Inland Empire Celebrates World Trade Day

Who is Rauch? Pg. 22

Lifetime Achievement Award to Fred Latuperissa Pg. 4

Tony D. Smith Expands in Ontario Pg. 6
Meet
Uwe Janssen

Uwe Janssen, chairman and CEO of Rauch International, LLC, is a successful entrepreneur and international business leader who leverages his unique blend of leadership, experience and global strategic alliances to help ensure a company’s development, growth and success.

With the unique ability to eliminate cultural barriers and adapt business protocol, promoting strong global operations, he is a strong negotiator and presenter who has negotiated multi-million-dollar contracts throughout North/South America, Europe and Asia. Through his experiences in international sales, project development and negotiations, his sensitivity to and respect for the proper handling of cultural issues has been fine tuned.

Currently, he is focusing on the formation of strategic partnerships with companies in Asia, Europe, Eastern Europe and North Africa for business development with private industry as well as a variety of foreign government and military branches. He has led several U.S. Department of Commerce trade missions abroad, meeting with local officials and companies to discuss topics which include, financing, technology transfer, manufacturing, infrastructure maintenance and repair and safety concerns as continued on page 4

Signs of an Economic Turnaround

“Things are looking up,” said Dan Broadie, a longshoreman. No longer killing time at the union hall while waiting for work, instead he is guiding a mechanized spout pouring 44,000 tons of wheat into the Arion SB, bound for the Philippines.

At malls from New Jersey to California, shoppers are snapping up electronics and furniture, as fears of joblessness yield to exuberance over rising stock prices. Tractor trailers and railroad cars haul swelling quantities of goods through transportation corridors, generating paychecks for truckers and repair crews.

On the factory floor, production is expanding, a point underscored by government data released showing a hefty increase in March for orders of long-lasting manufactured items. In apartment towers and on cul-de-sacs, sales of new homes surged in March, climbing by 27 percent, amplifying hopes that a wrenching real estate disaster may finally be releasing its grip on the national economy.

After the worst downturn since the Arion SB, bound for the Philippines.

San Bernardino County Sees Sharp Drop in April Small Business Sales

The docks are humming again in the sprawling Pacific port of Portland, with clouds of golden dust billowing off the piles of grain spilling into the bellies of giant tankers.

The sales rate for small- and mid-sized San Bernardino County businesses dropped last month to 35 deals, off by 66% from the 108 closed escrows recorded in April 2009. And the April 2010 total was down from the prior month’s figure of 54 sales, according to figures compiled by BizBen.com, which tracks and reports on small business sales in California on a monthly basis.

Among the most active cities in sales were San Bernardino, Ontario and Rancho Cucamonga, each with four completed deals for the month.


Jim Dunn Retires as Executive Director of Palm Springs Convention Center and Bureau of Tourism

Many in the Coachella Valley’s convention and tourism industry were surprised with the announcement that a longtime leader at the Palm Springs Convention Center plans to retire.

“People don’t just quit usually,” said Jim Dunn, executive director of the Palm Springs Convention Center and Bureau of Tourism. “But I did.”

The 48-year-old said it was his choice to retire, effective May 7, and that his experience working with SMG, the management company the city of Palm Springs hires to oversee tourism efforts, has been positive.

“I’m happy to assist in any way to make the transition as smooth as possible,” the Palm Springs resident said. Dunn has more than 30 years of experience in tourism and convention facility management. Twenty-one years of it were spent at the Palm Springs Convention Center, where he arrived nine months after it opened.

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United in their belief that international trade needs fresh, forward approaches, IBA Global founders provide a vision for global prosperity. Our unique partnership with the California Inland Empire District Export Council (CIEDEC) connects us to the council’s export members, which have helped shape recent debates on the World Trade Organization (WTO), North American Free Trade Agreement (NAFTA), Fast Track Authority and China Permanent Normal Trade Relations (PNTR).

**History**—IBA Global’s roots are based on a proud 16 year history as the re-branding of the Inland Empire International Business Association (IEIBA).

Understanding that associations, like companies, must evolve to meet the needs of the market, IBA Global’s new board of directors, which is made up of likeminded individuals from private sector, education and government, unanimously agreed that change was needed in order for the organization to continue to provide outstanding support to the international business community. The board also believes that past experiences and lessons can be used to identify and initiate new forward ways of thinking that would help shape the future of international trade.

**Vision**—International trade is central to global peace and stability and to the growth and prosperity of all citizens. IBA Global will provide the vision and be the voice for its members to exercise leadership and influence the course of change.

**Strategic Alliances**—IBA Global is seeking strategic alliance partnerships with a wide variety of local and international universities, government entities, private businesses and trade organizations.

IBA Global also maintains a close partnership with the California Inland Empire District Export Council (CIEDEC). Appointed by the U.S. Secretary of Commerce, DEC members are advocates for small- and medium-sized U.S. exporters. Active on the national and local levels, DEC promotes trade initiatives and has been active in recent debates regarding the World Trade Organization (WTO), North American Free Trade Agreement (NAFTA), Fast Track Authority and China Permanent Normal Trade Relations (PNTR).

**Why Choose IBA Global?**—Founded more than 16 years ago, this organization is still in place because of its leadership and strategic alliances. Plus, the new IBA Global board comes from education, government and the private sector, all united in their belief that international trade can benefit from fresh, forward approaches.

As trade is central to global prosperity and stability, IBA Global will provide a vision and voice for leadership and positive change through strategic alliance partnerships with a wide variety of local and international universities, government entities, private businesses and trade organizations.

**International Business Association—Global Certified Trade Mission to Indonesia**

June 18th–29th 2010. The International Business Association–Global (IBA Global) is organizing a Certified Trade Mission to Indonesia (with proposed stops in Jakarta, Surabaya, Kalimantan and Bali), to promote firms offering innovative products, services and technologies and who are interested in positioning themselves for long-term business in the world’s third largest democracy with a thriving open economy (fourth largest country), with a population of over 230 million.

Commercial Service Jakarta will assist IBA Global with matchmakings, briefings and other logistics support. Mission recruitment is done by IBA Global in cooperation with the U.S. Department of Commerce, U.S. Commercial Service (U.S. Embassy Jakarta and the U.S. Export Assistance Center, Ontario, California).
Fred Latuperissa
Director, International Trade Administration - U.S. Commercial Service - U.S. Department of Commerce - Ontario, California

Fred Latuperissa’s responsibilities include international development, recruitment of business to the region, expansion and retention of existing business, tourism, and workforce collaboration. Public and private sector experiences include healthcare, education, insurance, accounting, international business, marketing and retail management, and the position of head of corporate export-import operations for Hughes Aircraft Electronics, (GM).

Assignments overseas include senior commercial officer U.S. Embassy, Kazakhstan, commercial attaché for Belgium and Luxembourg, U.S. Embassy, Belgium, advance team for Secretary of Commerce during the Asian Pacific Economic Cooperation meetings in Indonesia. He is a U.S. Navy Veteran, a member of the U.S. Civilian Response Corps, Office of Reconstruction and Stabilization and Rotary International.

Meet...

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Department of Commerce, and several senior level contacts with World Bank, Ex/Im Bank and OPIC, he is an appointed member of the California Inland Empire District Export Council (CIEDEC) which is an appointment by the U.S. Secretary of Commerce. In addition, he is currently serving as International President and Chairman of the International Business Association (IBAglobal) as well as chairman of IBAglobal’s 17th annual World Trade Conference. IBAglobal’s mission is to facilitate international commerce; helping companies both domestic and international achieve positive transformation by offering on-going support services, strategy, education and networking opportunities. Through IBAglobal, Janssen is leading several upcoming business missions to locations which include Indonesia and Russia.


His Professional Activities and Memberships Include:
California Inland Empire District Export Council (CIEDEC)
International Business Association (IBAglobal)
Society for Protective Coatings

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Opinion: True impact on working people of AB 32 is no mere numbers game  A report by the UC Berkeley Center for Labor Research and Education found that green jobs represent less than one percent of the jobs in California. Green jobs would expand under AB 32 and could potentially impact three million blue-collar or 20% of California’s workforce. ................................. 7

Making a Comeback: 6 Strategies to Overcome Your Professional Setback and Define Success on Your Own Terms Andrea Redmond and Patricia Crisafulli gives advice on how you can lead not only to a comeback, but potentially an even better outcome than ever anticipated. .......................... 8

How Small Businesses Can and Do Help Charities Many large corporations find it necessary to donate millions of dollars to charities as people are becoming more concerned about poverty around the world. It’s a corporate responsibility. Yet, they only account for about 5 percent of all donations to U.S. nonprofits. The largest donor group is made up of individuals and small businesses. Find out how small businesses can benefit by working together with a charity make it a win-win situation. ................................. 11

A Two Speed Global Recovery: Emerging Markets vs. the Industrialized World  Few countries were immune to the downturn of the Great Recession of 2008-09, though some weathered the storm better than others. ............................. 15
Despite High Unemployment, Older Workers Gain Positions

An analysis of the latest employment data shows that the job market situation for Americans 55 and older has never been worse. Unemployment is the highest it has ever been, it is taking longer to find positions and age discrimination claims are near record levels.

However, in what can only be described as a paradox that demonstrates the ongoing demand for experienced workers, the same analysis found that those 55 and older represent the only segment of the population to experience net employment gains over the past year and, while the current unemployment rate of 6.9 percent is high for older job seekers, it is the lowest among all of the age groups.

“The latest employment figures suggest that it is both a blessing and a curse to be an older job seeker in America,” said workplace trends authority John A. Challenger, chief executive officer of global outplacement firm Challenger, Gray & Christmas, Inc., which conducted the analysis of the latest Bureau of Labor Statistics data.

“There definitely are obstacles for more seasoned job seekers—some of which are institutional and some self-imposed—and the recession has clearly tightened the market for everyone, including senior job seekers. At the same time, the latest figures show that these job seekers appear to be overcoming the obstacles related to age and the recession better than most people realize,” said Challenger.

Make no mistake; it is taking longer for the most experienced job seekers to find positions. In March, unemployed workers age 55 and older had been out of work for an average of 35.5 weeks compared to 30.3 weeks for job seekers 25 to 54. Meanwhile, job seekers between ages 16 and 24 have been jobless for an average of 23.3 weeks.

