>
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<td>1954</td>
<td>$2,839</td>
<td>$9,790</td>
<td>$13,280</td>
<td>Timothy White</td>
<td>Chancellor</td>
<td>(951) 827-5827/4762</td>
</tr>
<tr>
<td>California State University, San Bernardino</td>
<td>San Bernardino, CA 92407-2397</td>
<td>17,072</td>
<td>22.1</td>
<td>1,100</td>
<td>1,000</td>
<td>Public, 4-Year and Grad.</td>
<td>1965</td>
<td>$1,330 Per Qtr. Undergrad. $228 Per Unit/Fees, Non-Res.</td>
<td>$3,513 Per Qtr. Grad.</td>
<td>$4,185-7,110</td>
<td>Albert K. Kurgan</td>
<td>President</td>
<td>(909) 537-5163/570-7444</td>
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<tr>
<td>University of Phoenix</td>
<td>Ontario, CA 91761</td>
<td>9,850</td>
<td>10.1</td>
<td>2</td>
<td>489</td>
<td>Private</td>
<td>1976</td>
<td>$475 Per Unit/Undergrad.</td>
<td>$625 Per Unit/Grad.</td>
<td>N/A</td>
<td>Bill Pippinelli</td>
<td>President</td>
<td>(909) 937-2407/963-2459</td>
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<tr>
<td>University of La Verne</td>
<td>La Verne, CA 91750</td>
<td>8,328</td>
<td>13.5</td>
<td>104</td>
<td>422</td>
<td>Private</td>
<td>1891</td>
<td>$26,910 Undergrad.</td>
<td>$10,920</td>
<td>N/A</td>
<td>Steve Morgan</td>
<td>President</td>
<td>(909) 593-3511/971-2294</td>
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<tr>
<td>California State University San Marcos</td>
<td>San Marcos, CA 92096-0001</td>
<td>7,902</td>
<td>22.3</td>
<td>228</td>
<td>223</td>
<td>Public 4-Year and Graduate</td>
<td>1959</td>
<td>$3,152 Per Semester</td>
<td>$2,715 Per Semester</td>
<td>$5,800-8,140 per yr depending on 10-12 mec. or simplifable</td>
<td>Karen S. Haynes</td>
<td>President</td>
<td>(760) 750-4000/750-4013</td>
</tr>
<tr>
<td>University of Redlands</td>
<td>Redlands, CA 92374-0099</td>
<td>4,317</td>
<td>12.1</td>
<td>214</td>
<td>266</td>
<td>Private, 4-Year</td>
<td>1907</td>
<td>Undergrad $31,994 Grad $30,126</td>
<td>$10,122</td>
<td>N/A</td>
<td>Stuart Dorsey</td>
<td>President</td>
<td>(909) 748-3800/351-4076</td>
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<tr>
<td>Loma Linda University</td>
<td>Loma Linda, CA 92354</td>
<td>4,100</td>
<td>N/A</td>
<td>2,500</td>
<td>Private</td>
<td>Health Sci.</td>
<td>1905</td>
<td>$520 Per Unit</td>
<td>N/A</td>
<td>N/A</td>
<td>Richard H. Hart</td>
<td>President</td>
<td>(909) 584-4500/586-0242</td>
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<tr>
<td>California Baptist University</td>
<td>Riverside, CA 92504-0121</td>
<td>3,909</td>
<td>16.1</td>
<td>128</td>
<td>85</td>
<td>Comprehensive Private</td>
<td>1950</td>
<td>$23,500</td>
<td>$30,070 (Includes Tuition)</td>
<td>N/A</td>
<td>Dr. Ronald L. Ellis</td>
<td>President</td>
<td>(909) 687-7311/818-1808</td>
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<tr>
<td>Chapman University (Ontario Campus)</td>
<td>Ontario, CA 91764</td>
<td>2,554</td>
<td>15.1</td>
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<td>50/40</td>
<td>Private (Non-Profit)</td>
<td>1861 (Orange)</td>
<td>$345 Per Unit/Undergrad.</td>
<td>$413 Per Unit/Grad.</td>
<td>N/A</td>
<td>Al Difilippo</td>
<td>President</td>
<td>(909) 481-1804/481-9510</td>
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<tr>
<td>Western University of Health Sciences</td>
<td>Pomona, CA 91766-1854</td>
<td>2,399</td>
<td>16.1</td>
<td>164</td>
<td>800</td>
<td>Graduate University of Medical Sciences</td>
<td>1977</td>
<td>$17,500 - $20,010</td>
<td>$17,500 - $20,010</td>
<td>N/A</td>
<td>Dr. Philip Pumerantz, Ph.D.</td>
<td>President</td>
<td>(909) 623-6162/2-5456</td>
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<tr>
<td>Claremont Graduate University</td>
<td>Claremont, CA 91711</td>
<td>2,044</td>
<td>12.1</td>
<td>95</td>
<td>72</td>
<td>Private (Non-Profit) Graduate Research</td>
<td>1925</td>
<td>$16,949 Per Semester</td>
<td>$8,500 Per 10 Month Year</td>
<td>Robert Klitgard</td>
<td>President</td>
<td>(909) 621-8000/607-7911</td>
<td><a href="http://www.cgu.edu">www.cgu.edu</a></td>
</tr>
<tr>
<td>Pomona College</td>
<td>Claremont, CA 91711</td>
<td>1,522</td>
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<td>1887</td>
<td>$35,625</td>
<td>$12,220</td>
<td>N/A</td>
<td>David Ostby</td>
<td>President</td>
<td>(909) 621-8133/621-8671</td>
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<tr>
<td>Claremont McKenna College</td>
<td>Claremont, CA 91711</td>
<td>1,211</td>
<td>8.1</td>
<td>150</td>
<td>21</td>
<td>4-Year Undergraduate</td>
<td>1946</td>
<td>$37,060</td>
<td>N/A</td>
<td>N/A</td>
<td>Pamela B. Gunn</td>
<td>President</td>
<td>(909) 621-8000/481-7890</td>
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<tr>
<td>La Sierra University</td>
<td>Riverside, CA 92515</td>
<td>1,051</td>
<td>15.1</td>
<td>122</td>
<td>95</td>
<td>Private</td>
<td>1922</td>
<td>$620 Per Unit/Undergrad $370 Per Unit/Grad.</td>
<td>$2,236 Per Quarter</td>
<td>N/A</td>
<td>Randall Widney</td>
<td>President</td>
<td>(714) 755-2000/715-2406</td>
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<td>Pitzer College</td>
<td>Claremont, CA 91711</td>
<td>1,000</td>
<td>N/A</td>
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<td>10</td>
<td>4-Year Undergrad., Grad, Private, Liberal Arts</td>
<td>1963</td>
<td>$35,912</td>
<td>$29,852</td>
<td>$10,212</td>
<td>Dr. Laura Trousdale</td>
<td>President</td>
<td>(909) 621-4130/4147</td>
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<tr>
<td>Scripps College</td>
<td>Claremont, CA 91711</td>
<td>944</td>
<td>10.2</td>
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<td>28</td>
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<td>1926</td>
<td>$37,766</td>
<td>$35,800</td>
<td>$11,500</td>
<td>Frederick Weis</td>
<td>President</td>
<td>(909) 621-4130/4147</td>
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</table>

N/A = Not Applicable  WND = Would not Disclose  na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omission or typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Nina DeMasi. Copyright 2009 by IEBJ.
Social Media Marketing (called SMM) is certainly the newest buzz in the PR and marketing realm. And as with any new publicity tool, people have lots of questions on how to best utilize it.

SMM takes viral marketing to the extreme. Just as you can send friends your favorite jokes via e-mail, with SMM people can spread your message for you with a simple click of a button. It’s a good type of virus that you hope your message gets infected with.

But in order to ensure that SMM works for you in a positive way, you need to employ some keys to success. The following guidelines will help.

Put your message on the right sites.

There are literally hundreds if not thousands of social media sites today. You need to determine where your market is and post your messages on those sites. You don’t want to get on the wrong site, as that would waste your time and possibly hurt your credibility. If your topic is business growth or personal fitness, for example, you don’t want to be on a SMM site that caters to people interested in cake baking. That simply doesn’t make sense. With SMM, being anywhere and everywhere is not the answer. Be strategic and target your market for the best results.

Also realize that your market might change. Just because a certain SMM site attracts your market today doesn’t mean it will tomorrow. People are fickle in SMM and they get bored easily. For example, LinkedIn almost fell out of existence in November 2008. If they had not moved themselves to where their market had shifted, they would not be here today. Now they are back to being the biggest business SMM site. But they had to make a huge shift in the services they provide because their market moved on them. And once the market moves, it tends to go in mass.

And once you are not watching where your market is, it may leave the social site where you’re sending your messages, and now your messages are going to the cake bakers again.

Understand the purpose of each site.

Just as you want to post to the right SMM site, you also want to know the goal or focus of each of the various sites. Most people, even those brand new to SMM, have likely heard of the Big 3 SMM sites: LinkedIn, Facebook, and Twitter. They are the most common ones out there.

LinkedIn is the leading business networking site—think of it like a corporate boardroom setting. Facebook is for keeping tabs on personal and business contacts—if you use it for business, think of it like entertaining clients in your living room. Twitter is for short sound byte updates—think of it as your company’s billboard message.

A couple of others you may not have heard of but that are useful for business are Naymz and Plaxo.

Naymz is a reputation site. By registering, you are essentially doing a background check on yourself and posting it to the Internet. It’s a well respected site among corporate decision makers, who often use Naymz to check people out. If you are well respected on Naymz, it goes a long way for the C-level people.

Plaxo is a hub site. It allows you to link and connect multiple Internet resources in a single place. People can go there and find their way to everything about you, if you choose to allow that. It was one of the two that was about to knock LinkedIn out of the top last year.

For business purposes, you may want to stay away from MySpace, as MySpace often leaves a bad taste in the mouth of corporate America. Why? Because there have been more internal corporate scandals and sexual harassment suits in the past year over things that have been posted on MySpace than any other single social networking site. If you currently do have a MySpace page, hide it.

Think in sound bites.

Anyone who has done any type of PR in the past—print, TV, or radio—knows the importance of the sound byte message. The same rule holds true when doing SMM. You want your sound bite message to be original, useful, valuable, fun, problem solving, and interesting. And you have to encapsulate your message in 140 characters or less. Realize that’s 140 characters, not words. Therefore, your message must be succinct.

That 140 character limit is not a random number. The fact is that 140 characters is the convention for text messages to cell phones internationally. Remember, your goal is for people to take your message and pass it along or to have it forwarded to their cell phone when your message comes out. You don’t want the ending of your message cut off because it was too long for the cell phone to display. And don’t think you can take your long message and split it up into two or more feeds. That’s called giving a double message or a split, and people get annoyed by such a tactic. Do that too often and you’ll quickly lose all your followers.

Post your messages responsibly.