In December 2009, the unemployment rate among those 55 and up reached 7.2 percent, the highest level for this age group in Bureau of Labor Statistics records going back to 1948. Since then, it has fallen slightly to 6.9 percent as of March.

As a byproduct of the tightening job market, age discrimination claims filed with the Equal Employment Opportunity Commission rose to 24,582 in 2008, which is the largest number of annual claims since the agency began tracking statistics in 1992. The number of claims filed in 2009 dropped only slightly to 22,778.

An increased number of age discrimination claims, however, does not necessarily indicate an increase in age discrimination. In 2009, 20,529 of the 22,778 claims filed came to some resolution. Of those resolved, 12,788 or 62.3 percent were dismissed as having no reasonable cause. Only 3,710 cases had outcomes that were favorable to the claimant or were deemed meritorious allegations. These included 1,935 settlements, 1,161 withdrawn charges after the charging party received benefits and 614 found to have reasonable cause.

Not only is the unemployment rate for older Americans lower, they are the only age group that seems to be experiencing employment gains. Between March 2009 and March 2010, employment among those 55 to 64 grew 3.0 percent from 20,954,000 to 21,584,000. Americans 65 and over saw the number employed grow 2.3 percent from 6,055,000 to...
Business Finance Consulting Firm Moves to the IE

Tony and Leslye Smiths’ business finance document preparation known as TD Smith & Associates, Inc. recently moved from West Covina to Ontario. In concert with the opening ceremonies of the World Trade Conference, the Smiths hosted a company reception for their clients, investors, and Wells Fargo bankers at their 3200 Guasti Road conference center.

The Smiths have been business plan developers for 15 years. A fascinating fact is that they have prepared documents for all phases of the business life cycle in more than 30 sectors. They are the go-to company for a number of private equity bankers, commercial bankers, venture capitalists, and private memorandum attorneys throughout the United States.

“We are excited to be in Ontario,” said Tony. “Being near the airport and the eastern Gateway was a natural move for our company. We see this area as the center of future economic growth in Southern California.”

“The World Trade Conference sponsored by this Journal and the International Business Association marks a great opportunity to showcase our company while also making our move announcement to clients,”

When asked about the type of projects they are working on, Tony commented, “We are developing fund-raise documents for 29 firms this quarter with projects as small as $500,000 all the way up to the largest project (a 1,000 acre poultry operation) of $261,000,000.

Services include professional-grade business plan preparation for: (1) Accredited Investors; (2) Angel Investors; (3) Bond Platform Financing; (4) EB-5 Investors; (5) Private Equity Bankers; (6) Royalty Financing; (7) U.S. SBA Loans; and (8) Venture Capitalists. Other documents we produce include: (1) Executive Summaries; (2) Financial Forecasting Models; (3) Grant Writing; (4) Power Point Presentations; (5) Private Placement Memorandums; and (6) Statements of Purpose.

Tony D. Smith—Chief Business Plan Preparer

Tony has been writing professional-grade business plans since 1995. He specializes in business plan development for both equity and debt financing.

Before establishing the company, Tony served as a Marine, a restaurant owner, a sales manager, and an entrepreneur. Other experience includes: Public speaking, SBA business lending practices, business development training, commercial real estate selling and sales training. He has been featured on television in public awareness and marketing pieces on ABC, CBS, and cable.

In addition to running his own business, Tony has continually educated himself since 1991 focusing on business plan writing courses, sales courses, and business administration. He has attended Chapman University, Fresno City College, Rio Hondo College, Citrus College, and a Cum Laude graduate from the University of La Verne completing his bachelor of arts degree in business administration with a finance emphasis.

Tony works with a team of professional business plan production associates who have produced hundreds of business plans, marketing plans, proposals and loan packages since 2006. He has formed 31 strategic partnerships with some of America’s largest business development and funding organizations including TVA Capital, Electronic Merchant Services, and The March Group.

For a business plan to be certified, a company project manager conducts the following process: (1) Ensures that research validates the claims of the entrepreneur; (2) Ensures completion of the 87 paragraphs required of the Certified Business Plan template; (3) Ensures that valid financial forecasts models were used with valid assumptions; (4) Provides a detailed bibliography; (5) Upon approval, places a Certification Emblem with a unique certificate number which is embossed on the cover of the plan.

TD Smith & Associates conducts the “Business Development University,” a series of courses which includes: Certified Business Plan Course; Government & Business Relations Course; The Essentials of Business Start-Up & Growth; Mergers and Acquisitions-Preparing your business for sale; Access to Business Capital; Direct Marketing & Sales. Courses can be taught at almost any location, but the corporate facility includes a training conference center with a capacity of 40 students.

Bill Finch—Vice Chairman of the Board

Bill has been instrumental in the development of the company. In the formulation phase of the company under the TD Smith & Associates, Inc. ownership, Bill provided the initial $25,000 in seed money to launch the business. He also financed the first 30,000 books published by the company and has provided ongoing financial support and financial counseling as TD Smith & Associates, Inc. grew from $86,000 in sales in 2005 to $177,000 in 2006, and more than $300,000 in 2007, and continued growth in 2008 and 2009 to over 1 million.

For more information about TD Smith & Associates, Inc., visit www.businessfinance-documents.com or call 909-456-1475

Tony Smith

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663 Brea Canyon Road Ste. 4
Walnut, CA 91789
Phone:909.594.5895
Fax:909.598.2832
www.tdsmith.com

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 Rohm of California. In 1985, Triton Communications, Inc. became an integration 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:

• Services and Service of refurbished (Nortel, Toshiba) & new (NID) telephone systems and equipment.
• Complete System sales, service, and computer networking.
• Voice Mail and Paging Systems to Video conferencing and Call Accounting systems.
• Providing Local Dial Tone, T1, Long Distance and ISDN numbers.
• VIP solutions.

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Opinion: True impact on working people of AB 32 is no mere numbers game

By James Kellogg

It’s time for an honest discussion about how California’s global warming law (AB 32) will impact jobs in California. Working people in this state are suffering and they need real answers about its job impact, not theories, legacy politics and empty promises.

Consider a few grim statistics: The state’s unemployment rate is still above 12 percent. More than 119,000 manufacturing jobs were lost last year. More than 600,000 manufacturing jobs have been lost in this state since 2000. Blue collar workers in the building trades have been particularly hard hit, with unemployment rates at some local unions as high as 30 percent to 40 percent.

This isn’t a numbers game. These are real people struggling to pay the rent, put food on the table, keep the house warm and pay the light bill. They deserve some straight answers about how AB 32 will impact their lives.

We became concerned after reading a report by the UC Berkeley Center for Labor Research and Education which found that green jobs represent less than one percent of the jobs in California. Green jobs would expand under AB 32; however, the report found that this law could potentially impact three million blue-collar, mainly union jobs, or 20% of California’s workforce specifically in manufacturing, energy production, and waste and water services. These are a high concentration of well-paying, blue collar union jobs in these sectors, and these jobs are disproportionately filled by men, Latinos and workers with a high school education according to the report.

To get some answers, the Green Jobs Coalition sponsored ACR 77 authored by Assembly Members Sandre Swanson and Tony Mendoza which asked the California Air Resources Board (CARB) some tough questions about what jobs would be created by AB 32, what jobs would be lost, and which industrial sectors would be impacted by these lost jobs.

The California Air Resources Board (CARB) effectively thumbed its nose at those of us supporting ACR 77. They failed to provide the detailed sector-specific job impacts and other answers that were requested, and which are necessary to fully understand the impacts of AB 32.

Fortunately, there have been others that have shed some light on the subject. The Legislative Analyst found, for example, that AB 32 would result in the loss of 120,000 jobs in the short term.

CARB’s own economic experts have also recognized the fact that jobs will be lost because of AB 32. In fact, they recommend establishing a Worker Transition Program to provide assistance to people who lose their jobs because of AB 32 regulations.

In addition to lost jobs, California families would also face increased energy costs. According to these same CARB experts: AB 32 will cause California households to face higher prices both directly for electricity, natural gas, and gasoline, and indirectly as businesses pass costs for GHG reduction on to consumers.

I don’t doubt that there will be more green jobs in California, perhaps even thou...
Making a Comeback: 6 Strategies to Overcome Your Professional Setback and Define Success on Your Own Terms

By Andrea Redmond and Patricia Crisafulli

In life, no one gets off this planet unscathed. Whether personal or professional, setbacks will happen. How well someone makes a comeback, however, depends upon several factors, from resilience to defining success according to your terms. The good news is that these qualities and skills can be acquired and learned, and with a support system become even more effective.

In today’s world, awareness of professional setbacks—the loss of a job whether due to layoffs or being fired or asked to resign—is increasing, from high profile executives losing their jobs to layoffs and job loss for all levels of workers. It doesn’t matter whether you work in a small company, large corporation, on a factory line, or in a corner office, leaving a job not of your own accord is one of the most difficult challenges most people face.

Even some of the nation’s most well known CEOs who were asked to resign, often for reasons beyond their control, were caught completely off guard. Two such leaders are David Neelman, founder and former CEO of JetBlue Airways, and Jacques Nasser, former president and CEO of Ford Motor Company.

When Neelman was asked by his board to resign in May 2007, following weather-related delays that stranded passengers on the tarmac—an unfortunate event that was beyond Neelman’s control, but for which he took responsibility as the CEO—he called the move “shocking.” “I felt like I was sucker-punched,” Neelman describes.

Nasser, who was president and CEO of Ford Motor Company from 1999 until 2001, was asked to step down as the auto industry faced challenges due to a souring economy. After 30 years with the company, his leadership suddenly came to an end. “It was a huge surprise,” he says simply.

Both executives, however, were able to make very successful comebacks. After JetBlue, Neelman decided to take his idea for a regional air carrier with a high degree of customer service to a new market—Brazil—where he found the highly successful Azul Linhas Aéreas Brasileiras. In time, Nasser went on to become an executive partner in the highly successful private equity firm One Equity Partners, and today is chairman of BHP Billiton, the world’s largest natural resources company.

How did they make their comebacks? Although all leaders have strategies and philosophies that are unique to them, common themes emerge that can lead not only to a comeback, but potentially an even better outcome than ever anticipated.

1. Understand that often it’s not about you. Professional setbacks often occur because a company is in the midst of a transition. A division may be closed down or pared back, which results in layoffs. Or a new CEO has been brought in who now wants his/her own team. Being let go may not be about you or your performance at all. Although the pain and disappointment are yours, you are not the only one who has endured this kind of setback. You are not alone. Find the peace that comes with “I did my best”; learn whatever lessons there are to be learned, embrace change, and move on.

2. Take some time off and think about what you want. This step is often the hardest for people, particularly because of financial worries or concerns about when you will get your next job. But if you try to transition too fast, you may be tempted to jump at the first opportunity that comes along instead of choosing where you want to go. Taking even a short break for discernment will help you stage a better and stronger comeback. Even if the break has to be only overnight, make sure that in your downtime you take some time for some real self-reflection. What's important to you now, time or money? Do you thrive in a large organization or small organization? How have your dreams changed? Although this event was done to you, you are still the one who decides now.

3. Rally your allies. Whether friends, family members, or close associates, your allies are the ones who will help you through the transition and find your way forward. It may very well be through them and their connections that you begin to network your way into a new position.

4. What made you successful before will make you successful again. Just as your unique talents led to your previous success, these abilities will...
## Stock Chart

### THE GAINERS

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<td>15.6</td>
<td>4.23</td>
<td>1.03</td>
<td>NM</td>
<td>NASDAQ</td>
</tr>
<tr>
<td>PROV</td>
<td>5.78</td>
<td>3.48</td>
<td>66.1</td>
<td>10.49</td>
<td>2.43</td>
<td>NM</td>
<td>NASDAQ</td>
</tr>
<tr>
<td>TMCV</td>
<td>0.01</td>
<td>0.01</td>
<td>88.0</td>
<td>1.08</td>
<td>0.00</td>
<td>NM</td>
<td>AMEX</td>
</tr>
<tr>
<td>VNBCQ</td>
<td>0.02</td>
<td>0.02</td>
<td>-15.3</td>
<td>0.19</td>
<td>0.01</td>
<td>NM</td>
<td>AMEX</td>
</tr>
<tr>
<td>WPI</td>
<td>42.76</td>
<td>41.77</td>
<td>2.4</td>
<td>43.43</td>
<td>28.06</td>
<td>17.2</td>
<td>NYSE</td>
</tr>
</tbody>
</table>

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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**Duff & Phelps, LLC**

One of the nation’s leading investment banking and financial advisory organizations. All stock data on this page is provided by Duff & Phelps, LLC from sources deemed reliable. No recommendation is intended or implied. (310) 689-0070.

---

**Five Most Active Stocks**

<table>
<thead>
<tr>
<th>Company</th>
<th>Ticker</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOT Topic Inc</td>
<td>HOTQ</td>
</tr>
<tr>
<td>CVB Financial Corp</td>
<td>CVBF</td>
</tr>
<tr>
<td>Watson Pharmaceuticals Inc</td>
<td>WPI</td>
</tr>
<tr>
<td>Hansen Natural Corp</td>
<td>HANS</td>
</tr>
<tr>
<td>American States Water Co</td>
<td>AWR</td>
</tr>
</tbody>
</table>

**Monthly Summary 4/22/10**

- Advances: 10
- Declines: 4
- Unchanged: 1
- New Highs: 3
- New Lows: 1

---

_“Laws were made to be broken”_  
Christopher North, May, 1830

_“Had laws not been, we never had been blam’d; for not to know we sin’m’d is innocence”_  
Sir William Davenant  
1606-1668

10681 Foothill Blvd., Suite 280 Rancho Cucamonga, CA 91730  
Tel. (909) 980-0630  Fax. (909) 948-8674

---

**May 2010**
### Environmental Companies Serving the Inland Empire

#### Listed Alphabetically

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Billings (millions)</th>
<th>Regional Breakdown</th>
<th>Yr. Founded</th>
<th>Headquarters Location</th>
<th>Specialties</th>
<th>Clients</th>
<th>Top Local Exec. Title</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerial Information Systems, Inc.</td>
<td>112 First St., Ste. 100, Redlands, CA 92373</td>
<td>$1.4</td>
<td>60% (San Diego), 40% (Sacramento)</td>
<td>2009</td>
<td>Redlands</td>
<td>Geographic Information, Data Base Creation, Remote Sensing</td>
<td>Government, Cities, Residential, Developers</td>
<td>Holly Geller</td>
<td>President</td>
<td>(909) 739-4030/760-440-4030</td>
</tr>
<tr>
<td>Alton Geneoscience</td>
<td>21-A Technology Dr., Irvine, CA 92618</td>
<td>2/15</td>
<td>25%</td>
<td>1981</td>
<td>Irvine</td>
<td>Environmental Consulting, Remediation Contracting</td>
<td>Major Oil Companies</td>
<td>Chris Vincez</td>
<td>President/CEO</td>
<td>(949) 750-5043</td>
</tr>
<tr>
<td>AIME Earth &amp; Environmental</td>
<td>4201 Santa Ana St., Ontario, CA 91761</td>
<td>$3.8</td>
<td>50%</td>
<td>1994</td>
<td>Anaheim</td>
<td>Due Diligence, Asbestos &amp; Lead Surveys, Environmental Construction, Soil &amp; Groundwater Assessments, City &amp; County Agencies</td>
<td>Retail Chains, Commercial, Industrial Developers, Fiber Optic &amp; Cell Phone Providers</td>
<td>John Thune</td>
<td>President</td>
<td>(909) 655-5084/655-6502</td>
</tr>
<tr>
<td>Applied Planning, Inc.</td>
<td>3817 Pine Ave., Ste. A, Chino Hills, CA 91710</td>
<td>$1.2</td>
<td>10%</td>
<td>1997</td>
<td>Ontario</td>
<td>Environmental Documentation, Cultural &amp; Environmental Resources</td>
<td>Public Agencies, Developers</td>
<td>Ross Geller</td>
<td>President</td>
<td>(951) 335-7068/335-6318</td>
</tr>
<tr>
<td>ATC Associates Inc.</td>
<td>25 Capina Circle, Montecito Park, CA 91755</td>
<td>WND</td>
<td>100%</td>
<td>1991</td>
<td>Ontario</td>
<td>Environmental Consulting, Environmental Consulting</td>
<td>Public &amp; Private Sector</td>
<td>David Masuda</td>
<td>President</td>
<td>(818) 597-0517/978-3081</td>
</tr>
<tr>
<td>Brickley Environmental, Inc.</td>
<td>957 W. Reec St., San Bernardino, CA 92411</td>
<td>$9.7</td>
<td>10%</td>
<td>1980</td>
<td>San Bernardino</td>
<td>Hazardous Waste, Asbestos, Mold &amp; Lead Abatement</td>
<td>School Districts, Colleges, Hospitals, Municipalities, Contractors, Private Parties</td>
<td>Tom Brickley</td>
<td>President</td>
<td>(909) 848-2010/343-3433</td>
</tr>
<tr>
<td>Bryan A. Sturist &amp; Associates</td>
<td>1360 Valley Vista Dr., Diamond Bar, CA 91765</td>
<td>WND</td>
<td>50%</td>
<td>1984</td>
<td>Diamond Bar</td>
<td>Solid Waste Planning &amp; Engineering, Remediation</td>
<td>Public Agencies, Developers</td>
<td>Bryan A. Sturist</td>
<td>President</td>
<td>(909) 860-7778/40-8017</td>
</tr>
<tr>
<td>C.H.E., Inc., Incorporated</td>
<td>1355 E. Cowley Dr., Colton, CA 92324</td>
<td>$6.6</td>
<td>10%</td>
<td>1964</td>
<td>Colton</td>
<td>Environmental Phase I &amp; II Assessments, Geotechnical Engineering, Geology, Construction Inspection and Testing</td>
<td>Lending Institutions, Developers, Government Agencies</td>
<td>Robert Johnsson</td>
<td>Senior Vice President</td>
<td>(909) 742-7284/7290</td>
</tr>
<tr>
<td>Converse Consultants</td>
<td>10391 Corporate Dr.</td>
<td>WND</td>
<td>50%</td>
<td>1926</td>
<td>San Diego</td>
<td>Environmental Geotechnical Engineering, Site Investigation, Remediation, Asbestos, Air Quality, Geophysical &amp; Geohydrological Studies, Soils &amp; Materials Testing</td>
<td>Commercial/Industrial, Residential Financial Institutions, Local State and Federal Agencies</td>
<td>Habib Quazi</td>
<td>Regional Manager</td>
<td>(760) 965-4764/476-7675</td>
</tr>
<tr>
<td>Earth Systems Southwest</td>
<td>79911 Country Club Dr., Indio, CA 92203</td>
<td>$7.6</td>
<td>5%</td>
<td>1969</td>
<td>Indio</td>
<td>ESAs, Phase II’s, PEAs, Hydrogeology, Geotechnical Engineering, Materials Testing, Construction Monitoring</td>
<td>Engineers, Developers, Schools, Indian Tribes</td>
<td>Craig Hill</td>
<td>President</td>
<td>(760) 345-1883/345-7315</td>
</tr>
<tr>
<td>Earth Tech, Inc.</td>
<td>1641 E. Colley Dr., Ste. 100, Colton, CA 92324</td>
<td>$1.3</td>
<td>15%</td>
<td>1970</td>
<td>Long Beach</td>
<td>Environmental Studies/Remediation, Hazardous Waste Management, Outreach Services, Water/Wastewater Treatment, Construction Management</td>
<td>Department of Defense, Utilities, Commercial Industries, Municipalities</td>
<td>Brian Welth</td>
<td>Director</td>
<td>(909) 554-5004/424-1924</td>
</tr>
<tr>
<td>Gabriel Environmental Services, Inc.</td>
<td>P.O. Box 1361, Redlands, CA 92373</td>
<td>$1.5</td>
<td>60%</td>
<td>1991</td>
<td>Redlands</td>
<td>Arsenic Mold, Phase I, Phase II’s</td>
<td>Environmental Consulting, Property Management Companies, Banks, Developers</td>
<td>Hanibal Gabriel</td>
<td>President</td>
<td>(909) 545-0205/700-4731</td>
</tr>
<tr>
<td>Jorgenson Environmental</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Regulatory Compliance, New Facilities, Risk Assessment, Site Assessment, Permitting, Power Plants, Air Quality</td>
<td>Industry, Power Plants, Law Firms</td>
<td>Darren Jorgenson</td>
<td>President</td>
<td>(949) 433-3049/75-2723</td>
</tr>
<tr>
<td>Leslie Irish</td>
<td>700 E. Reedsfield Blvd., Ste. U, Redlands, CA 92371</td>
<td>$1.2</td>
<td>10%</td>
<td>1984</td>
<td>Riverside</td>
<td>Archaeology, Biology, Paleontology</td>
<td>Utilities, Developers, Tribal Government</td>
<td>Leslie N. Irish</td>
<td>Vice President</td>
<td>(951) 691-4986/65-6531</td>
</tr>
</tbody>
</table>

N/A = Not Applicable WND = Would not Disclose * = 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: Inland Empire Business Journal, P.O. Box 1161, Rancho Cucamonga, CA 91729-0179. Researched by Nina DelPace. Copyright 2009 by IEBJ.