A common question is: “How often should I be posting messages onto these sites? Daily? Twice a day? Hourly?” Unfortunately, many people post too often and abuse the airwaves. They send too many messages, which has two very negative effects. First, you become an interruption rather than a welcome interlude. People who are following you and having your messages forwarded to their cell phone are constantly
Architectural/Engineering Firms

Ranked By Inland Empire Billings

<table>
<thead>
<tr>
<th>Firm Name</th>
<th>Billing $</th>
<th>LE/Offices</th>
<th>Types of Services</th>
<th>Industries Served</th>
<th>Marketing Contact</th>
<th>Top Local Exec.</th>
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</table>
| RHB Consulting | 3380 E. Grand Rd., Ste. 100 | $165,000,000 | 3 | 15 | Subdiv - Public Works Engineering, Land Surveying 
Structural Design & Water Resources Engineering | Private Developers, Public Works Municipalities | Terryn O’Brien | Senior Vice President |
| Boyle Engineering Corp. | 1111 W. Sixth St., Ste. 330 | $85,000,000 | 1 | 24 | Construction, Management, Landscape, Architecture, Civil Engineering | Municipal, State, Federal | Amber Waldie | Marketing Coordinator |
| Stantec | 22099 Cactus Ave., Ste. 240 | $58,000,000 | 17 | | Civil Engineering, Planning/Environmental Surveying/GIS | Land Development, Public Works, Industrial Energy/Power, Telecommunications | na | Eric Neilson | President |
| P&D Consultants | 999 Town & Country Rd., 4th Floor | $26,000,000 | 6 | | Civil and Structural Engineering Building 
and Safety | Local, State, Real Estate | Cyl Brandwein | Vice President |
| TMAD Taylor & Gaines | 80 N. Ferrara Ln., Ste. 100 | $26,000,000 | 1 | 23 | Consulting Building Engineers | Healthcare, Education Government | Been Rathbun | Director of Marketing |
| HMC Architects | 10670 Foothill Blvd, Rancho Cucamonga, CA 91730 | $20,000,000 | 10 | 1 | Architecture, Planning, Interior Design, Master Planning, Renovation, Space Planning | Education Healthcare, Hospice, Government | Larry Wolf | President |
| WLC Architects, Inc. | 4200 Concours St | $19,400,000 | 22 | 1 | Engineering, Surveying, 
Landscape Architecture, Architecture Planning and Construction Management | Transportation Land Development, Energy and Water Resources | Mario Marozoki | President |
| Webb & Associates | 3781 Mc Cay St. | $15,000,000 | 1 | 1 | Public Works Engineers | Home Builders Public Agencies Infrastructure Financing | Steve Webb | President |
| Hernandez, Kroome & Associates | 234 E. Drake Dr. | $14,000,000 | 3 | 1 | Civil & Traffic Engineering Land Surveying GIS Mapping | Transportation Construction Planning and Development | Anne Hernandez | Bus. Dev. Director |
| Poors | 2010 Iowa Ave., Ste. 101 | $9,000,000 | 10 | 1 | Civil Engineering, GIS Survey, Land Planning, Environmental | Public Agencies Developers, Architects | Tom Rider | Business Dev. Mgr |
| Associated Engineers, Inc. | 3311 E. Shelby St. | $8,000,000 | 2 | | Construction Management, Civil Engineering, Architectural Planning and Construction Management | Governments, Architects Commercial/Residential | Kay Tulfer | Bus. Dev. Associate |
| Engineering Resources of So. Cal., Inc. | 3550 E. Florida Ave., Ste. B | $7,500,000 | 2 | 4 | Civil Engineering Municipal Services Water/Wastewater | Government, Special Districts, Private, Water Resources | Robert Righetti | Marketing Director |
| RMA Group, Inc. | 12130 Santa Margarita C, Rancho Cucamonga, CA 91730 | $6,257,400 | 1 | 1 | Geotechnical Engineering, Geology, Construction Inspection, Materials Testing | Public Works, Residential, Transportation, Education, Commercial, Retail, Aviation | Kerry Craft | Local Marketing |
| AEI-CASC Consulting | 937 S. Yucalatte, Suite 500 | $6,000,000 | 4 | 1 | Civil Engineering, Surveying Environmental Engineering Planning | Private Development Contractors, Public Works Industrial Facilities | Amy Ardis | Marketing Director |
| Ludwig Engineering | 1091 E. Third St. | $6,000,000 | 1 | | Civil Engineering, Surveying, Land Planning | Land Development, Transportation, Water Engineering | Jim Fry | Vice President |
| Nolte Associates, Inc. | 17305 Sycamore Lane | $5,200,000 | 2 | 1 | Planning, Civil Engineering, Land Surveying | Public Agencies, Private Developers | Deborah Schroeder | Branch Manager |

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Accentuate the positive and you’ll reap amazing business benefits, Quint Studer offers some practical, powerful ways to manage up bosses, direct reports, and your entire organization.

Leaders are looking for a highly effective way to gain support for meeting established goals, create more autonomy within your organization, save time, and better control your personal destiny! Learn the fine art of “managing up.” That’s right. According to Quint Studer, CEO of Studer Group, SM accentuating the positive is more than fodder for classic song lyrics and self-help books—it’s brilliant business advice.

“Managing up is, in essence, positioning people well,” says Studer, author of “Straight A Leadership: Alignment, Action, Accountability.” “It sounds quite simple and in theory it is: just work to align staff instead of dividing them. But managing up is actually a skill of some delicacy. It’s not always our first impulse. But it’s a skill that managers should focus on and hone until it becomes second nature.”

When you don’t manage up, you inadvertently contribute to what Studer calls the “We/They Culture.” As in: I fought hard to get you that raise, but... you didn’t appreciate it. “Bob, you did a great job on that marketing report. He knew we were in a crunch, so he stayed until 11:00 p.m. to finish it. If you don’t mind, please drop him a note to say thanks... it would mean a lot coming from you.”

People need to feel good about the company they work for,” says Studer. “No one can achieve excellence—which means having a sense of purpose, doing worthwhile work, and making a difference—if they’re in an environment where people denigrate the company or its products. Look for every possible opportunity to manage up your organization.” Here’s how:

- Never down talk other departments. This is another manifestation of We/They syndrome. If you’re in marketing, don’t make disparaging remarks, even jokingly, about those short-sighted “bean counters” in accounting. Remember, you must seek to create alignment, not division. A company divided against itself cannot stand.
- Promote your brand to customers, family, and friends. In Studer’s health care work, managing up hospitals to patients is a big issue. It makes sense. Saying, “We have an excellent radiology department,” or “Dr. Jones is the best cardiologist in the industry,” goes a long way toward reassuring jittery patients. But Studer insists that the same principle applies to any industry. And walk the walk; don’t just talk the talk, he adds. “If you make Fords for a living, you don’t drive a Chevrolet,” he continued on page 39.

Manage up your boss.

Managing up your boss positions the organization well, aligns desired behaviors, helps senior leaders be more visible, and creates an opportunity for praise. “Don’t think your boss is getting overwhelmed with praise,” says Studer. “Bosses hear what’s wrong all the time. Very rarely do they hear what’s right.” Here are a few suggestions:

- Write your boss a thank you note. Be specific about what you appreciate, because it will align your boss’s behavior to your own and help you control your own destiny. For example, if you say, “Debbie, I really appreciate the fact that you always make time for me because I find this to be so important,” what do you think will happen the next time you see Debbie? She will make time for you.
- Give your boss information that helps him connect with staff in a sincere way. In Hardwiring Excellence, Studer gives an example of a staff member telling him about another employee whose sister-in-law had died. This gave him the opportunity to offer the bereaved employee his condolences. “Otherwise, I might never have heard about it.” He writes, “Then one day, someone might ask the employee, ‘How do you feel about Quint?’ And that person might say, ‘Oh, he’s a machine. He has no feelings!’”

Manage up your staff.

Managing up employees is more than “a nice thing to do.” It’s a practical tool for reinforcing specific behaviors. “Recognized behavior gets repeated,” Studer points out. “When all managers start managing up their direct reports on a regular basis, pretty soon you have a whole company full of people making it a point to replicate the behavior that got them recognized. The impact of that can be enormous.”

Here’s how:

- Single out high performers for public praise. Corner your exemplary employee when he’s with a group of his peers to say thank you. Be specific, not general. “Bob, you’re doing a great job.” Say, “Bob, you did a great job on that marketing report. Thanks for staying at the office so late last night to finish it up.” “Yes, this reinforces Bob’s thoroughness and work ethic, but it also lets other employees in the vicinity know what kinds of behaviors get praised,” says Studer.
- Ask your boss to recognize the high performer. You might send an e-mail to the CEO that says, “Bob Smith did an outstanding job on the marketing report.”
- Make up your organization. “People need to feel good about the company they work for,” says Studer. “No one can achieve excellence—which means having a sense of purpose, doing worthwhile work, and making a difference—if they’re in an environment where people denigrate the company or its products. Look for every possible opportunity to manage up your organization.” Here’s how:

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David C. Harvey...

continued from pg. 14

Bank. He is an outstanding banker who will lead our operations, technology and services staff in the new decade.”

David began his banking career in 1990 with First Nationwide Bank in Sacramento. He managed the development of cash management services including ACH and Lockbox with a focus on middle-market business banking. In 2000, David was hired by Bank of the West as vice president and operations manager. He progressed through management and was promoted to executive vice president and commercial and treasury services manager in 2008. In this position he was responsible for commercial loan servicing, commercial loan documentation, treasury and capital market operations and global trade services.

Harvey received his bachelor of science degree in business administration and accounting from California State University at Sacramento. He is also a graduate of the Pacific Coast Banking School.

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### Financial Brokerage Firms Serving the Inland Empire

Ranked by Number of Offices in Inland Empire (Riverside and San Bernardino Counties)

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>City/State/Zip</th>
<th># Offices Inland Empire</th>
<th>Company Wide</th>
<th>Full Time Employees</th>
<th>Part Time Employees</th>
<th>Services</th>
<th>Headquarters</th>
<th>Year Established</th>
<th>Title</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edward Jones</td>
<td>5420 Philadelphia St., #4D</td>
<td>Claremont, CA 91710</td>
<td>1</td>
<td>9</td>
<td>77</td>
<td>-</td>
<td>Stocks, Bonds, Annuities, Mortgages, Real Estate, Insurance Products</td>
<td>St. Louis, MO</td>
<td>1871</td>
<td>Jamie Harwood</td>
<td>Investment Rep.</td>
<td>(800) 931-5055/(984) 285-6590</td>
</tr>
<tr>
<td>Wells Fargo Advisors</td>
<td>3905 Van Sr. St., 100</td>
<td>Riverside, CA 92507</td>
<td>2</td>
<td>15</td>
<td>-</td>
<td>-</td>
<td>Retail Brokerage, Public Finance, Corporate Finance</td>
<td>St. Louis, MO</td>
<td>1887</td>
<td>Brian Meyer</td>
<td>Complex Administrator</td>
<td>(951) 764-3700/2257</td>
</tr>
<tr>
<td>UBS</td>
<td>3801 University Ave., Ste. 100</td>
<td>Riverside, CA 92501</td>
<td>3</td>
<td>40</td>
<td>-</td>
<td>-</td>
<td>Full Service Brokerage</td>
<td>Willowbrook, NJ</td>
<td>1879</td>
<td>Lawrence Zach</td>
<td>Complex Manager</td>
<td>(951) 664-6823/6490</td>
</tr>
<tr>
<td>Smith Barney Inc.</td>
<td>466 W. Foothill Blvd</td>
<td>Claremont, CA 91711</td>
<td>2</td>
<td>40</td>
<td>-</td>
<td>-</td>
<td>Investment Brokerage</td>
<td>New York, NY</td>
<td>na</td>
<td>Tony Rattiglial</td>
<td>Branch Manager</td>
<td>(909) 625-0784/621-6046</td>
</tr>
<tr>
<td>Bishop, Fuller &amp; Associates</td>
<td>518 N. Mountain Ave.</td>
<td>Upland, CA 91786</td>
<td>1</td>
<td>2</td>
<td>1,000+</td>
<td>-</td>
<td>Financial Planning, Full Brokerage Services, Insurance, Mutual Funds</td>
<td>Minneapolis, MN</td>
<td>1894</td>
<td>Ian D. Bishop</td>
<td>Senior Financial Advisor</td>
<td>(909) 636-0888/636-0899</td>
</tr>
<tr>
<td>Gerkin Investments</td>
<td>1210 California St., Ste 220</td>
<td>Redlands, CA 92373</td>
<td>1</td>
<td>6</td>
<td>6</td>
<td>-</td>
<td>Full Service Stock &amp; Bond Brokerage, Retirement Plans, Mutual Funds, Full Managed Accounts</td>
<td>San Bernadino, CA</td>
<td>1984</td>
<td>Charles Painter</td>
<td>President</td>
<td>(909) 885-5517/5517</td>
</tr>
<tr>
<td>JP Turner &amp; Company LLC</td>
<td>49311 Club Dr., Ste B</td>
<td>Indian Wells, CA 92210</td>
<td>1</td>
<td>4</td>
<td>1,500+</td>
<td>-</td>
<td>Mutual Funds, Equity, Life &amp; Health, Insurance, Retirement Planning, Estate Planning, Fixed &amp; Variable Annuities</td>
<td>Atlanta, GA</td>
<td>1982</td>
<td>Robert J. Bechtle</td>
<td>Branch Manager</td>
<td>(951) 549-6009/570-5538</td>
</tr>
<tr>
<td>National Planning Corp.</td>
<td>550 E. Hospitality Lane, Ste.100</td>
<td>Redlands, CA 92373</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>Investment Advisory, Financial Retirement Planning, Full Service Brokerage</td>
<td>Santa Monica, CA</td>
<td>na</td>
<td>Eddie Ngo</td>
<td>Broker</td>
<td>(909) 370-1502/1763</td>
</tr>
<tr>
<td>Pacific Premier Investment Services</td>
<td>1996 E. Highland Ave.</td>
<td>San Bernardino, CA 92404</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>0</td>
<td>Mutual Funds, Tax-deferred Annuities, Life Insurance, Long Term Care Insurance</td>
<td>Costa Mesa, CA</td>
<td>1983</td>
<td>Steve Garnier</td>
<td>President</td>
<td>(909) 886-9701/886-0701</td>
</tr>
<tr>
<td>RPM Insurance &amp; Financial Services</td>
<td>410 E. State St., Ste. 418</td>
<td>Redlands, CA 92373</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>Investment Advisors, Full Service Brokerage</td>
<td>Redlands, CA</td>
<td>1974</td>
<td>William A. McAlmon</td>
<td>President</td>
<td>(909) 792-6557/557/6568</td>
</tr>
<tr>
<td>Thomas &amp; Associates, Inc.</td>
<td>422 E. State St</td>
<td>Redlands, CA 92373</td>
<td>1</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>Full Service Brokerage, Stocks, Bonds, Mutual Funds, Retirement Plans &amp; IRA</td>
<td>Rollins, CA</td>
<td>1986</td>
<td>John T. Thomas</td>
<td>President</td>
<td>(909) 335-1435/355-578</td>
</tr>
<tr>
<td>Triton Asset Management</td>
<td>777 E. Tujunga Canyon Way, Ste. 200</td>
<td>Palm Springs, CA 92262</td>
<td>1</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>Full Service Brokerage</td>
<td>San Diego, CA</td>
<td>1975</td>
<td>Ken McDonald</td>
<td>Regional Branch Manager</td>
<td>(760) 323-8132</td>
</tr>
</tbody>
</table>