**Business Journal • Page 10**

May 2010
As people are becoming more concerned about poverty and suffering around the world, corporate social responsibility has become somewhat compulsory for many large corporations. According to the Giving Institute (www.givinginstitute.org), Walmart, Microsoft, Johnson & Johnson, Exxon, AT&T, and many others are known for donating millions of dollars to charities each year. Yet, they only account for about 5 percent of all donations to U.S. nonprofits.

The significance of this statistic is the fact that the largest donor group is made up of individuals and small businesses. According to a study by the Wells Fargo/Gallup Small Business Index, a staggering 90 percent of small businesses support local charitable organizations and nonprofits. Though the individual contributions may be small compared to the donations from multimillion-dollar corporations, they are collectively contributing billions of dollars to philanthropy.

All of this goodwill reflects positively on small businesses in local communities and does not go unnoticed. As the economy shrinks and the public becomes more aware of the struggles that local charities are experiencing, raising funds to help these organizations increases a businesses’ visibility and may even bring in new revenue. The key is to maximize exposure by publicizing events or donations through media attention, newsletters and advertisements. People feel better when they associate themselves with businesses that are helping the community. For some people suffering through their own hard times, doing business with a company that supports charities may be the only way they can help causes they care about.

Charity Marketing: A Mutually Beneficial Arrangement

Obviously, the charitable organizations benefit by partnering with businesses, but it’s also a good marketing strategy for those companies that make such a commitment. The keys to successful charity partnerships include choosing the right charity partner, choosing the right avenue of making donations, and choosing the right marketing strategy to inform your customers about your involvement.

Partner With a Charity That Reflects Your Values

Finding a charity whose work and values are reflected in your company’s mission is an important first step. Support of any charity is a good move, but finding one that complements your vision and your customer’s values will maximize the rewards for the charity and your business. For example, when Storyville Coffee (www.storyville.com) was looking for a charity partner, they sought to extend their philosophy that a cup of coffee is a catalyst to slow down and create space to dream and imagine. They found their match with the International Justice Mission’s (www.ijm.org) fight against human trafficking and modern-day slavery. By helping the IJM’s work to physically set people free, they also helped those people become free to dream. Storyville Coffee and the International Justice Mission worked together to develop a plan to help raise money and awareness of human trafficking.

To spread the word, Storyville Coffee publicized their decision to donate 100% of their profits for an entire month and to organize and sponsor a national concert tour to raising awareness about International Justice Mission. Through these charitable acts, people heard about and cared about Storyville Coffee.

Create Your Avenue to Donate

Depending on the type of business, there are several ways to raise monetary donations for a charity partner.

1. Percentage of Sales - As illustrated in the Storyville example above, if you run a business that sells products or services, it is simple to designate a percentage of profits towards a charity donation. This could be an across-the-board percentage of total sales, or it could be a percentage of a particular type of product or service sold. Product-based businesses can designate certain products to generate donations. Service-oriented businesses can offer discounted deals and packages with some of the proceeds benefiting the charity. Be creative in offering your charity designated products or services.

2. Private Label Products - Any number of products can be developed and sold to benefit the charity. There are many private label companies that produce products such as beverages, condiments, chocolates, cosmetics—almost anything you like. These products can be customized with a private label.

An example of a private label success is Ethos Water, founded in 2001 as a social start-up venture to help children around the world get clean water. It was acquired by Starbucks in 2005. Ethos Water and Starbucks are committed to raising awareness of the World Water Crisis. The water is now sold in Starbucks stores and in many large grocery, convenience and drugstores throughout the US and Canada. A portion of the sales goes towards humanitarian water programs.

3. Affiliate Sales - Businesses can partner with charitable organizations who promote the company which, in turn, donates a commission or portion of the sales generated back to the charity.

Getting the Word Out

1. Enlist the Charity’s Lists - Enlist volunteers of the charity to sell your role in making donations. Ask them to send out information in their newsletter and fliers and spread the word on social networking sites such as Facebook or Twitter. Give them additional incentives to encourage higher sales. You will benefit from the increased exposure, and they will earn much-needed funds.

2. Organize an Event - Special events to help raise funds for your favorite charity can be rewarding and fun for the whole community. Encourage other businesses in the area to participate by helping with the organization of the event or by volunteering services in exchange for their name being included in the list of sponsors. To save costs, get as many special deals as you can by explaining the event is for charity. In any negotiation, always ask “Is that the best you can do?” You will be surprised by how powerful that simple sentence can be.

Not all charity events need to be like a national concert tour. An example of a local charity fund-raiser is one held recently in a small town in New England. The event was advertised as semi-formal and was held in a beautiful bed and breakfast. The owners were happy to offer the...
### Banks in the Inland Empire

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

<table>
<thead>
<tr>
<th>Bank Name</th>
<th>Tangible Assets $</th>
<th>% Change</th>
<th>% Tangible Capital (B.O.A.R.)</th>
<th>% Tangible Capital Ratio</th>
<th>% Risk-Based Capital Ratio</th>
<th>Income $</th>
<th>Top Local Executive/Title Address (I.E.)</th>
<th>City, State, Zip</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank of America California</td>
<td>2,224,539,279,000</td>
<td>-0.31%</td>
<td>6.26%</td>
<td>14.67%</td>
<td>6,276,005,000</td>
<td>6,276,005,000</td>
<td>Brian Meynhart/CEO 11370 N. 3rd St. Rancho Cucamonga, CA 91730 (909) 980-6287 <a href="http://www.bankofamerica.com">www.bankofamerica.com</a></td>
<td></td>
<td></td>
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<tr>
<td>J.P. Morgan Bank &amp; Trust, N.A.</td>
<td>2,031,989,000,000</td>
<td>-1.75%</td>
<td>8.20%</td>
<td>14.74%</td>
<td>11,728,000,000</td>
<td>11,728,000,000</td>
<td>James Dimon/CEO 810 Civic Center Blvd, Rancho Cucamonga, CA 91730 (909) 887-6750</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wells Fargo &amp; Company</td>
<td>1,856,646,000,000</td>
<td>9.09%</td>
<td>6.14%</td>
<td>13.26%</td>
<td>12,275,000,000</td>
<td>12,275,000,000</td>
<td>John G. Stumpf/CEO 420 Montgomery St. San Francisco, CA 94104 (888) 249-3302/(415) 765-3969</td>
<td></td>
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</tr>
<tr>
<td>Union Bank, N.A.</td>
<td>1,100,373,000,000</td>
<td>-5.02%</td>
<td>9.27%</td>
<td>12.87%</td>
<td>76,882,000</td>
<td>76,882,000</td>
<td>Michael Shepherd/CEO 39985 Inland Empire Blvd., Ontario, CA 91764 (909) 944-3343/(415) 765-3969</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U.S. Bank</td>
<td>1,070,713,000,000</td>
<td>8.26%</td>
<td>6.02%</td>
<td>13.86%</td>
<td>603,366,000</td>
<td>603,366,000</td>
<td>Richard K. Davis/CEO 425 Walnut St. San Francisco, CA 94104 (909) 947-8586/930-1375</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bank of the West</td>
<td>2,084,927,000,000</td>
<td>6.81%</td>
<td>7.69%</td>
<td>13.90%</td>
<td>70,720,000</td>
<td>70,720,000</td>
<td>Christopher J. Warmuth/CEO 555 S. Flower St. Los Angeles, CA 90071 (909) 481-2470/481-2472</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First-Citizens Bank &amp; Trust</td>
<td>2,048,900,000,000</td>
<td>9.09%</td>
<td>6.14%</td>
<td>13.26%</td>
<td>12,275,000,000</td>
<td>12,275,000,000</td>
<td>Dominic Ng/CEO 3237 E. Glendora Rd., Ste. 100 Ontario, CA 91764 (909) 600-0003/817-8880</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rabobank, N.A.</td>
<td>1,432,284,000,000</td>
<td>-3.48%</td>
<td>8.29%</td>
<td>11.08%</td>
<td>403,366,000</td>
<td>403,366,000</td>
<td>Michael Shepperson/CEO 3811 Haven Ave., Ste. 100 Rancho Cucamonga, CA 91730 (909) 961-2223/985-4088</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Citizens Business Bank</td>
<td>1,332,962,000,000</td>
<td>-0.69%</td>
<td>7.47%</td>
<td>11.99%</td>
<td>150,082,000</td>
<td>150,082,000</td>
<td>Frank Brown Holdings/CEO 3595 Inland Empire Blvd., Ste. 2100 Rancho Cucamonga, CA 91730 (909) 469-2700/776-7769</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pacific Western Bank</td>
<td>1,316,324,000,000</td>
<td>-11.34%</td>
<td>10.40%</td>
<td>14.67%</td>
<td>5,304,000</td>
<td>5,304,000</td>
<td>Ronald Bink/Chief Executive Officer 545 E. Colorado Blvd, Pasadena, CA 91106 (909) 794-4785 <a href="http://www.rabobankamerica.com">www.rabobankamerica.com</a></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Community Bank</td>
<td>1,313,793,000,000</td>
<td>9.09%</td>
<td>6.14%</td>
<td>13.26%</td>
<td>69,421,000</td>
<td>69,421,000</td>
<td>Christopher D. Myers/Chief Executive Officer 3255 E.捻森路, Ste. 6200 North Hollywood, CA 91601 (909) 577-2090/594-9368 <a href="http://www.pacificwesternbank.com">www.pacificwesternbank.com</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manufacturers Bank</td>
<td>1,288,575,000,000</td>
<td>-0.69%</td>
<td>7.47%</td>
<td>11.99%</td>
<td>150,082,000</td>
<td>150,082,000</td>
<td>David P. Malone/President 8100 Civic Center Blvd, Rancho Cucamonga, CA 91730 (909) 887-6750</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pacific Mercantile Bank</td>
<td>1,201,300,000,000</td>
<td>-11.34%</td>
<td>10.40%</td>
<td>14.67%</td>
<td>5,304,000</td>
<td>5,304,000</td>
<td>Matthew P. Wagner/CEO 410 West 5th St. San Diego, CA 92101 (562) 634-8100</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Export Achievement Awarded to LANDTEC North America, Inc.
Headquartered in Colton

LANDTEC North America, Inc. received the Export Achievement Award at the 17th Annual World Trade Conference held on May 5th by the U.S. Department of Commerce/ITA/US&FCS.