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N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Nina DeMasi. Copyright 2009 by IEBJ.
### Banks in the Inland Empire

**Ranked by Total Assets as of January 1, 2010**

<table>
<thead>
<tr>
<th>Bank Name</th>
<th>Address (Headquarters)</th>
<th>% Change</th>
<th>% Tangible Capital</th>
<th>% Risk-Based Capital</th>
<th>Income $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top Local Executive/Title</strong></td>
<td><strong>Address (I.E.)</strong></td>
<td><strong>% of Tangible Assets</strong></td>
<td><strong>R.O.A.</strong></td>
<td><strong>Earnings</strong></td>
<td><strong>Earnings</strong></td>
</tr>
<tr>
<td>First-Citizens Bank &amp; Trust, N.A.</td>
<td>239 Fayetteville St. Mall</td>
<td>-17.30%</td>
<td>7.18%</td>
<td>11.39%</td>
<td>101,538,000,000</td>
</tr>
<tr>
<td>Citizens Business Bank</td>
<td>701 N. Broadway Ave</td>
<td>2.63%</td>
<td>9.22%</td>
<td>12.01%</td>
<td>81,900,000,000</td>
</tr>
<tr>
<td>FirstBank</td>
<td>12145 W. Columbia Ave. Lakewood, CO 80215</td>
<td>-7.92%</td>
<td>10.08%</td>
<td>12.02%</td>
<td>16,172,000,000</td>
</tr>
<tr>
<td>Rabobank, N.A.</td>
<td>3800 Concours, Ste. 350 Ontario, CA 91764</td>
<td>-17.74%</td>
<td>19.41%</td>
<td>24.57%</td>
<td>11,548,000,000</td>
</tr>
<tr>
<td>Community Bank</td>
<td>780 E. Colorado Blvd. Pasadena, CA 91101</td>
<td>-4.94%</td>
<td>11.33%</td>
<td>14.55%</td>
<td>6,002,000,000</td>
</tr>
<tr>
<td>Manufacturers Bank</td>
<td>515 S. Figueroa St. Los Angeles, CA 90017</td>
<td>-0.75%</td>
<td>3.54%</td>
<td>5.24%</td>
<td>9,918,000,000</td>
</tr>
<tr>
<td>Pacific Mercantile Bank</td>
<td>5251 East Guasti Rd., Ste. 110 Rancho Cucamonga, CA 91730</td>
<td>-5.87%</td>
<td>10.15%</td>
<td>12.81%</td>
<td>10,883,000,000</td>
</tr>
</tbody>
</table>

---

N.A. = Not Applicable  
R.O.A. = Return on Average Assets  
Earnings = Earnings before Income Taxes  
*Income $ is based on assets as of January 1, 2010.*

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I heard it as I stood in one of those discount big box stores. Male versus female. Classic domestic strife. But new technology has brought us new issues. The old husband/wife fights were about sex and money. Maybe politics or religion. But today the arguments are about the new flat screen TV. Columnist Dave Barry once wrote that you could tell if you needed a new big screen TV by answering one simple question, “Are you a man?” If the answer was yes, you needed a big screen. Now it is not just the remote that comes between couple.

In those store aisles I could hear the arguments—“There is no difference in the picture.” “So what if it’s wider. Who cares what’s on the outer edge?” “What’s wrong with the perfectly good TV we already have?”

One lady was screaming at her husband. One was screaming at the clerk. One even threatened to leave her man at the store and go home without him. I spoke to the woman behind the counter and she told me that such scenes went on all day.

I should note here that similar arguments are going on over in the DVD aisle as well. “Who cares if it has the new alternate ending? The Titanic still sinks at the end of the film.” Or “I don’t want to sit through an hour long ‘Making of’ special. I just want to see the movie.”

Somewhere the gender thing has come down solidly on two sides of the home entertainment issue. In the TV section the biggest single problem seems to be the 720 vs. 1080 issue. This has to do with the number of “lines” that it takes to make up a TV picture.

Although I am told that women generally have more sensitive eyes, which is why they can detect and wear colors better, but they just don’t seem to see the fine points of the new high definition picture screen.

So, even though I have covered this before, let me go over the technology of 720 and 1080 HD pictures.

The number 1080p represents 1,080 vertical lines of resolution or horizontal scan lines. (Remember that television was invented by a farmer while he was going back and forth plowing his field.) The “p” stands for progressive, which means that the picture is not interlaced. (Stay with me here.) The 1080p continued on page 25
STATER BROS. RECEIVES “2010 COMMUNITY SERVICE AWARD” FROM SUPERMARKET INDUSTRY

Stater Bros. is recognized for helping to meet the needs of the communities it serves

Stater Bros. announced that the company has received the “2010 Community Service Award” from the leading supermarket industry publication, Supermarket News. This award is presented each year to a supermarket chain who has demonstrated exceptional leadership and involvement in community, educational and non-profit fund-raising efforts.

“The Stater Bros. Supermarket Family is very honored to be selected by the American Supermarket Industry to receive the Supermarket News 2010 Community Service Award,” stated Jack H. Brown, Stater Bros. chairman and chief executive officer. “In my opinion, there is no greater award from the supermarket industry than an award for community service to our valued customers.”

For over 74 years, Stater Bros. has demonstrated its commitment to the community through charitable contributions and community programs, and during the past 10 years, Stater Bros. has donated over $100 million back into the communities it serves.

- Stater Bros. is the largest donor to the local food banks and donates over 4 million pounds of produce each year.
- The company has been named a Champion for Children by the Loma Linda University Children’s Hospital for its contributions of over $2 million.
- Each year, thousands of nonprofit organizations participate in the Stater Bros. Community Card Program, which helps these organizations raise much needed funds.
- Stater Bros. has been the title sponsor of the Stater Bros. Route 66 Rendezvous in San Bernardino since 1997. The Stater Bros. Route 66 Rendezvous is the largest supermarket chain sponsored event in America and brings $44 million into the region during the 4-day event.

In 2008, Stater Bros. established Stater Bros. Charities, a 501(c)3 nonprofit organization, to help with some of the most critical needs in communities throughout Southern California. In the past two years, Stater Bros. Charities has raised over $3.6 million. Some of the continued on page 29

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continued on page 25

Stater Bros.

February 2010

Banks in the Inland Empire

Ranked by Total Assets as of January 1, 2010

<table>
<thead>
<tr>
<th>Bank Name Address (Headquarters) City, State, Zip</th>
<th>Tangible Assets $</th>
<th>% Change</th>
<th>Tangible Capital (T.O.A.E.) %</th>
<th>Tangible Capital Ratio</th>
<th>Risk-Based Capital Ratio</th>
<th>Income $</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank of Hemet 18. 3716 Sunnyvale Dr. Riverside, CA 92506</td>
<td>438,524,000</td>
<td>-18.03</td>
<td>14.19</td>
<td>9.79</td>
<td>12.05</td>
<td>4,508,000</td>
<td><a href="mailto:kevink.farrenkopf@bankofhemet.com">kevink.farrenkopf@bankofhemet.com</a></td>
</tr>
<tr>
<td>American Security Bank 19. 4101 Doris Dr. Newport Beach, CA 92660</td>
<td>402,183,000</td>
<td>-2.18</td>
<td>-24.29</td>
<td>9.59</td>
<td>12.37</td>
<td>4,315,000</td>
<td><a href="mailto:tom.dobynek@amsecbank.com">tom.dobynek@amsecbank.com</a></td>
</tr>
<tr>
<td>Community Commerce Bank 20. 340 W. Foothill Blvd. Claremont, CA 91711</td>
<td>387,223,000</td>
<td>-18.03</td>
<td>-7.19</td>
<td>9.54</td>
<td>11.40</td>
<td>206,000</td>
<td><a href="mailto:amudd.jamil@commbank.com">amudd.jamil@commbank.com</a></td>
</tr>
<tr>
<td>CommerceWest Bank, N.A. 21. 2111 Business Center Dr. Irvine, CA 92612</td>
<td>373,296,000</td>
<td>-19.50</td>
<td>11.57</td>
<td>10.63</td>
<td>14.70</td>
<td>1,258,000</td>
<td><a href="mailto:joaool.tian@cwbank.com">joaool.tian@cwbank.com</a></td>
</tr>
<tr>
<td>Security Bank of California 22. 5403 El Camino Real, Suite 100 Riverdale, CA 92510</td>
<td>308,398,000</td>
<td>-24.20</td>
<td>32.76</td>
<td>31.31</td>
<td>13.44</td>
<td>257,000</td>
<td><a href="mailto:james.a.robinson@securitybankca.com">james.a.robinson@securitybankca.com</a></td>
</tr>
<tr>
<td>Inland Community Bank, N.A. 23. 5099 E. Inland Empire Blvd. Ontario, CA 91764</td>
<td>271,386,000</td>
<td>-31.50</td>
<td>-2.08</td>
<td>10.64</td>
<td>15.01</td>
<td>254,000</td>
<td>james.s.cooper@jcooper bankers.com</td>
</tr>
<tr>
<td>Palm Desert National Bank 24. 1315 El Paseo Palm Desert, CA 92260</td>
<td>268,453,000</td>
<td>-24.20</td>
<td>-31.59</td>
<td>8.69</td>
<td>11.59</td>
<td>9,604,000</td>
<td><a href="mailto:djdunsworth@palmdesertnationalbank.com">djdunsworth@palmdesertnationalbank.com</a></td>
</tr>
<tr>
<td>Canton National Bank 25. 1711 E. Palm Canyon Dr. Palm Springs, CA 92264</td>
<td>262,749,000</td>
<td>-17.25</td>
<td>-27.14</td>
<td>9.38</td>
<td>11.82</td>
<td>5,802,000</td>
<td><a href="mailto:mark.gastassen@canbancorp.com">mark.gastassen@canbancorp.com</a></td>
</tr>
<tr>
<td>Commerce National Bank 26. 4040 MacArthur Blvd. Ste. 100 Newport Beach, CA 92660</td>
<td>232,206,000</td>
<td>-12.50</td>
<td>-3.83</td>
<td>11.25</td>
<td>14.16</td>
<td>22.01</td>
<td><a href="mailto:mark.e.simmons@CommerceNationalBank.com">mark.e.simmons@CommerceNationalBank.com</a></td>
</tr>
</tbody>
</table>
Newly Automated Clinical Laboratory at ARMC

Arrowhead Regional Medical Center recently introduced its newly automated clinical laboratory, which will streamline operations and provide for more cost effective and timely testing. The clinical laboratory plays a vital role in helping physicians and health care providers detect, diagnose and treat illnesses. The ARMC clinical laboratory currently performs more than 2.5 million tests per year, a figure that will increase with new patient units on the hospital’s sixth floor and expansion of other services.