The award was received by David Millan, LANDTEC’s director of sales.

LANDTEC North America, Inc. is an environmental engineering company, headquartered in Colton, and is a leading provider of instruments, products and software for monitoring gas extraction operations from landfills, anaerobic digesters and other methane recovery projects.

Building on the high standards set for the landfill gas industry in the United States over the past 20 years, LANDTEC, an ISO certified company, is now known around the globe for the expertise and technology solutions specifically designed for biogas monitoring. In the past few years LANDTEC has solidified its foundation by acquiring Geotechnical Instruments in the United Kingdom (now LANDTEC Europe) and its 30 years of instrumentation expertise; and by opening a new office in Sao Paulo, Brazil, LANDTEC Produtos E Servicos Ambientais LTDA.

Millan, who was looking to expand LANDTEC’s presence in the Western Hemisphere region, contacted USFCS Supervisory International Trade Specialist (SITS) Fred Latuperissa to assist in this effort. Under the leadership of Millan, LANDTEC has been an active exporter to Latin America and other parts of the world. Millan is also a nominee of the California Inland Empire District Export Council.

SITS Latuperissa has been working with LANDTEC since 2005, and the company has utilized the Gold Key program with success. Latuperissa provided information on foreign competitors based on U.S. Commercial Service reports for the Western Hemisphere, Pacific Region, Middle East, and the European countries. Millan stated, “With the help of the Department of Commerce office and Fred Latuperissa, we look forward to continue to promote our existing and new products both in Latin America and beyond.”

Through SITS Latuperissa’s assistance, LANDTEC has made new-to-market export sales to Mexico in the amount of $262,000.
### Employment Services/Agencies

#### Ranked by Number of Offices in the Inland Empire

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Offices IE</th>
<th>Companywide</th>
<th>Employees IE</th>
<th>Prof. Recruiters</th>
<th># of Searches/Year</th>
<th>Search Area</th>
<th>Avg. Candidate Salary Range</th>
<th>Type of Search Fee</th>
<th>Services</th>
<th>Top Local Executive Title</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AppOne Employment Svc.</strong></td>
<td>11</td>
<td>208</td>
<td>60</td>
<td>N/A</td>
<td>9164</td>
<td>WND</td>
<td>Varies</td>
<td>$10.25</td>
<td>Temporaries, Full-Time, Clinical, Technical, Light Industrial, Payroll, Drug &amp; Background Screening</td>
<td>Gregg A. Hasler</td>
<td>DivCom President</td>
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<tr>
<td><strong>Labor Ready</strong></td>
<td>2</td>
<td>850</td>
<td>50</td>
<td>N/A</td>
<td>1986</td>
<td>WND</td>
<td>Varies</td>
<td>N/A</td>
<td>Temporary, Temporary to Hire, Industrial, Construction</td>
<td>David Williams</td>
<td>District Mgr</td>
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<tr>
<td><strong>Staffmark</strong></td>
<td>8</td>
<td>300</td>
<td>35</td>
<td>35</td>
<td>1969</td>
<td>WND</td>
<td>Variable</td>
<td>Na</td>
<td>Clerical/Admin., Acctg., Technical, Light Industrial, Temp/Tmp to Hire, On Site Service, Direct Placement</td>
<td>Julia Molinae</td>
<td>Manager</td>
</tr>
<tr>
<td><strong>Select Personnel Service</strong></td>
<td>7</td>
<td>50</td>
<td>60</td>
<td>1990</td>
<td>WND</td>
<td>N/A</td>
<td>Varies</td>
<td>Industrial, Clerical, Management, Technical, etc.</td>
<td>Temporary, Direct Hire, Training Assessment Services</td>
<td>Elizabeth Reyes</td>
<td>Manager</td>
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<td><strong>Adecco Employment Services</strong></td>
<td>5</td>
<td>1,400</td>
<td>2 Million</td>
<td>30 States</td>
<td>2000</td>
<td>WND</td>
<td>Varies</td>
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<td>Clerical, Light Industrial, Accounting, Management, Technical, Temp. &amp; Direct Hire</td>
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<td>Regional VP</td>
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<tr>
<td><strong>Manpower Inc. of San Bernardino</strong></td>
<td>7</td>
<td>4400</td>
<td>150</td>
<td>0</td>
<td>1995</td>
<td>WND</td>
<td>Varies</td>
<td>$10.25</td>
<td>Temporary, Temp-to-Hire, Full-Time, Specialized Financial Staffing</td>
<td>Elyn Wilcox</td>
<td>President/Director</td>
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<td><strong>Preferred Personnel</strong></td>
<td>8</td>
<td>26</td>
<td>5,000</td>
<td>1991</td>
<td>N/A</td>
<td>WND</td>
<td>Varies</td>
<td>Temp. &amp; Perm. Industrial &amp; Clerical</td>
<td>Trisha Goodwin</td>
<td>Vice President</td>
<td></td>
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<tr>
<td><strong>Princeton Corporate Consultants</strong></td>
<td>9</td>
<td>6</td>
<td>6</td>
<td>1977</td>
<td>WND</td>
<td>Nationwide Standard-33 1/3%</td>
<td>$60,000</td>
<td>Medical Devices Pharmaceuticals, Plastics</td>
<td>Miriam Baum</td>
<td>Office Manager</td>
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<td><strong>Talent Tree Crystal</strong></td>
<td>11</td>
<td>188</td>
<td>10</td>
<td>7</td>
<td>1990</td>
<td>San Bernardino Riverside Counties Pte for Service</td>
<td>Varies</td>
<td>Clerical, Financial/Acctg., Light Industrial</td>
<td>Chardia Herrera</td>
<td>Branch Manager</td>
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<td><strong>Exact Staff, Inc.</strong></td>
<td>12</td>
<td>50</td>
<td>50</td>
<td>1996</td>
<td>N/A</td>
<td>WND</td>
<td>Varies</td>
<td>All</td>
<td>Exact Staff, Inc.</td>
<td>Carrie Ray</td>
<td>Executive Recruiter</td>
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<td><strong>Ajlion Professional Staffing</strong></td>
<td>13</td>
<td>10</td>
<td>10</td>
<td>1982</td>
<td>300</td>
<td>AllIE</td>
<td>$40-120,000</td>
<td>$15,000</td>
<td>Temporary, Temp-to-Hire, Full-Time, Full-Time Placements in Accounting, Finance</td>
<td>Rocco Bes</td>
<td>Branch Manager</td>
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<td><strong>Amvigo Staffing Services</strong></td>
<td>14</td>
<td>15</td>
<td>2</td>
<td>1987</td>
<td>200</td>
<td>I.E., Orange/L.A. Counties</td>
<td>Varies</td>
<td>Varies</td>
<td>Engineering, Technical, Computer SW (Baan, SAP Etc.), Administrative</td>
<td>Vijay Tulkirdar</td>
<td>Director</td>
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<td><strong>Cutting Edge Staffing</strong></td>
<td>15</td>
<td>50</td>
<td>50</td>
<td>1996</td>
<td>Varies</td>
<td>AllIE</td>
<td>$7-100,000</td>
<td>N/A</td>
<td>Lt. Industrial, Medical</td>
<td>Lisa Fuss</td>
<td>President</td>
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<td><strong>Gap &amp; Associates</strong></td>
<td>16</td>
<td>6</td>
<td>6</td>
<td>2001</td>
<td>WND</td>
<td>I.E., Orange Counties</td>
<td>$7-100,000</td>
<td>N/A</td>
<td>Permanent</td>
<td>Arthur M. Gaye</td>
<td>President</td>
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<td><strong>Hojmac Staffing Services</strong></td>
<td>17</td>
<td>6</td>
<td>9</td>
<td>1972</td>
<td>WND</td>
<td>Inland Empire, So. Cal.</td>
<td>N/A</td>
<td>Clerical, Accounting, Technical, Light Industrial</td>
<td>Kristina Hayden</td>
<td>Regional Manager</td>
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<td><strong>JM Staffing</strong></td>
<td>18</td>
<td>3</td>
<td>5</td>
<td>1983</td>
<td>WND</td>
<td>USA</td>
<td>$15-150,000</td>
<td>$15,000</td>
<td>Temp-to-Hire, Clerical, Technical, Accounting, Marketing, Light Industrial</td>
<td>ChiQuella Belle</td>
<td>Contract Manager</td>
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<td><strong>MacNaughton Associates</strong></td>
<td>19</td>
<td>1</td>
<td>2</td>
<td>1993</td>
<td>6-10 Higher Education</td>
<td>$150,000</td>
<td>35% of 1st Year Salary</td>
<td>Permanent</td>
<td>Executive Search</td>
<td>De. Gregory Gratt</td>
<td>President</td>
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**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 1979, Rancho Cucamonga, CA 91729-1979. Copyright 2010 by IBJ.
Legislation by Senate Republican Leader-elect Bob Dutton that would help private sector job creation through tax incentives was killed by Democrats in the Senate Revenue and Taxation Committee.

Senate Bill 6X 8 would have exempted certain machinery and equipment purchases used in manufacturing and research and development from the state portion of the sales tax.

Senator Dutton pointed out during his testimony that California is only one of three states in the country that taxes the purchase of this type of equipment without a tax exemption.

“Have we to address the problems that make California the most expensive place in the nation to do business, and this bill is an example of that,” Senator Dutton said. “If majority Democrats are truly serious about helping the private sector, we need to lift the burdens that are driving these good paying manufacturing jobs out of our state.”