The new, state-of-the-art equipment will allow ARMC to save on costs and time. Clinical laboratory improvements include a consolidation from 11 platforms to two platforms, thus providing a cost savings on maintenance. The new technology also helps the clinical laboratory meet the challenge of maintaining its high quality of service with less staff as more experienced technicians reach retirement age. In addition, the new equipment provides for more predictable turnaround times. Previously, some tests may have been done once or twice a week, but now tests are done 24/7, which means doctors can serve patients that much faster, says ARMC Laboratory Manager, Clarice Choy.

The new technology includes:

- Hematology department: A Sysmex HST XE-5000 system that provides more accurate clinical data and reduced review times. The reduced review times provide clinical laboratory technologists more time to concentrate on difficult cases and more specialized tests.
- Chemistry department: Two Cobas 6000 analyzer series. This system consolidated the testing (2.2 million/year) previously performed by seven other analyzers. Clinical laboratory tests formerly batched are now performed 24/7.
- “With this new technology we can stay on the cutting edge of clinical laboratory services,” said ARMC Chief Operating Officer, Maureen Malone. “Our focus is excellence in patient care services and this new technology expands our service capabilities.”

Duralum Purchases an 82k-Square-Foot Corona Industrial Building

Master Development Corporation (MDC) just closed its second major Corona industrial deal in the past 30 days. In the latest transaction, Duralum Products Inc. paid $5.8 million for an 82.4k square foot ($70/sf) facility located at 2485 Railroad Street, near the interchange of the 91 and 71 Freeways. Duralum, which manufactures aluminum patio covers and enclosures, is relocating from a smaller location, also in Corona.

Tim and Landon Hawke of Strata Realty teamed up with Walter Frome and Bill Livesay of Vot Real Estate Services to represent the seller, MDC Crown LLC, a partnership between Newport Beach-based MDC and an undisclosed institutional investor. Duralum was repped by Brian Hall and Larry Null of Lee & Associates’ Riverside office.
The Unforgettables Foundation is a 501c (3) non profit organization founded by Timothy Evans in 1999. During a decade of clinical ministry to children and their families, Evans assisted families with the many crises surrounding the death of a child—not the least of which are the crushing financial burdens experienced by families with limited resources.

Assisted by Inland Empire educators, medical professionals, social workers, and morticians, Evans created The Unforgettables Foundation. Paramount among aspects of the Foundation’s mission is to assist low-income families provide a dignified, appropriate burial for their children who have died.

The Unforgettables Foundation is operated almost entirely by volunteers.

The Unforgettable Foundation thanks its many generous donors for their help in supporting our mission. We welcome all levels of donation, whether it’s a one-time gift, a monthly donation or the establishment of a matching gifts program.

February 25, 2010

Tee It Up for an Unforgettable Day: The Unforgettables Foundation is honored to have PGA Pro John Cook supporting our desert golf tournament. How much better can it get, a great day of golf with John Cook. And just knowing that your participation will help pay burial cost for families who have lost a child. The tournament will be held at the Desert Willow, cost $225 per player. There are sponsorships from $1,000 to $12,000 available. Please call the foundation to register: 951-680-9996 or 760-837-7373.

For more information call Office/Hotline: 951-680-9996 or visit www.theunforgettables.com

With you when the only boss you answer to is you

[Business Financial Review] There’s a lot resting on your shoulders, but that’s why you started your own business, because you know you could do things better. Over the years, your business has overcome a lot of challenges and today, you’re looking for better ways to manage expenses. At Wells Fargo, we’re here to help. With our free business financial review, we will evaluate your business’s needs to ensure that you have all the right tools in place, so you can continue doing what you love well into the future. You’ve worked hard to get where you are; let Wells Fargo help you through these tough times. Call, click or stop by and talk with a Wells Fargo banker today.

Together we’ll go far
### Banks in the Inland Empire

#### Continued from page 22

<table>
<thead>
<tr>
<th>Bank Name</th>
<th>Address (Headquarters)</th>
<th>Tangible Assets $</th>
<th>% Change</th>
<th>Tangible Capital (ROA,E.)</th>
<th>% Tangible Capital Ratio</th>
<th>Total-Based Capital Ratio</th>
<th>Income $</th>
</tr>
</thead>
<tbody>
<tr>
<td>First National Bank of CA</td>
<td>9277 Arlington Ave, Riverside, CA 92506</td>
<td>234,819,000</td>
<td>-13.49%</td>
<td>10.49%</td>
<td>9.72%</td>
<td>12.47%</td>
<td>555,000</td>
</tr>
<tr>
<td>Mission Oaks National Bank</td>
<td>41330 Enterprise Circle S, Temecula, CA 92590</td>
<td>206,130,000</td>
<td>-18.48%</td>
<td>6.91%</td>
<td>8.74%</td>
<td>11.87%</td>
<td>7,540,000</td>
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<tr>
<td>Golden State Bank</td>
<td>1080 W. Foothill Blvd, Ontario, CA 91761</td>
<td>161,850,000</td>
<td>-9.87%</td>
<td>3.72%</td>
<td>8.02%</td>
<td>11.13%</td>
<td>3,809,000</td>
</tr>
<tr>
<td>Premier Service Bank</td>
<td>337 Arlington Ave, Riverside, CA 92506</td>
<td>161,641,000</td>
<td>6.52%</td>
<td>2.55%</td>
<td>10.56%</td>
<td>13.39%</td>
<td>151,000</td>
</tr>
<tr>
<td>Desert Commercial Bank</td>
<td>44-801 Village Ct, Palm Desert, CA 92260</td>
<td>143,501,000</td>
<td>-1.89%</td>
<td>-0.81%</td>
<td>9.05%</td>
<td>11.52%</td>
<td>1,885,000</td>
</tr>
<tr>
<td>BBVA Bancorner USA</td>
<td>51 W. Holt Blvd, San Bernardino, CA 92401</td>
<td>139,327,000</td>
<td>-24.83%</td>
<td>-7.33%</td>
<td>7.04%</td>
<td>11.11%</td>
<td>4,145,000</td>
</tr>
<tr>
<td>First Mountain Bank</td>
<td>40665 Big Bear Blvd, Big Bear Lake, CA 92315</td>
<td>137,282,000</td>
<td>-2.28%</td>
<td>-32.50%</td>
<td>11.15%</td>
<td>12.64%</td>
<td>1,366,000</td>
</tr>
<tr>
<td>Chino Commercial Bank, N.A.</td>
<td>1581 S. Glencoe Ave, Chino, CA 91710</td>
<td>103,870,000</td>
<td>41.47%</td>
<td>6.48%</td>
<td>9.09%</td>
<td>14.06%</td>
<td>454,000</td>
</tr>
<tr>
<td>Commerce Bank of Temecula Valley</td>
<td>45,727,000</td>
<td>5.11%</td>
<td>-22.82%</td>
<td>24.08%</td>
<td>27.59%</td>
<td>1,600,000</td>
<td></td>
</tr>
<tr>
<td>California Bank &amp; Trust</td>
<td>11622 El Camino Real, San Diego, CA 92130</td>
<td>11,297,673</td>
<td>38.47%</td>
<td>-4.22%</td>
<td>9.04%</td>
<td>11.19%</td>
<td>21,275,000</td>
</tr>
</tbody>
</table>

#### The New...

This is because most attachment and playback devices are designed to provide a better picture. Jamming a 1080 picture into a 720 box will only disappoint you. Having to sit through a three or four hour game demands the best possible picture quality. And let’s not even bring up the clarity demands of video games.

The end of the issue is this. If you only watch one or two shows a week, then a 720 flat screen is just fine. Remember that the old 20th century analog TV was only about a 450 line of projection, so this is an upgrade. But if you are watching everything from the afternoon news to whatever is hosting the “Tonight Show”; or if you rent more than two movies per week or watch the On Demand channel every night; or if you live for the plays of every one of the 6.3% of households that own a Blu-Ray player, you need 1080p or you’re just wasting your money. And yes, as I write this, I can hear women everywhere hollering, “What? We’ve got a thousand dollars invested in DVDs continued on page 36

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**Note:** N/A = Not Applicable WND = Would not Disclose  na = not available.
Gaining Trust is Never Easy. Losing It Is.
By Michael Angier

I was on the learning team this week, and I thought you’d benefit from what happened.

SuccessNet has been doing business on the Internet for over 12 years. And during that time, we’ve come to be known as one of the most trusted sources for personal and professional growth on the Web. We’re proud of the fact that people trust us for our information and for how we do business.

But over the past few days, I’ve had a chance to see just how skeptical people can be and how seemingly little things will cause people—especially new people—to question doing business with us.

It was quite eye-opening and bears some contemplation—for us and also for you in your business.

The first experience was a phone conversation with a subscriber. He was inquiring about our Diamond Club program and it gave us a chance to get to know each other a little.

He mentioned that he was feeling better about SuccessNet after speaking with me. When I asked why he hadn’t before, he mentioned a Teleseminar we had done last year. He had heard about it too late to attend live, but when he e-mailed me about a recording, I told him to stand by as it was going to be available soon.

Apparently, when we announced the availability of the audio file to our readers, he missed it. And in the process he felt that we had not followed through. It was perceived as a small breach of trust—but enough to cause a seed of doubt. I was glad for the opportunity to clear it up.

There was another event that occurred this week that further showed me just how careful you have to be when you do not yet have a relationship of trust.

One of our new members related to me that she was disappointed in a couple of things. It seems that during our Open House Conference call (the recording is available on our home page), I had stated there would be time for some questions and answers. And there were via the Webcast. Participants could—and did—send in questions which we answered. But I forgot to leave a Q&A time for those on the telephone. Once again, my error caused doubt in her mind.

And this same person was troubled that a link sent to her was not hot-linked and seemingly invalid. We now had two strikes against us.

Now these things may seem like small things to you. They did to me at the time. But these experiences made it ever so clear to me how little things can plant—and nurture—doubt in the mind of the prospect or customer.

Trust is built slowly. It takes time to gain the confidence of people. Making small agreements and keeping them is the way to creating opportunities for bigger and more important agreements. But dropping the ball at any point—even in small ways—impedes and sometimes kills the long-term relationship.

In any relationship, there are no little things. Everything counts. Skeptical people can be and how seemingly little things will cause people—especially new people—to question doing business with us.

This year, I’ve had a chance to see just how careful you have to be when you do not yet have a relationship of trust. That’s a relationship of trust.

I’m grateful that with my personal relationships—and with our long-time readers and members—I’ve built up good “Trust Accounts.”

Trust accounts are created by consistently doing what you say you’ll do and always acting with honesty and integrity. When your trust account is large enough, a small misstep or mistake is easily forgiven or even overlooked. At least they’ll give you a chance to clean it up.

continued on page 39
Kobe Japanese Steak House on Restaurant Row in Rancho Mirage donated 10 percent of all Tuesday sales in the month of January to Big Brothers Big Sisters of the Desert.

Donations from the landmark restaurant will help support mentoring programs by the organization that served over 500 Coachella Valley children from age 6 to 18 through 2009.

For more information on Kobe Japanese Steak House visit www.kobe-bistro.com. For more information about Big Brothers Big Sisters of the Desert visit www.bbbsdesert.org.

After four years of searching for a home, the 100th Bomb Group Foundation found a permanent site for its exhibit of military artifacts at the Palm Springs Air Museum. World War II veterans who participated as part of the 100th Bomb Group were present at the Palm Springs Air Museum for the unveiling of an exhibit to commemorate their service.

For more information on the 100th Bomb Group Foundation call (760) 778-6262 or visit www.100thbg.com.

The Indian Wells Rotary Club hosted a gala in January to raise funds for its annual college scholarship program.

KESQ anchor Karen Devine was the emcee for the gala, while the Bobby Brown Orchestra provided musical entertainment.

For more information contact Indian Wells City Councilman and rotary gala chairman Douglas Hanson at doug@hansonco.com.

George Washington Charter Elementary School celebrates a successful electronic recycling event. Volunteers accepted items such as computers, TVs, printers, cell phones, cameras, stereos and VCRs.

The event raised money for the school’s academic programs and also promote Washington Charter’s commitment to recycling.

For more information, contact Julie Green at (760) 219-5816 or e-mail plmdsrtgreen@aol.com.
<table>
<thead>
<tr>
<th>Firm Address</th>
<th>&amp; I.E. Proj. (completed) 2009</th>
<th># of Licensed Contractors</th>
<th>Specialties</th>
<th>Clientele/Projects</th>
<th>Top Local Exec.</th>
<th>Title</th>
<th>Phone/Fax</th>
<th>E-mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Al Shankle Const. Co., Inc.</td>
<td>3309 Grapevine St</td>
<td>80</td>
<td>775,000</td>
<td>1</td>
<td>Mira Loma</td>
<td>Concrete, Tilt-Up, Industrial &amp; Office, Tenant Improvements, Schools</td>
<td>Farmer Bros. Coffee, United Parcel Service, Santa Ana Unified School District</td>
<td>Al Shankle</td>
</tr>
<tr>
<td>2. Capstone Construction Co., Inc.</td>
<td>3611 Third Street</td>
<td>31</td>
<td>185,000</td>
<td>2</td>
<td>Riverside</td>
<td>Office Tenant Improvements, Ground up Division, Hospital Division</td>
<td>Tri-City Corp. Center, Rev. Comm. Hospital, University of Phoenix</td>
<td>Bruce T. Heligier</td>
</tr>
<tr>
<td>3. C.W. Driver Co.</td>
<td>4200 Concours Dr., Ste. 350</td>
<td>220</td>
<td>1,080,000</td>
<td>3</td>
<td>Pasadena</td>
<td>Commercial, Public, Industrial, Education, Healthcare</td>
<td>Mag leukemia, Victoria Gardens, Cultural Center, American Red Cross</td>
<td>Dana Roberts</td>
</tr>
<tr>
<td>5. Inland Empire Builders, Inc.</td>
<td>10271-A Trademark St., Ste. 22</td>
<td>125</td>
<td>N/A</td>
<td>N/A</td>
<td>Rancho Cucamonga</td>
<td>Commercial Construction</td>
<td>Fire Station #173, The Roman Catholic Bistro of San Bernardino, Glenmore Development</td>
<td>Tracy Elefantie</td>
</tr>
<tr>
<td>7. J.D. Difffenbaugh, Inc.</td>
<td>6865 Airport Dr. Riverside, CA 92504</td>
<td>7</td>
<td>2,659,000</td>
<td>1</td>
<td>Riverside</td>
<td>Commercial Construction, Construction Management, Design, Build</td>
<td>Mountain View Industrial, Alot Hotel, FedEx Freight, Mission Hills Community Church, Canyon Hills Market Place</td>
<td>M. Jack Hawkins Jr.</td>
</tr>
<tr>
<td>8. JG Construction</td>
<td>15632 El Pardo Rd. Chino, CA 91710</td>
<td>78</td>
<td>2,100,000</td>
<td>4</td>
<td>Chino</td>
<td>Commercial/Industrial Retail, Construction Ground Up, Tenant Improvements</td>
<td>Cal Tio Capital Investment, Diamond Plaza, Pan Pacific Retail, Longs, Sav-On</td>
<td>June Grothe</td>
</tr>
<tr>
<td>9. K.A.R. Construction Inc.</td>
<td>1306 W. Brook St. Ontario, CA 91762</td>
<td>600</td>
<td>780,000</td>
<td>1</td>
<td>Ontario</td>
<td>Concrete, General Contracting</td>
<td>University of La Verne, National R.V., Rolls In Trucking, Union Bank of Calif., Empire Towers</td>
<td>Kurt Rothweiler</td>
</tr>
<tr>
<td>10. Mc Carthy Building Companies</td>
<td>20401 S.W. Beach St., Ste. 100 Newport Beach, CA 92660</td>
<td>316,000</td>
<td>12</td>
<td>St. Louis, MO</td>
<td>Healthcare, Parking, Education, Office Buildings, Hotels</td>
<td>Metrolink Parking, Loma Linda Univ., Rancho Springs Medical Center, Ridgecrest Regional Hospital</td>
<td>W. Carter Chappell</td>
<td>President</td>
</tr>
<tr>
<td>11. Oltmann Construction Co.</td>
<td>1701 E. Harry Shepard Blvd. San Bernardino, CA 92408</td>
<td>981,162</td>
<td>2</td>
<td>Whittier</td>
<td>Commercial/Industrial Projects, Seismic Retrofit, Tenant Improvements</td>
<td>Corp. Staer Bros., Inland Empire Gateway, Chino South Industrial</td>
<td>Joe Oltmann II President/CEO</td>
<td>(950) 946-2429</td>
</tr>
<tr>
<td>12. Panattoni Construction, Inc.</td>
<td>34 Tesla, Ste. 100 Irvine, CA 92818</td>
<td>8</td>
<td>639,000</td>
<td>1</td>
<td>Sacramento</td>
<td>N/A</td>
<td>Hino Motors, AMT, Panattoni Development, Pierremont of Ontario</td>
<td>Stephen Pankow</td>
</tr>
<tr>
<td>15. Snyder Langston</td>
<td>17062 Cimarron Circle Irvine, CA 92614</td>
<td>WND</td>
<td>8</td>
<td>Irvine</td>
<td>Industrial/Commercial, Office, Retail</td>
<td>Toyota Motor Sales, Sundance Spa, Siskiyou TA, Congmor, Concourse, Corporate Center</td>
<td>John Rochford</td>
<td>President</td>
</tr>
</tbody>
</table>
organizations that have received help and support include the Loma Linda University Cancer Center and Children’s Hospital, various Southern California food banks and self-help organizations, and the Jerry Pettis Veterans Hospital, which was given three handicapped accessible vans to transport patients to and from their doctor’s appointments.

Brown further stated, “Stater Bros.’ philosophy for over 74 golden years has been ... We don’t just do business in a community... We are part of the community. This award is a testimonial to the Stater Bros. way of being a part of each community we are honored to serve!”

Stater Bros...
continued from pg. 22

Anatomic...
continued from pg. 1

this initiative are its key suppliers, FXI Foamex Innovations, UPS, Deslee Textiles USA, Royal Packaging and the Brookwood Companies. This is the second such time the group has manufactured the WorldBed, the first being in the aftermath of Hurricane Katrina when they provided 3,000 units that ended up benefitting more than 11,000 temporary residents of the Cajun Dome in Lafayette, Louisiana.

“There has never been concentrated destruction and human tragedy of the scale seen in Haiti,” said Anatomic Global CEO David Farley. “We learned from our Katrina relief effort that in the early stages of a disaster, displaced persons require very specific sleep surface needs that align with FEMA’s sustainable disaster relief phases. We wanted to use that expertise to help – and do it quickly.”

“This effort is part of Anatomic Global’s corporate genetic code and we are grateful to our business partners who share a commitment to corporate responsibility with us.”

The specially designed...
Construction was recently completed on Regency Tower, a 250-sf-ft. office building in Riverside. The 10-story build-to-suit structure was constructed over a three-level underground garage and will be occupied by the County of Riverside. The property is located at 3960 Orange Street in Riverside’s downtown area, near 10th St.

Snyder Langston served as the general contractor on the project on behalf of the developer, Silagi Development & Management Inc, who is based in Thousand Oaks. Irvine-based Langdon Wilson was the project architect.

Three County of Riverside departments, consolidating from multiple older buildings in the area, began moving into the property last month. The district attorney will occupy eight floors, and the Probation Department and County Counsel will each occupy one floor.

The building is targeted to be LEED Certified with sustainable features that include water efficient landscaping with a 50 percent reduction in normal water usage; water efficient plumbing fixtures; optimized energy performance of the building’s heating and cooling systems (HVAC) and use of CFC-free refrigerant in the HVAC system.

The building features exterior Turkish Travertine stone that was fabricated in Italy over precast concrete on the bottom two levels. The interior main lobby includes beautiful Roman Travertine stone columns and granite floors with cherry millwork. There is an exterior plaza called the “Victims Memorial Plaza” that includes a black granite stone wall with more than 1,500 names etched onto it similar to the Vietnam Memorial in Washington.

Other features include a three-level underground garage with 325 parking stalls, extensive security system, and an exterior dome that extends 42 feet above the roof that is 56 feet in diameter. The top of the dome is 184 feet above the street making it the tallest building in downtown Riverside.

According to Jason Rich, LEED AP, with Snyder Langston and project manager for Regency Tower, the County of Riverside made the decision to purchase the property during the middle of the construction phase, changing the original speculative project into a build-to-suit.

### New Riverside Office Tower Completed

### Top Health Care Medical Clinics/Groups in The Inland Empire

#### Continued from page 12

<table>
<thead>
<tr>
<th>Medical Group Address City, State, Zip</th>
<th># of Physicians: Employed Contracted</th>
<th>Organization: (IPA/Gep. Pract.)</th>
<th>Total Employees</th>
<th>Year Founded</th>
<th>Percentage of Prepaid Patients</th>
<th>Urgent Care Services</th>
<th>Nat. Accredited: Urgent Ctrs, Centers Clinic/Group</th>
<th>Top Local Executive Title Phone/Fax E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Health Works Medical Group 39. 811 Corporate Center Dr., #130 Pomona, CA 91768</td>
<td>10 6</td>
<td>Occupational Health, Industrial Medicine</td>
<td>15</td>
<td>1980</td>
<td>100%</td>
<td>Yes</td>
<td>No</td>
<td>Rosemary Lozano</td>
</tr>
<tr>
<td>U.S. Health Works Medical Group 40. 2171 S. Grove Ave., Ste. A Ontario, CA 91761</td>
<td>2</td>
<td>Occupational Health, Industrial Medicine</td>
<td>22</td>
<td>1980</td>
<td>100%</td>
<td>Yes</td>
<td>No</td>
<td>Mark Ramos</td>
</tr>
<tr>
<td>Western University Medical Center 41. 497 E. 2nd St. Ste. C Pomona, CA 91766</td>
<td>3</td>
<td>Dental Family Practice Group</td>
<td>150</td>
<td>1971</td>
<td>90%</td>
<td>Yes</td>
<td>No</td>
<td>NA</td>
</tr>
</tbody>
</table>