Senator Dutton pointed out that these types of tax credits are something they have supported in the past.

Just last year several Democrats frantically scrambled to put together a package of tax incentives, including SB 483 by Democrat Senators Rod Wright and Ellen Corbett, offering a variety of financial incentives in an attempt to save the NUMMI auto manufacturing facility in Fremont.

Unfortunately the effort was too little, too late, and the plant closed, which not only cost the community of Fremont 4,700 jobs, but also 20,000 other jobs.

The Great Recession of 2008-09 marked the deepest synchronized contraction in the world economy since the 1930s. Few countries were immune to the downturn, though some weathered the storm better than others. Emerging Markets (EM) were among the first to turn around as world trade volumes normalized with the return of export financing around the middle of last year. The recovery eventually spread to the Group of Seven (G-7) major industrialized nations with the support of massive fiscal and monetary intervention.

Looking ahead, we expect the global recovery to proceed at varying speeds. The G-7 economies are in the early stages of a deleveraging process that will involve rebuilding savings and paying down debt. The result is likely to be slower economic growth and higher levels of unemployment for much of the next decade. In contrast, emerging markets stand to gain ground and may even experience upside surprises as they are able to use their ample savings to finance investment and consumption.

These trends have implications for investments and currencies. Sounder economic fundamentals in EM most likely mean better financial market performance and appreciating currencies for many of these countries. The reverse may be true for some of the G-7 economies. In the text below, we will explore the outlook for the global economy and financial markets in greater detail. We will also discuss the upside and downside risks to our forecast.

The global economic landscape has been altered by the hundred year flood which hit world financial markets in 2008-09. Emerging markets, which were already making progress on dosing the development gap ahead of the crisis, have seen the process accelerate in its aftermath.

At the turn of the century, the G-7 economies accounted for roughly 50% of world output compared to 37% for EM economies. By 2014, the situation will be the complete reverse with EM accounting for 50% of world output, and the G-7 accounting for 37% of world output. Most of the market share gains will be made by the largest economies in the developing world—Brazil, Russia, India and China—also known as the BRICs. These countries are less reliant on foreign demand due to their large domestic populations. Thus, the BRICs will be less affected by slower economic growth in the G-7 economies.

The contrast is even more striking between EM and the G-7 economies in terms of economic growth. Under our base case forecast, EM economies are expected to grow a little more than 6% per annum versus a little more than 2% for the G-7 economies.

Overall, we expect world GDP growth to average about 4.0% this year and 4.2% in 2011, which is in line with the International Monetary Fund (IMF). Emerging market economies will account for roughly three-quarters of this growth versus less than one-quarter for the G-7 economies. In addition to our call for a sustained global economic recovery, our base case also has inflation remaining subdued and interest rates rising gradually.

Such an environment could prove quite favorable for EM sovereign debt as well as EM stocks and corporate bonds. More robust economic growth tends to coincide with faster.

A Two Speed Global Recovery: Emerging Markets VS. The Industrialized World

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continued on page 18
Despite... continued from pg. 5

“...discuss the employment gains of older workers by arguing that the job creation occurred in lower-paying service and retail occupations. However, statistics show that this was not the case. The biggest gains, in fact, were with management, professional and related occupations,” noted Challenger.

According to BLS data, employment among workers 55 and older in service occupations, including healthcare support, food preparation, protective services and maintenance occupation, grew 2.7 percent to an annual average of 3.8 million in 2009 compared to 3.7 million in 2008. Meanwhile, the number of older workers employed in sales and related occupations, which include retail salespeople, cashiers, sales representatives, etc., actually fell from 3,111,000 in 2008 to 3,053,000 in 2009.

By contrast, the number of workers 55 and older employed in management, professional and related occupations increased 5.0 percent from 10.9 million in 2008 to 11.4 last year.

“When older job seekers do face difficulties securing positions, they continue to make gains. This is undoubtedly due to the fact that these seasoned veterans are valuable to employers who want people who can hit the ground running without much, if any training,” said Challenger.

“Therefore, there are stigmas and stereotypes that experienced job seekers must overcome. Whether they ask them or not, some hiring managers might have questions about whether an older candidate is committed to the job or counting the days to retirement. There might be concern about the seasoned candidate’s ability to adapt to new technology or willingness to take directives from a younger boss. There are also questions related to salary and benefit expectations, as they relate to the many years of experience the experienced job seeker brings to the table,” said Challenger.

“As an older job seeker, you must put these and any other misperceptions to rest. You want to convey to the hiring manager that you are flexible and always open to change and continued learning. You may have 20 years of experience over the person hiring you, but any attempt to suggest that you know more than he or she does will immediately label you as someone who is unlikely to work well with a younger boss or alter your working style to fit the culture of the employer,” said Challenger.

“The biggest mistake older job seekers make is to get defensive about age or consider your age to be a negative. You have to see your age as a positive characteristic before you are able to convince an employer that it is,” Challenger concluded.

Things to Consider Before Going Global

When localizing a brand identity, there are several things to take into consideration. The first and perhaps most important item is a piece of advice that should be heeded before the decision to enter a foreign market is made final: don’t be fooled by numbers. Far too often, companies will make expansion plans based on population or gross domestic product alone, without considering other cultural factors. Figures and percentages can be deceiving; statistics cannot and do not exist in a vacuum. For instance, when Kellogg’s Cereals began the hunt for more cereal consumers to help grow their market, they landed on the likely target of India. Blinded by the country’s staggering population, Kellogg launched a full-on national campaign, only to discover that India, where breakfast typically consists of a hot bowl of vegetables, cold cereal doesn’t have a place. Just because a country may look like a vast market, devoid of your company’s product or service and just waiting to be tapped, does not necessarily mean that there is a need or desire for the goods your business offers.

American Airlines in Mexico

Want: American Airlines had already shown its domestic market the luxury of flying business class, and decided to extend the program to their Mexican customers.

Approach: Nothing says luxury like leather seats, so the airline used the slogan, “Fly in Leather” which, in Spanish, read “Vuelo en Cuero.”

Failure: What their Spanish dictionary didn’t tell them is that the phrase “en chuero” is a slang term for in the nude. Apparently, there is little demand for mile high naturism among Mexico’s business flyers.

Learning: When it comes to translations, dictionaries are not enough. Make sure you’re aware of slang and colloquialisms.

Pepsi in Taiwan

Want: An empire constantly looking to expand its reach, Pepsi focused its energy on entering the Asian market in Taiwan.

Approach: In an effort to keep a singular identity across the globe, Pepsi decided to use their massive-ly successful marketing campaign: Come Alive With the Pepsi Generation and brand message even in another country.

Failure: Unfortunately, some slogans don’t translate well. In Taiwan, Pepsi’s slogan translates as “Pepsi will bring your ancestors back from the dead.”

Learning: Be careful with translations. Don’t translate words, translate concepts - with the help of native speakers.

Hallmark in France

Want: Due to Hallmark’s immense popularity in both the UK and the US, the greeting card company sought to duplicate that same success in France.

Approach: Hallmark elected to stick with the formula that had worked form them in other markets: cards with a range of artwork on the front and sentimental, pre-written messages in the center.

Failure: It turned out that the people of France actually prefer to write their cards themselves. The sappy sentiment that came standard in Hallmark’s preprinted messages did not mesh well with Gallic taste.

continued on page 18
Changing the Way We Do Business
Successfully Identifying, Competing for and Capitalizing on International Business, Funding and Job Creation Opportunities

While the international marketplace can be a source of jobs and funding, it is a very competitive arena. Regions, states, cities and private companies are faced with a variety of challenges associated with identifying and capitalizing on international opportunities.

The 8 Primary International Expansion Considerations 8PIEC™:

- Knowing When to Expand Internationally
- Business Stabilization vs. Expansion
- Education/Re-Education of Workforce
- Branding and Positioning for Global Interest
- Identifying and Qualifying Opportunities
- Funding Opportunities
- Attracting Buyers, Partners and Investment Dollars
- Implementing and Executing on Opportunities

Speakers, panel discussions and networking provide you access to information and strategies on how to realistically and successfully compete for and capitalize on international opportunities. The “nuts and bolts” of international business.

Save the Date!
Tuesday, May 4, 2010
Meet and Greet Reception
7:00 p.m.
Wednesday, May 5, 2010
8:00 a.m. — 7:00 p.m.

Location:
Ontario Hilton
700 N. Haven Ave
Ontario, CA 91764

The Export Achievement Award
The ceremony will spotlight the companies who are defining the model for efficiency, profitability, sustainability and job creation.

Trade secrets are sure to be shared!

For more information contact David Loelkes
dloelkes@ibaglobal.org or 951-440-9944
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(new website in development—stay tuned)
profit growth, which supports the case for EM corporates. For those concerned about the risk of sovereign default, it is worth pointing out that more than half of the EM universe is already rated as investment grade by the credit ratings agencies. Moreover, these countries are also more likely to receive ratings upgrades than their G-7 counterparts due to healthier banking systems, more manageable fiscal deficits, and large foreign exchange reserves.

These same factors are likely to be supportive of EM currencies, particularly in Asia, where many appear to be undervalued on a purchasing power parity basis. Certain countries, including China, have resisted the natural tendency for their currencies to appreciate in recent years for fear it will adversely impact their export-oriented growth models. However, the incentive to intervene will lessen as EM economies gather momentum and policymakers seek to control credit growth to prevent speculative bubbles in either real estate or stock markets.

G-7 sovereign debt may face a bumpy road ahead. The combined cost of bailing out the banking systems and stimulating the domestic economies in these countries has created a worrisome debt dynamic. The situation is aggravated by poor demographic trends which will only get worse over time as populations age, particularly in Japan and Europe.

Although our research suggests that there is little correlation between government debt levels and interest rates in the short-term, there are long-term consequences to increasing the supply of government debt. Countries that have a track record for running large fiscal deficits during both good and bad economic times are forced to compensate investors with higher yields. Therefore, G-7 policymakers would be wise to get their fiscal houses in order if they are to avoid a more disruptive rise in interest rates in the future. In the meantime, investors should probably reduce exposure to G-7 sovereign debt under our base case.