### Top Colleges and Universities in the Inland Empire

#### Continued from pg. 15

<table>
<thead>
<tr>
<th>Institution Address City, State, Zip</th>
<th>Students: Total Enrollment Student-Faculty Ratio</th>
<th>Faculty: Full-Time Part-Time</th>
<th>Type of Institution Year Founded</th>
<th>Tuition &amp; Fees: Calif. Resident Non-Resident</th>
<th>On Campus: Room &amp; Board (Avg. Yearly Cost)</th>
<th>Top Local Executive Title Phone/Fax E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harvey Mudd College 18. 301 E. 12th St. Claremont, CA 91711</td>
<td>735 91</td>
<td>79</td>
<td>Private</td>
<td>1955</td>
<td>$36,915</td>
<td>$11,971</td>
</tr>
<tr>
<td>Brandman University (Victor Valley Campus) 19. 13421 Hopkins Rd. Ste. C-6 Victorville, CA 92395</td>
<td>630 12.1</td>
<td>3</td>
<td>Private (Non-Profit) 1861 (Orange)</td>
<td>$345 per Unit/Undergrad.</td>
<td>$415 per Unit/Grad.</td>
<td>N/A</td>
</tr>
<tr>
<td>Western State Univ. College of Law 20. 1111 N. State College Blvd. Fullerton, CA 92831</td>
<td>650 20.1</td>
<td>22</td>
<td>ABA Provisionally Approved Private Institution, 1969</td>
<td>Summer Session 8872/Unit (Non-Resident Same)</td>
<td>$10,400 (Per Semester)</td>
<td>N/A</td>
</tr>
<tr>
<td>Chapman Univ. (Chapman University) 21. 42-600 Creek St., Ste. 134 Palm Desert, CA 92261</td>
<td>350 15.1</td>
<td>13</td>
<td>Private 1861 (Orange)</td>
<td>$345 per unit/Undergrad.</td>
<td>$415 grad.</td>
<td>N/A</td>
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</table>
### Architectural/Engineering Firms

<table>
<thead>
<tr>
<th>Firm Address</th>
<th>Billing $</th>
<th>Inland Empire Company Wide</th>
<th>LE/OFFices w/ wide headquaters</th>
<th>Types of Services</th>
<th>Industries Served</th>
<th>Marketing Contact</th>
<th>Top Local Exec.</th>
<th>Fax</th>
<th>E-Mail Address</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilson &amp; Company, Inc., Engineers</td>
<td>$5,090,446</td>
<td>625 E. Carnegie Drive, Ste. 100</td>
<td>San Bernardino, CA 92408</td>
<td>Engineering, Planning, Surveying</td>
<td>Railroad, Public Works, Transit, Private</td>
<td>Stephanie Guida</td>
<td>Larry Long</td>
<td>(909) 806-4099</td>
<td>steven <a href="mailto:Guida@wilsonco.com">Guida@wilsonco.com</a>; <a href="mailto:larry.long@wilsonco.com">larry.long@wilsonco.com</a></td>
<td></td>
</tr>
<tr>
<td>Lim &amp; Nascimento Engineering Corp.</td>
<td>$3,000,000</td>
<td>1817 Business Center Dr.</td>
<td>San Bernardino, CA 92408</td>
<td>Construction Management, Civil/Hwy Engineering, StructuralBridge Engineering</td>
<td>Cities, County, Stanford</td>
<td>Al Hodges</td>
<td>William Nascimento</td>
<td>(909) 890-0667</td>
<td><a href="mailto:william@lancivil.com">william@lancivil.com</a></td>
<td></td>
</tr>
<tr>
<td>Hall &amp; Foreman, Inc.</td>
<td>$4,720,000</td>
<td>1427 Cajon Ave, Victoria, CA 92392</td>
<td>200 E. Convention Ctr. Way</td>
<td>Civil Engineering, Surveying, Land Planning, Landscape Architecture</td>
<td>Residential, Education, Commercial, Retail, Municipal, Industrial</td>
<td>Kelly Toonor</td>
<td>Rob Kilpatrick</td>
<td>(714) 665-4500</td>
<td><a href="mailto:ktonor@fninfinc.com">ktonor@fninfinc.com</a></td>
<td></td>
</tr>
<tr>
<td>MSA Consulting, Inc.</td>
<td>$4,500,000</td>
<td>34200 Bob Hope Drive</td>
<td>Rancho Mirage, CA 92270</td>
<td>Civil Engineering, Planning, Surveying, Land Surveying</td>
<td>Public Agencies Building Institutions</td>
<td>Roger Galli</td>
<td>Robert S. Smith</td>
<td>(760) 323-7893</td>
<td><a href="mailto:info@msaconultinginc.com">info@msaconultinginc.com</a></td>
<td></td>
</tr>
<tr>
<td>KCT Consultants, Inc.</td>
<td>$1,500,000</td>
<td>4344 Latham St., Ste. 200</td>
<td>Riverside, CA 92501</td>
<td>Civil Engineering, Planning, Land Surveying</td>
<td>Industrial, Commercial</td>
<td>Michele Matzkiw</td>
<td>Don Edison</td>
<td>(951) 341-8494</td>
<td>donkctconsultants.com</td>
<td></td>
</tr>
<tr>
<td>Williams Architects, Inc.</td>
<td>$980,000</td>
<td>276 N. Second Ave.</td>
<td>Upland, CA 91786</td>
<td>Architecture, Planning, Land Planning</td>
<td>Office, Commercial, Industrial, Medical</td>
<td>Max E. Williams, AIA</td>
<td>Max E. Williams, AIA</td>
<td>(909) 981-7207</td>
<td><a href="mailto:maxw@keynet.com">maxw@keynet.com</a></td>
<td></td>
</tr>
<tr>
<td>Langham Wilson Arch Planning interiors</td>
<td>$70,000</td>
<td>18010 Von Kurnan Ave., Ste. 290</td>
<td>Irvine, CA 92612-1517</td>
<td>Architecture Planning, Interiors</td>
<td>Commercial Institutional Civic</td>
<td>Robert Keeler</td>
<td>J.Patrick Allen</td>
<td>(949) 833-3098</td>
<td><a href="mailto:jallen@lw-es.cc">jallen@lw-es.cc</a></td>
<td></td>
</tr>
<tr>
<td>CALTROP Corporation</td>
<td>N/A</td>
<td>1017 W. Ninth St.</td>
<td>Upland, CA 91786</td>
<td>Program Management, Project Management, Construction Management</td>
<td>Public Agencies, Transportation Agencies, Private Developers</td>
<td>na</td>
<td>Alex Haiduri</td>
<td>(909) 931-0061</td>
<td><a href="http://www.caltrop.com">www.caltrop.com</a></td>
<td></td>
</tr>
<tr>
<td>Pfiffo Architecture, Inc.</td>
<td>N/A</td>
<td>419 White Oak Ave., Ste. 105</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>Architecture, Planning, Engineering, Interiors</td>
<td>Public Agencies, Res. Building Industry, Commercial Development</td>
<td>Peter J. Piffaro, AIA</td>
<td>Peter J. Piffaro</td>
<td>(951) 944-5814</td>
<td><a href="mailto:piffaro@piffaroarch.com">piffaro@piffaroarch.com</a></td>
<td></td>
</tr>
<tr>
<td>Robert A. Martinez Architect &amp; Assocs.</td>
<td>$897,000</td>
<td>15847 Seneca Rd., Ste. 205</td>
<td>Victorville, CA 92392</td>
<td>Architecture, Planning, Engineering</td>
<td>Commercial, Medical, Multi-Family, Institutional</td>
<td>Veronica Martines</td>
<td>Robert A. Martinez</td>
<td>(909) 241-7854</td>
<td><a href="mailto:victorville@hovey.com">victorville@hovey.com</a></td>
<td></td>
</tr>
<tr>
<td>Rubenstein Rhames Clarke</td>
<td>N/A</td>
<td>3757 Tenne St.</td>
<td>Riverside, CA 92501-3669</td>
<td>Architectural, Planning, Engineering</td>
<td>Educational, Governmental, Commercial/Industrial</td>
<td>Jane Lindsey</td>
<td>Roger A. Stockton</td>
<td>(760) 763-7017</td>
<td><a href="mailto:rubenstein@rubenstein.com">rubenstein@rubenstein.com</a></td>
<td></td>
</tr>
</tbody>
</table>
The ultimate Best Western
The Best Western Cavalier has it all. Rooms that face the ocean with balconies to enjoy the view, fireplaces making a well-appointed room complete to a position of sophistication. Bathrooms come with every amenity that could be desired. This is one Best Western one must encounter to believe. Near Hearst Castle and other attractions, this is a very romantic spot and a place that’s memorable.

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San Simeon, CA
(805) 927-4688

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The elegant, distinctive Madonna Inn is an encounter within an experience. The history and atmosphere will appear in another article. Space does not allow me to give it the attention it deserves. When you visit the area, just go and enjoy. (Be sure and check out the men’s room.) The Madonna Inn - visit www.madonnainn.com.

Stomp grapes - make wine
“First Crush Wine Experience” can offer a wine-making experience from stomping grapes to pressing to the finished product. They include a delightful lunch under the trees in the vineyard—a great idea for groups and weddings.

For information and reservations for groups and weddings visit the Web site www.firstcrushwinemaking.com.

Interesting olive oil tasting
Pasolivo has olive oil tastings available with olive oils from their 9000 trees with 12 olive varietals. Olives are pressed the same day they are harvested, making this award-winning oil an exceptional happening. The various off-the-wall flavors include Meyer lemon, lime and tangerine—there are, of course, more familiar essences of the unique oils available. Visitors can tour the Pasolivo olive press, and have a tasting at their leisure.

Pasolivo-Olive Oil
8530 Vineyard Drive
Paso Robles, CA 93446
For tour times and information call 805/226-8437.

I have only brushed the availability of this beautiful area. Need to unwind and relax? This could be the place.

Getting there is easy:

Driving is your best bet. An easy drive from Ontario and L.A. There is a county regional airport with commercial air service. Greyhound is available and Amtrak makes connections.

Camille Bounds is the Travel editor for the Western Division of Sunrise Publications, Inland Empire Business Journal.
MASTER DEVELOPMENT CORPORATION AND INSTITUTIONAL INVESTMENT PARTNER SECURE TENANT FOR 122,000-SQUARE-FOOT LEASE AT WEST CORONA COMMERCE CENTER

The tenant, Waggin Train, LLC, will use this property as its West Coast distribution service center.

A joint venture between an institutional investment partner and Newport Beach-based Master Development Corporation (MDC), has secured a 37-month lease for a new tenant at its West Corona Commerce Center, a 321,700-square-foot, state-of-the-art manufacturing/distribution/corporate headquarters building located at 1350 Railroad Street in Corona.

The $1.3 million lease is for approximately 122,000 square feet of industrial space for Waggin Train, LLC, an Anderson, South Carolina-based company that makes and distributes dog treats. Waggin Train plans to use this property for its West Coast distribution operations. The lease commenced in January 2010.

“This building offers state-of-the-art features at a significant rental discount to companies relocating from Orange County or expanding from adjacent markets,” explained Bryan Bentrott, executive vice president for MDC. “In addition, the building offers excellent freeway access and a convenient location for workers living in the Inland Empire.”

Jeff Brown of Stream Realty of San Antonio represented the lessee, Waggin Train, LLC, in the transaction. Walter A. Frome and Bill Livesay of Voit Real Estate Services’ Brokerage division’s Irvine office represented the landlord, West Corona Granite Commerce Center, LLC. Frome and Livesay are the exclusive marketing representatives of West Corona Commerce Center and they are currently marketing the remaining 200,000 square feet of available space at the property.

Waggin’ Train, LLC is America’s leading supplier of natural jerky treats for dogs. In addition to its best-selling Chicken Jerky Tenders, the company also manufactures a number of other all-natural dog treats including Big Blast, Drumettes, and Freshies Supreme Green Dental Bones. Waggin’ Train’s nutritious and delicious dog treats keep millions of tails wagging every day.

continued on page 39

Community Colleges in the Inland Empire

<table>
<thead>
<tr>
<th>Institution Name</th>
<th>Address</th>
<th>City, State, Zip</th>
<th>Students: Total Enrollment</th>
<th>Faculty: Full-Time Part-Time</th>
<th>Type of Institution Founded</th>
<th>Tuition &amp; Fees: Calif. Resident*</th>
<th>Non Resident</th>
<th>Top Local Exec.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mt. San Antonio College</td>
<td>1100 N. Grand Ave.</td>
<td>Walnut, CA 91789</td>
<td>40,000</td>
<td>395</td>
<td>884</td>
<td>Comm. College 1946</td>
<td>$20 per Unit</td>
<td>$201 per Unit</td>
</tr>
<tr>
<td>2. Riverside City College</td>
<td>4930 Magnolia Ave.</td>
<td>Riverside, CA 92506</td>
<td>35,745</td>
<td>245</td>
<td>463</td>
<td>Public 1916</td>
<td>$20 per Unit</td>
<td>$201 per Unit</td>
</tr>
<tr>
<td>3. Chaffey College</td>
<td>3885 Haven Ave.</td>
<td>Rancho Cucamonga, CA 91737</td>
<td>20,500</td>
<td>240</td>
<td>620</td>
<td>Comm. College 1881</td>
<td>$20 per Unit</td>
<td>$205 per Unit</td>
</tr>
<tr>
<td>4. Victor Valley College</td>
<td>18422 Bear Valley Rd.</td>
<td>Victorville, CA 92392</td>
<td>14,000</td>
<td>132</td>
<td>500</td>
<td>Comm. College 1961</td>
<td>$26 per Unit</td>
<td>$205 per Unit</td>
</tr>
<tr>
<td>5. San Bernardino Valley College</td>
<td>701 S. Mt. Vernon Ave.</td>
<td>San Bernardino, CA 92410</td>
<td>12,090</td>
<td>150</td>
<td>252</td>
<td>Comm. College 1926</td>
<td>$21 per Unit</td>
<td>$210 per Unit</td>
</tr>
<tr>
<td>6. Mt. San Jacinto College</td>
<td>1409 North State St.</td>
<td>San Jacinto, CA 92538-2399</td>
<td>12,000</td>
<td>96</td>
<td>350</td>
<td>Comm. College 1961</td>
<td>$20 per Unit</td>
<td>$201 per Unit</td>
</tr>
<tr>
<td>7. College of the Desert</td>
<td>43-500 Monterey Ave.</td>
<td>Palm Desert, CA 92260</td>
<td>11,468</td>
<td>105</td>
<td>385</td>
<td>Comm. College 1958</td>
<td>$20 per Unit</td>
<td>$201 per Unit</td>
</tr>
<tr>
<td>8. Crafton Hills College</td>
<td>17711 Sand Canyon Road</td>
<td>Vacent, CA 92399</td>
<td>5,800</td>
<td>76</td>
<td>126</td>
<td>Comm. College 1972</td>
<td>$20 per Unit</td>
<td>$206 per Unit</td>
</tr>
<tr>
<td>9. Palo Verde College</td>
<td>One College Dr. Blythe, CA 92225</td>
<td></td>
<td>4,300</td>
<td>42</td>
<td>112</td>
<td>Public 1947</td>
<td>$20 per Unit</td>
<td>$201 per Unit</td>
</tr>
<tr>
<td>10. Barstow Community College</td>
<td>2700 Barstow Rd.</td>
<td>Barstow, CA 92311</td>
<td>4,100</td>
<td>41</td>
<td>104</td>
<td>Comm. College 1959</td>
<td>$20 per Unit</td>
<td>$204 per Unit</td>
</tr>
<tr>
<td>11. Community Christian College</td>
<td>251 Tennessee St.</td>
<td>Redlands, CA 92373</td>
<td>100</td>
<td>1</td>
<td>15</td>
<td>Private Community 1993</td>
<td>$215 per unit</td>
<td></td>
</tr>
</tbody>
</table>

N/A = Not Available  WND = Would not Disclose  na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Nina DeMas. Copyright 2009 by IEBJ.
Levels of Success

SMM is the wave of the future. And when you combine your SMM efforts with your traditional PR avenues, you can create a publicity campaign that gets you noticed by prospects, clients, and key decision makers. The sooner you put SMM to work for you, the more profitable your business will be.

Pam Lontos is president of PR/PR, a public relations firm based in Orlando, Fla. She is author of “I See Your Name Everywhere” and is a former vice president of sales for Disney’s Shamrock Broadcasting. PR/PR has placed clients in publications such as USA Today, Entrepreneur, Time, Reader’s Digest and Cosmopolitan. PR/PR works with established businesses, as well as entrepreneurs who are just launching their company. For a free publicity consultation, e-mail Pam@prpr.net or call 407-299-6128. To receive free publicity tips, go to www.PRPR.net and register for the monthly e-newsletter, PR/PR Pulse!

Editor’s Note: Pam has been a good friend to the Inland Empire Business Journal for the past 22 years. Many thanks.

### 2010 EDITORIAL SCHEDULE

#### EDITORIAL FOCUS

- • Commercial R.E. Developers
- • Residential Real Estate
- • Architecture/Land Planning
- • Redevelopment
- • Health Care
- • Financial Institutions
- • Environmental Education
- • City Economic and Demographic Data
- • Women Who Make a Difference
- • Meetings/Conventions
- • Airports
- • New Home Communities
- • Malls & Retail Stores
- • Economic Development (Riverside Cty.)
- • Marketing/PR/Media Advertising
- • Insurance Companies
- • Women-owned Businesses
- • Human Resource Guide
- • Chambers of Commerce
- • Who’s Who in Law
- • Economic Development (San Bernardino County)
- • Health Care & Services
- • High Technology
- • Golf Resorts
- • Senior Living Centers
- • What’s New in Hospital Care
- • Manufacturing
- • Distribution/ Fulfillment
- • Credit Unions
- • Event Planning
- • Building Development
- • Building Services Directory
- • Cities of Irvine and Newport
- • Medical Clinics
- • Personal/Professional Development
- • Employment/Service Agencies
- • Health & Fitness Centers
- • Caterers
- • Health Care & Services
- • Airports
- • Golf Guide to Southern California
- • Who’s Who in Building Development
- • Telecommunications
- • Office Technology/Computers
- • International Trade
- • Holiday Party Planning
- • Human Resources Guide
- • Executive Gifts
- • Building and Development
- • New Communities
- • Health Care
- • Professional Services Directory
- • Small Business Handbook
- • CPA Firms
- • Media Advertising
- • Casual Dining
- • CPA Firms
- • Marketing/Public Relations
- • Golf Courses
- • Who’s in Law
- • Cities of Irvine and Newport
- • Who’s in Banking
- • Health Care & Services
- • Who’s in Building Development
- • Internet Services
- • Long Distance/Interconnect Firms
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- • Commercial R.E. Developers
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- • Environmental Firms
- • Employment/Service Agencies
- • Law Firms
- • Dental Plans
- • I.E. Based Banks
- • CPA Firms
- • Commercial Printers
- • Ad Agencies/Public Relations Firms
- • Largest Insurance Brokers
- • SBA Lenders
- • Staff Leasing Companies Serving the I.E.
- • Largest Companies
- • Small Package Delivery Services
- • Tenant Improvement Contractors
- • Credit Unions
- • Hospitals
- • Savings and Loans
- • Motorcycle Dealers
- • Medical Clinics
- • Indian Gaming
- • So Cal Vacation Spots
- • Travel Agencies
- • Visitors and Convention Bureaus
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- • Employment/Service Agencies
- • Law Firms
- • Dental Plans
- • I.E. Based Banks
- • Hospitals
- • Savings and Loans
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#### SUPPLEMENTS

- • 2010 Economic Forecast
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Roscoe’s Famous Deli
By Bill Anthony

Peanut shells on the floor......shells on the floor.......drop your shells on the floor......hope you are catching on! Yep, this is a fun, fun place——a deli——a bar——and great selections of old-fashioned East Coast sandwiches——thick and delicious. Don’t be tempted to eat the peanuts off the floor, they serve free peanuts when you are seated. The decor is also as outrageous as the big portion sizes of their menu. Look up and see a car continued on page 36

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Bullsh*t...

continued from pg. 14

more competent person were to advance. They may also go out of their way to discredit a good employee so others will not know how advantageous it is to have that person on their team. Ability discrimination can be tough to curtail once it starts. However, if you feel your immediate manager is doing this to you, one way to combat it is to get yourself included in meetings with your superiors—not just your immediate manager or boss—as often as possible. Put yourself in a position where your other higher-ups can see your abilities.”

Revenue goals are forced on customers. “We must meet our quarterly goals,” is a common line from CEOs and managers. Trouble is, these quarterly goals are likely out of line with your customers’ goals because they aren’t looking to give your company a revenue boost.

For example, say your customers know that you push to close business at the end of every quarter. Knowing your hunger to meet management’s expectations, they patiently wait until the end of the quarter to buy. They achieve their goals of getting the best possible price because they know your company is more likely to discount at that time. And while you may have met your short-term targets, you have cost the company long-term revenue. Why? You’ve turned control of your pricing over to your customers.

“You have to show your customers that they take a risk by doing this too,” says Loomer. “Their project timelines may be changed or costly delays may occur because they wait to make their purchase. You can maintain a healthier and more profitable relationship with your customers by keeping your goals in sync with theirs as you interact with them on a regular basis. Learn to think long-term and your customer relationships will significantly improve. Customers might even start taking your phone calls if they know you always keep their interests in mind.”

Employees have no power. Empowerment—enabling people to make decisions with minimal direction and trusting their judgment—is a good thing. It allows you to delegate tasks and helps your organization run more efficiently. It makes your life easier and improves your employees’ levels of satisfaction. Make sure you are allowing employees to take full control of their positions. Do not create a corporate culture where employees must go to their managers before they make every little decision.

“Empowerment is most effective when it is shared among people with a common goal,” says Loomer. “Individual goals may not be identical, but if the whole group is moving in the same direction, stay out of each other’s way and watch the magic happen.”

You’re trying to fix what isn’t broken. Change isn’t always a bad thing, but lots of great initiatives get screwed up for the sake of change. The only reason to change something is to make it better than it was previously. The ultimate goal should always be improvement.

“When making changes, make sure that the effectiveness of your change initiative can be measured,” says Loomer. “In other words, when your initiative is over, will you be able to tell a difference? And if you can tell a difference, will it be because of the change you put in place or because of some other event? If you haven’t achieved a goal over a certain period of time, don’t immediately dismiss your efforts as futile. Take an objective look at your findings and see if the trends are headed in the right direction. If they are, then you may want to test the change a little longer or maybe it needs a little tweaking. The point here is, don’t change things for the sake of change. Change them for the sake of improvement.”

“It’s time to stop accepting corporate BS as the status quo,” says Loomer. “It’s clearly no way to run a sustainable business, and we could use some sustainability in our corporate environment right now. The more people who say...
Anatomic...

“transitional” mattresses are encased in a rugged nylon cover and are specially treated to be moisture resistant. The piece meets the standard configuration for most relief effort cots and has a specially designed strap so it can be rolled, secured and carried over one’s shoulder. Each product includes care and use instructions and an announcement in English, French and Creole, stating it is a gift from members of the U.S. bedding industry.

In addition to the donation of mattresses, Anatomic Global also said it was re-investing all its corporate profits in the first quarter of 2010 to manufacture WorldBeds for Haitian relief. Farley said that many of Anatomic Global’s distributors and retailers were also in the process of joining the program along with other suppliers. He has also welcomed other mattress manufacturers to work with Anatomic Global on this initiative.

“We welcome everyone to join with us in this critical project,” he continued on page 39.
MANAGER’S BOOKSHELF


By Paul J. Gorrell, Ph.D. and John Hoover, Ph.D.;
AMACON Books, New York, New York; 2009; 266 pages; $29.95.

Just in case you’ve been totally distracted by the financial events of the past 18 months, there has been renewed emphasis in mid-sized and larger companies on coaching. This time around there’s a difference. In past years most of the emphasis on coaching has been on the “how-we-do-things-around-here” approach. The focus is now on developing leadership qualities, beginning shortly after a likely candidate is hired.

The co-authors, Gorrell and Hoover, don’t truly come down on one side or the other of the ultimate question about leadership. That question is whether true leadership traits can actually be taught or even coached into existence. The most they are willing to infer on that topic is that leadership is probably a combination of natural abilities which can be refined into practical skills through good coaching. It’s not clear whether that’s a useful inference or not.