The Upside and Downside Risks

We put the probability of our base case forecast playing out at close to 70%, but there are obviously risks to this scenario on both the upside and the downside. We see the likelihood of a worse-than-expected scenario at 20% and a better-than-expected scenario playing out at roughly 10%.

Under the more pessimistic scenario, a double dip recession takes hold in the G-7 economies as the fiscal and monetary stimulus fades. Deflationary pressures begin to surface and the G-7 economies slip into a debt-deflation spiral in which the dollars with which they pay back debts are dearer than the dollars they originally borrowed. In this scenario, policymakers run out of ammunition to combat the collapse in demand and a liquidity trap develops similar to the current situation in Japan. There is also a higher risk of trade protectionism as unemployment increases in the G-7. The larger EM countries, such as the BRICs, should fare better in this environment since they can turn inward and stimulate domestic demand. In this situation, the only place to hide is in sovereign debt in the highest rated countries, with the soundest economic fundamentals that you can find. At the moment, this would appear to be emerging markets.

Under the more optimistic scenario, economic growth surprises on the upside in both EM and the G-7 as rising stock and real estate prices result in a more abbreviated deleveraging process in the household sector. This scenario implies that policymakers have effectively postponed the adjustment process, which would allow the global economy to go back to business as usual with EM nations exporting and the G-7 nations consuming. The result would likely be further deterioration in global imbalances, new asset bubbles, higher inflation, and a more severe adjustment somewhere down the road. Both G-7 and EM corporate bonds and stocks would likely perform better than sovereign debt given this backdrop.

Recent trends suggest neither of these scenarios is very likely at the present time. While unknown shocks may occur that would cause us to lean more one way or the other, events such as natural disasters or terrorist attacks are difficult to forecast. Perhaps the biggest known risk to our base case scenario is a policy mistake in which there is either an early or late exit from monetary and fiscal stimulus. If policymakers exit early, the debt-deflation spiral becomes more likely, whereas if they move too late, an asset bubble becomes more likely. For the time being, we will give policymakers the benefit of the doubt and hope that they will avoid these pitfalls. Either way, there is a strong case to be made for allocating a portion of your investment portfolio to Emerging Markets under any of the scenarios.

Jim Dunn... continued from pg. 13
good at selling the convention center and the valley.” Vossler is a management consultant temporarily overseeing operations at the Palm Springs Desert Resort Communities Convention and Visitors Authority. That organization, a driving force behind the valley’s $1 billion travel industry, also is seeking a new leader following the resignation of president and CEO Jeff Beckelman last month.

With both the convention center and the CVA searching for new leaders, Vossler said she hopes the two new hires develop strong, working relationships to continue a successful partnership. “Two people eventually are going to come out with great jobs because this is a great place to live,” she said.

Dunn said he plans to travel for a few months before returning to the valley to open a consulting practice. When asked why he decided to retire now, after 21 years with the convention center, he said: “Because now is all we have.” He suspects he will miss most of the people he’s worked with daily for years. “I’ve enjoyed the support from both the staff here, the city and the hospitality community,” he said. “I value that very much.”

Things to... continued from pg. 16
Learning: Acknowledge cultural differences. Few brands have been able to transfer to other cultures without at least minor formula changes. Don’t be afraid of a slight deviation from your brand’s norm.

Gerber in Africa
Want: Looking to expand its growing international sales, Gerber set sights on Africa.
Approach: The baby food producer elected to stick with what works, and used the same packaging in Africa as it did for Western markets, featuring the picture of a baby boy on the label.
Failure: After extremely low sales, Gerber discovered that in Africa, where most customers can’t read English, it’s standard to put pictures on the label of what’s inside the package. Perhaps the consumers thought they were buying babies.
Learning: Be cognizant of social norms and conventions. Assuming what works for one market will work for another is a faux pas most brands can’t afford to make.

Mutant Media-the next step in brand- ing evolution.
494 Eighth Ave., Suite 800-NY, NY 10001, Office 646.536.2767, www.mutantmedia.com
<table>
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<tr>
<th>Firm Address</th>
<th>Specialties</th>
<th>Clientele</th>
<th>Local Managing Partner</th>
<th>Title</th>
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<td>Thompson &amp; Colegate, LLP</td>
<td>Civil Litigation, Real Estate, Construction, Estate Planning, Employment,</td>
<td>Fleetswood Enterprises</td>
<td>Chelby Tamms</td>
<td>Office Manager</td>
<td>John Boyd Managing Partner</td>
<td>(951) 682-5587/682-4012</td>
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<td>Varney &amp; Brandt, LLP</td>
<td>Corporate, Real Estate, Mining, Taxation, Litigation, Estate Planning, Mergers &amp; Acquisitions</td>
<td>N/A</td>
<td>Philip Jung</td>
<td>Office Administrator</td>
<td>Bruce Vander</td>
<td>(951) 774-7744/774-3710</td>
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<tr>
<td>Fullerton, Lomann, Schafer</td>
<td>Business, Civil Litigation, Real Estate, Tax, Estate Planning, Probate, Corporate, Insurance</td>
<td>Descow of San Bernardino National Groves</td>
<td>Darla Freed</td>
<td>Office Manager</td>
<td>Wilmer Lomann Managing Partner</td>
<td>(909) 895-3659/3618</td>
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<tr>
<td>Roblino &amp; Sherill</td>
<td>Condominium &amp; Water Law, Civil, Business &amp; Tax Litigation, Real Estate &amp; Business Law, Tax &amp; Estate Planning, Probate</td>
<td>WND</td>
<td>Kathy Hedges</td>
<td>Office Manager</td>
<td>Justin McCarthy Managing Partner</td>
<td>(951) 682-2064/682-9581</td>
</tr>
<tr>
<td>Chiaphysethneu, Gronse &amp; Clouse</td>
<td>Corp. Bus., Gen. Civil Litigation, Construction, Business, Bankruptcy, Estate Planning &amp; Administration, Litigation</td>
<td>Allied Insurance, Real Estate, Business &amp; Tax Law, San Bernardino County</td>
<td>Verona Speed</td>
<td>Office Manager</td>
<td>Richard R. Clouse Managing Partner</td>
<td>(951) 485-1905/493-1540</td>
</tr>
<tr>
<td>Schicht, Schelich &amp; Shoemaker, APC</td>
<td>Workers’ Compensation, Personal Injury, Auto Liability</td>
<td>Individuals</td>
<td>Patti Melich</td>
<td>Office Manager</td>
<td>Robert I. Vinas Managing Partner</td>
<td>(909) 941-1311/941-3222</td>
</tr>
<tr>
<td>Covington &amp; Crews, LLP</td>
<td>Real Estate, Commercial &amp; Business Litigation, Probate &amp; Estate Planning, General Litigation, Family Law</td>
<td>WND</td>
<td>Dan Sullivan</td>
<td>Office Manager</td>
<td>Daniel Johnson, Esq. Managing Partner</td>
<td>(760) 273-7172/273-7898</td>
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<tr>
<td>Crammany, Wool &amp; Loin</td>
<td>Insurance Defense, Corporate Defense, Medical Malpractice, Products Liability, Insurance Coverage</td>
<td>Insurance Companies, Auto Companies, County of Riverside, County of Los Angeles, Financial Companies</td>
<td>Sharon Rashba</td>
<td>Office Manager</td>
<td>Curtis L. Matzeg</td>
<td>Director</td>
</tr>
<tr>
<td>Bell, Orosch &amp; Watts, Inc.</td>
<td>Insurance Defense, Estate Planning, Med. Mal. Nursing Home Mal, Public Entity, Construction Defect, Wrongful Termination,</td>
<td>County of Riverside - Risk Management Div., City of Riverside, Tort Appellate Practice</td>
<td>WND</td>
<td>Office Manager</td>
<td>WND</td>
<td>(951) 682-6048/6048/3014</td>
</tr>
<tr>
<td>Callas and Heise, LLP</td>
<td>Workers’ Compensation, Employment Law</td>
<td>Employers, Insurance Carriers</td>
<td>Michelle Groat</td>
<td>Office Manager</td>
<td>W. Steven Heise Managing Partners</td>
<td>(909) 982-2406/982-2351</td>
</tr>
<tr>
<td>Roth Carney Knappen, LLP</td>
<td>Litigation, Labor and Employment Law, Land Use, Zoning, Environmental, Media Law, Trademark Law</td>
<td>WND</td>
<td>Richard D. Roth</td>
<td>Attorney</td>
<td>Richard D. Roth</td>
<td>(951) 682-6048/6048/3014</td>
</tr>
</tbody>
</table>

N/A = Not Applicable WND = Withheld Disclosure  www.redwineandsherrill.com **Continued on page 33**
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Topical analysis of...
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IT
Logistics
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Security
Performance Review 2.0: Eight Ways to Overhaul Your Employee Evaluation System (and Transform Your Culture in the Process)

Wondering if it’s time to scrap the performance review charade? Don’t throw the proverbial baby out with the bath water just yet. Quint Studer explains how to turn the old-fashioned (obsolete) performance review system into one that really, well, performs.

Performance reviews get a bad rap these days. Employees dread them, vacillating between cynical eye-rolls and desperate last-minute bids to suck up to the boss before review time. Managers see them as an obligation to plow through before they can mark one more task off their endless to-do lists. But according to Quint Studer, performance reviews themselves aren’t the problem—it’s the way companies handle the review process that’s flawed.

“Performance reviews are necessary,” says Studer, author of the new book “Straight A Leadership: Alignment, Action, Accountability.” And when they’re done properly, people actually like them. I mean, employees want to know how they’re doing. They want to connect with their managers. And reviews give leaders an opportunity to measure performance results, reward great employees, and move not-so-great ones up or out.

So what can you do to make your performance reviews really count?

- **Think of them as a process—not an event.** Let’s put the traditional performance review in context. It’s “business as usual” all year: Employees go about their work, managers go about theirs, and never the twain shall meet. Then suddenly, once a year, they do meet. That one encounter is expected to yield a productive meeting of the minds, followed by growth and progress on the employee’s part. It rarely works that way. The review is an aberration in the fabric of daily work life, so of course results are lackluster.

  Leaders should be laying the groundwork for performance reviews all year long, says Studer. He recommends leaders practice weekly or even daily rounding for outcomes. In the same way that a doctor makes rounds to check on patients, a leader makes rounds to check on employees. The technique allows you and your managers to regularly touch base with employees, make personal connections, recognize success, find out what’s going well, and determine where improvements are needed.