Far more useful to management and coaching consultants is the authors’ approach to the coaching process, which they call the “Contextual Coaching” Process, which blends the individual being coached within the context of a single corporate culture. The authors define this as:

“The Contextual Coaching process provides leadership development to everyone who shows potential. All growth and development of your coaching clients take place within the context of the organization. As the coaching progresses, the identity, agenda, and priorities of your clients begin to merge with those of the organization, resulting in more continuity and consistent alignment between the organization’s needs, the clients’ needs, and ultimately your clients’ performance.”

Initially, it may be confusing to understand the terms “clients” and “co-clients” used throughout the book. Keep in mind that the authors are consultants, and when they refer to clients, they are talking about two entities. First, there is the organization (and its managers) who hire coaching consultants. Second, there is the individual (or team) within an organization who receives the coaching.

One of the most interesting areas of the book deals with what the authors call the “Area of Behavioral Focus: Culture.” They make the point that organizational culture is likely to be the single most important factor in making coaching effective. As they put it:

“For the individual and for the organization, culture is in control. But is culture an independent power that influences us and takes us to places we never intended to go, or is culture merely a reflection of our own collective biases, behaviors, beliefs, and values? That debate will need to play out in another forum.

“We are looking at now, from a high-level perspective, is the fact that culture encompases everything in the organization. If you think of an organization as a physical, carbon-based, biological body, culture would be the DNA. The good thing about culture, though, is the fact that, unlike DNA, it can be re-engineered.”

Here’s one example of what they mean. If a culture honors and rewards only short-term performance and not long-term planning, there’s likely to be very little long-term planning. More likely, long-term planning will then consist of individually selling the most profitable segments of the company and laying off everyone. That’s a plan that corporate executives can only do once and is not normally considered an example of good organizational leadership.

“The Coaching Connection” is primarily directed to independent human resources and talent management consulting companies. Most of the “how to” information is directed to them. If you’re in that category, or possibly a human resources specialist for a large company, the book is a good first step in leadership coaching.

-- Henry Holtzman

Best-selling Business Books

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


2. “Too Big to Fail: The Inside Story of How Wall Street and Washington Fought to Save the Financial System—and Themselves” (Penguin Group…$32.95) (2)

Does the size of a failing company dictate government rescue?


When an investment seems too good to be true, it usually is.

4. “In FED We Trust: Ben Bernanke’s War on the Great Panic,” by David Wessel (Crown Publishing…$17.54) (3)


Why the cause of success can be linked to where you were born.


How greed and incompetence brought the financial system down.


How underpricing financial risks led to economic catastrophe.


A road map to a rich life with or without lots of money.


How Bernard Madoff made the original Ponzi scheme look small.


Suze offers her classic advice for survival in tough times.

*(1) -- Indicates a book’s previous position on the list.
** -- Indicates a book’s first appearance on the list.
**SBA Lending...**

continued from pg. 8

SBA’s 504 Loan Program is designed to assist entrepreneurs obtain long-term, fixed-rate financing for capital assets like the purchase of real estate and equipment with a minimum useful life of 10 years. Recognizing that small business owners sometimes have more difficulty getting traditional business financing but need funds to grow, the SBA 504 loan provides financing for entrepreneurs to invest in their own facilities, continue to expand and create new jobs.

Small business owners can buy their own building or expand their existing facility to accommodate increased sales and more staff. The community gets the benefit of additional jobs, business growth and tax revenues from a growing small business.

**Gaining Trust...**

continued from pg. 26

But when trust accounts are not yet established, these mis-steps can be deal killers.

It’s something to think about.

Michael Angier is founder and CIO (Chief Inspiration Officer) of SuccessNet—a support network helping people and businesses grow and prosper. Visit the Websites for additional information...

http://SuccessNetResources.com

http://SuccessNet.org

**Glen Ivy...**

continued from pg. 3

landscaping and gardens, Glen Ivy Hot Springs Spa features 19 pools and spas and unique attractions including naturally thermal mineral water baths and Glen Ivy’s famous “Club Mud,” California’s only therapeutic red clay mud bath. Celebrating 150 years of healing water and extraordinary service in 2010, Glen Ivy Spas in Corona, Brea and Valencia welcome over 250,000 guest visits annually and employ 450 people in Southern California. A Founding Seed Spa in the Green Spa Network and member of the International Spa Association (ISPA) and the Day Spa Association, Glen Ivy Hot Springs Spa was named Favorite Day Spa, Favorite Mineral Springs Spa, and Favorite Affordable Spa in Spa Magazine’s 2009 Reader’s Choice Awards.

**Master...**

continued from pg. 33

More information is available at www.wageintrainte-nc.com.

Master Development Corporation (“MDC”) specializes in the development and acquisition of industrial properties and business parks throughout Southern California. More information is available at www.masterdevelopment.com.

**The Art...**

continued from pg. 18

says, “It sends an unfavorable message.”

“There are plenty of opportunities to manage up,” Studer concludes. “Do it when things are going well, when you have good news to share, or when you need direction on how to achieve specific goals. When you look for ways to focus on the positive, you will find them. And they will ripple outward, creating more opportunities. Ultimately, you’ll find that managing up makes you a better leader, your employees better employees, and your organization a better organization. It’s a win for everybody.”

For more information, visit Studer Group Website www.studergroup.com.

**Anatomic...**

continued from pg. 37

ect,” Farley added. “We have developed the specifications, manufacturing and logistical program and welcome the participation of others in this effort.

Founded in 1989, Anatomic Global, Inc. sets itself apart by raising the bar on the manufacturing and supply of “proudly made in the USA” environmentally-friendly mattresses and bedding. The company upholds a 360-degree green manufacturing commitment in three ways—by developing applications for its innovative and sustainable plant-based formulas; by leading the industry with its zero-air emissions manufacturing process; and by applying the most efficient direct-to-store and consumer-direct delivery methods for a reduced carbon footprint.

In 2008, the company launched the Ecomfort Mattress brand of mattresses featuring its patented, EcoMemoryFoam™ extreme open-cell plant-based memory foam. For more information, visit www.ecomfortmattres-s.com.

**Bullshit...**

continued from pg. 36

enough is enough, the better chance we have of returning to a corporate culture in this country that is based more around achieving the American Dream for all than supporting corporate hells that benefit only those who are willing to backstab and lie their way to the top.”

For more information, please visit www.corporatebullshitguide.com.

**Securing...**

continued from pg. 5

and the greater its ability to weather an economic downturn.

Editor’s Note: In today’s statewide budget problems, programs such as the PAES program are solutions and must be preserved for the future of the local economy.

**Ferguson...**

continued from pg. 3

significant contributor to the local economy. A study conducted by Dean Runyan & Associates estimated that visitor spending in the Temecula Valley in 2007 reached $604.7 million, a 10.5 percent increase from 2006. Tourism-related employment in 2007 reached 6,620 workers, up 2.6 percent from 2006 and 21.8 percent from 2000. Tourism-related spending in 2007 resulted in $23.6 million in taxes to local and state coffers, up 9.6 percent from a year ago and 16.6 percent from 2000, according to the report.

**Selling Yourself...**

continued from pg. 13

on maintenance agreements for our copier machines in our headquarters building.”

You’ll make a strong impression and increase your chances of acceptance when you can be short, clear, and concise. Be prepared and practice.

Contact Patricia Fripp at www.Fripp.com, (415) 753-6556, or PFripp@Fripp.com.
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**NEW BUSINESS County of San Bernardino**

**February 2010**

**A ROADSIDE ATTRACTION**

**ACCLAIM INSURANCE AGENCY**

**ALL CUSTOM JANTORIAL SERVICES**

**APACHE TRAILERS**

**ARTISANS**

**B & D OUTLET**

**BETTER HVAC SERVICE**

**BLACK ANGEL**

**BOYD LUMBER COMPANY, INC.**

**BRYANT SOUTHERN CALIFORNIA SALES AND DISTRIBUTION**

**CEDAR & PINE PHOTOBOOTH**

**COLTON INDONESIAN SEVENTH DAY ADVENTIST CHURCH**
If you have never been to the San Luis Obispo area, pack your bags and take the less than three hour jaunt to this amazing, astonishing place where it averages only 29 days of rain per year, gorgeous scenery, surrounded by fine wineries and olive orchards in adjoining towns and villages. Throw in a renowned university, (Cal Poly) that offers a first-rate Performing Arts Center, enjoy seasonal whale sightings, elephant seals stopping by from Alaska, joyful otter watching and, at nearby San Simeon, the stunning Hearst Castle. This all just barely touches this place that seems to have everything. But the best revelation of all is that the region is covered by the most marvelous restaurants this side of any continent.

No nonsense town
San Luis Obispo has always been a no nonsense, gutsy spot and has many little known firsts. In 1990 they were the first municipality in the world to ban smoking in all public buildings including bars and restaurants. In 1982 an ordinance was passed that there would be no drive through, fast food restaurants in town. In another 1982 law was a ban on the sale of alcoholic beverages at any business selling gasoline. There is a doctor’s office on the corner of Santa Rosa and Pacific Streets which is one of very few commercial building designed by Frank Lloyd Wright. San Luis Obispo also has a Carnegie Library which is now home to the San Luis Obispo County Historical Museum.

A foodie’s paradise
The well-traveled foodie will become immersed in the fine gastronomic offering of this area.

A menu to savor
Start with Palazzo Giuseppe in San Luis Obispo—they offer the ultimate in Italian food and wines. In 1988 Giuseppe Difronzo used his business plan as a project for graduation from Cal Poly to open his first restaurant in Pismo Beach. His dedication to quality and authenticity to his dishes bring the finest Italian offerings that can only be found at Giuseppe’s. Bread is baked from scratch every day in a wood-burning oven imported from Italy; nutty flavored pastas are made on the premises or imported from Italy. Wood-firing ovens create pizzas that can’t be matched anywhere. Only the freshest ingredients are used and are obvious to the taste. Their menu of main dishes is superb—the only problem is what to order? The “Monkfish and Rock Shrimp with Cavatelli Pasta in Prosciutto Cream Sauce” was a trip to another planet. Absolutely one of the finest gastronomic creations this side of Shangri-La. I have the recipe and have been given permission to share it if anyone is interested. (Request at bounds17@concentric.net.) The lovely ambiance, waitstaff and service match the food. Don’t miss this one!

Millhouse at The Apple Farm
as a project for graduation from Cal Poly to open his first restaurant in Pismo Beach. His dedication to quality and authentic}

Fresh and interesting
Marisol Restaurant at The Cliffs Resort at Pismo Beach offers fine oceanfront dining. Marisol translates to, “The Sun and the Sea” and the flavors of the food merge to the translation. The menu is a blending of coastal cuisine and modern Latin flavors created with local fresh produce and seafood fresh off the boats of the local fishermen. The “Port San Luis Halibut,” (was caught by Captain Travis Evans) served with green rice with Rock Crab Pepper Rouille Sauce was delectable and perfectly moist. That’s the first time I have seen a menu give billing to the fisherman that caught the fish. A nice touch and another must do.

Marisol at The Cliffs
2757 Shell Beach Road
Shell Beach, CA
(805) 773-2511

These are just a smattering of the many fine restaurants in the area.

Where to stay
Plenty of places to stay with fair rates and near the attractions you might want to visit.

A cuddly place
The Apple Farm has the ambiance of a country inn with the luxury of a fine hotel. A very cuddly place that has the essence of a Victorian inn—every room has a fireplace and creates the atmosphere of country elegance. They will serve you breakfast in bed and pamper you with all the charm and friendliness of a fine bed and breakfast. Ice cream is made from water power that is harnessed by a reproduced 19th Century gristmill with a 14-foot waterwheel. Here is one of many unique experiences at the Apple Farm.

Palazzo Giuseppe’s
1010 Court Street
San Luis Obispo, CA
(805) 541-9922

continued on page 32
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