  “Rounding is not about tossing out a casual ‘How are you?’ and then walking off without waiting for an answer,” says Studer. It means asking specific questions in the right sequence: Do you have the tools and equipment you need to do the job? What is going well? What isn’t going well? Is there anyone who’s been particularly helpful to you that I should recognize? Always listen and write down your answers and then follow up—if you don’t do this last part, it negates all your hard work.

  “When you build your reviews on a foundation of rounding, they become meaningful,” he adds. “They’re the culmination of lots of mini-meetings. Neither party is surprised by what the other party says during the reviews because the issues have been raised before—probably more than once.”
Grace Whitcomb, diversity manager for Southern California Edison, has been named Region IX Minority Small Business Champion of the Year by the U.S. Small Business Administration. Region IX covers California, Nevada, Arizona, Hawaii and Guam. Whitcomb will be honored, along with other individuals, at the 47th Annual Small Business Week Awards luncheon, June 2nd.

The Minority Small Business Champion must be an individual who has fulfilled a commitment to support minority entrepreneurship by volunteer-
The company also reported a decline throughout California in the April-to-April comparison, with 1,095 closed deals last month, while there were 1,768 completed escrows on California’s small businesses in the same month last year.

“When we ask San Bernardino County entrepreneurs and business brokers about the slowdown in sales activity, we hear a number of explanations,” said Peter Siegel, MBA, Founder and CEO of BizBen.com.

“There are the macroeconomic reasons: Buyers and sellers are hesitant to move forward because of their uncertainty about the stability of the economy. And the limited access to funds from business lenders means a number of entrepreneurs aren’t able to complete their deals.

“I also hear that people were involved more than usual with the tasks of getting tax returns completed on time and taking the kids out of town for spring break.”

Meet...

continued from pg. 4

(SSPC)
Design Build Institute of America (DBIA)
The Society of Naval Architects and Marine Engineers (SNAME)
Building Owners and Managers Association (BOMA)
National Shipbuilding Research Program (NSRP ASE)
National Association of Corrosion Engineers (NACE)

Deans Executive Advisory Board California State University San Bernardino (CSUSB)

Deans Advisory Board International Extension Programs California State University San Bernardino (CSUSB)

Now you have met Uwe.
Appetizers

- Bali Sa-tay (Chicken, Beef, or Tofu) $7.95
  Grilled marinated meat on skewers, served with peanut sauce and cucumber salad.
- Shanghai Spring Rolls $6.95
  Ground shrimp, chicken and carrots wrapped in spring roll skin, deep-fried and served with sweet and sour sauce.
- Sentosa Fried Shrimp $7.95
  Marinated shrimp wrapped in egg roll skin, deep-fried and served with sweet and sour sauce.

A Few Customer Reviews

Justin L. La Verne, CA
I went back for lunch and dinner. I cannot get enough of this place. The owner, who is also the head chef, is really friendly. This is probably the only place in La Verne I can get my parents to eat without them complaining. The Tom Yum soup here is out of this world and delicious—the tropical fish a bit pricey but is a very unique experience for the taste buds. My mom also had a 4* (spiciness is chosen on a 1-5 star system) spicy fish for lunch and that stuff was spicy! This place is a hidden gem of deliciousness in La Verne. I just wish more people would discover it, but not so much to the point where I have to wait two hours to enjoy a perfect bowl of Tom Yum—accompanied by a heaping mountain of drunken fried rice.

Michelle V. Claremont, CA
Hidden in a little shopping area in La Verne, is this little gem called Taste of Asia. From the outside, the appearance does not do it any justice. The neighboring businesses (Kumon, a salon, and loan place) and the old “brown and off white” look of the building does not, in any way, reflect what is inside. Walking inside the restaurant, you see a promise of promises just from the interior design alone. The table settings invites you to fine dining. When you look at the menu, you notice a wide array of “traditional” dishes from various Asian cultures with a commoner’s budget. The menu consisted of dishes like Pad Tai, Chow Mein, Pho, Korean BBQ, and pineapple fried rice. You would think they would be your standard dishes. I was definitely wrong. We ordered pineapple fried rice (which was pineapple fried rice with a twist...curry), Chu-Chi Shrimp (shrimp that was surrounded with a distinct and delicious Chu-Chi curry sauce, and Pad Thai—an interesting twist on a classic with some unique but familiar flavors). Jon and I wanted to finish everything even though we were full.

Taste of Asia is located at 2007 Foothill Blvd. in La Verne. Phone number is (909) 392-7777.
• Murrieta Retail Property Sells for $444 Square Foot

An 11.7k-sq.-ft. multi-tenant retail property in Murrieta sold for $5.2 mil ($444/sf). Located at 27890 Clinton Keith Road, the fully occupied property is situated within The Orchard - Stone Creek, a Super Target-anchored regional shopping center adjacent to and fronting the 215 Freeway, directly off the Clinton Keith Road exit. The tenants within the property include Starbucks, Subway, UPS Store, Verizon, Juice it Up, Xtreme Frozen Yogurt and Orchard Nail Spa.

In addition to Super Target, The Orchard - Stone Creek features strong anchor tenants including Walgreens, Bank of America and DixieLine Lumber. The Orchard – Stone Creek shop tenants benefit from the high traffic and volume of consumers traveling to the center from a well-populated area as well as excellent crossover traffic shoppers from the other stores. The multi-tenant property boasts excellent freeway visibility for all its tenants and is seen by in excess of 117,000 cars per day traveling by the center.

Donald MacLellan and Chris Tramontano of Faris Lee Investments represented the seller, Carlmart LP from San Diego. MacLellan also represented the buyer, Los Angeles-based Westerntuf LLC. The property was the only retail center sold in Murrieta/Temecula since 2008.

• Improvements Completed for Ontario’s Second Fresh & Easy Neighborhood Market

The Ontario Redevelopment Agency recently teamed up with The Bergman Companies, a Chino-based construction, architecture, design, and development services company, to provide $468k in improvements at the Colonies Marketplace retail center for the grand opening of Ontario’s second Fresh & Easy neighborhood market. The center is located at the corner of Euclid and Philadelphia Avenues.

The improvements included an existing 42.5k-sq.-ft. retail center and a 5k-sq.-ft. corner liquor store. The new Fresh & Easy market will occupy a front retail pad along with existing tenant Walgreens.

The property owner is currently negotiating with prospective tenants for a future fast food pad space and a shop building to be constructed. The Bergman Companies developed the retail center, constructed the Fresh & Easy and Walgreens and handled all on-and-off site improvements.

The redevelopment project, completed in December 2009, took a total of five months. The project encompassed rehabilitation and exterior façade improvements consistent with the adjoining project for three existing tenants including Wine Barrel liquor store, Payday Advance and Karina’s Restaurant.

• Package All Wraps Up 46k-Square-Feet Expansion Lease in Fontana

Package All Corporation agreed to a 62-month expansion lease for 45.9k square feet of space at Fontana Gateway Business Park in Fontana. A tenant since 2008, Package All Corporation previously occupied 19.2k square feet of space at the business park, located at 13174 Santa Ana Avenue, east of I-15 and south of I-10.

Erik Wanland of CB Richard Ellis represented the property owner, Gonsalves & Santucci Inc, in the transaction. Mitch Fisher of Grubb & Ellis Company brokered the deal for the Package All, which uses the space for the distribution of pharmaceutical and nutraceutical packaging products.

• Industrial Sale in Corona

In an industrial sale, in Corona, a 28.6k-sq.-ft. building sold for $2.43 million ($85/sf). The property is located at 2390 Railroad Street, north of the 91 Freeway and east of Highway 71. Chris Migliori of DAUM Commercial Real Estate Services represented both the buyer, Russell Wudi Family Trust, and the
Ruben Estrada, president/CEO of Estrada Strategies, said “lessons learned” has been a recurring theme.

“It’s all about providing that golden nugget (of information) that people can take back to their business,” Estrada said.

Johnson applied the same principles when he persuaded Starbucks to allow him to open stores in urban areas. “People told me, ‘No way that African-Americans and Latinos are going to spend $3 for a cup of coffee,’” Johnson said. “Well, we will pay $3 for a cup of coffee, but we will not eat a scone. We don’t even know what that is, but we will buy a piece of pound cake or a piece of sweet potato pie.”

His 24-Hour Fitness clubs include kids’ clubs so that single parents can work out while their children play on-site. His T.G.I.Friday’s restaurant features multiple flat-

torship. This time, the worldwide celebrity hopped into a Pepsi truck with route drivers at 4 a.m. and made the rounds, talking with store managers who would make the decisions about where his product would be placed in the store.

That attention to detail and a relentless focus on building the business around the customers’ needs has allowed Johnson to succeed in neighborhoods that for years had been scorned by large retailers. Told that areas with below-average household incomes would never support certain stores, Johnson persevered—and succeeded. The key, he said, is knowing your customers and giving them what they want.

For example, when he opened his first movie theater, Johnson questioned whether the concession stands had enough hot dogs. Relax, he was told, there are enough for the next month. They sold out of hot dogs that night.

The difference, Johnson said, was that while a suburbanite may go to dinner and a movie, the urban movie-goer on a more limited budget combines the two by eating dinner at the theater, hence the need for more hot dogs. He also demanded that the drink concession include the grape, orange and cherry drinks he remembered drinking as a kid.

Johnson continued: “I know how to play basketball, but at that time, I did not know how to start a business,” Johnson said. “If you want to get into business, get yourself a mentor.”

He took a different approach in his next venture, a Pepsi distribution company. As he said at an event in Highland, sponsored by the Economic Development Agency of San Bernardino County. The idea seemed natural for one of the best and most successful players in basketball history.

But, after buying a massive amount of hats, jackets and other goods, Johnson was befuddled when, two months later, the merchandise remained largely unsold. The problem, he said, is that he bought what he would want to buy, not what the customer would necessarily want to buy.

“That was a $200,000 mistake, but it taught me to make my business about the customer,” said Johnson, now one of the most recognizable business people in the world. “Never make your business about you. Just because you like red doesn’t mean you need to have red in your business, unless your customer wants red.”

Johnson spoke as part of the Business Insight Series held at San Manuel Indian Bingo & Casino. The series, hosted by Estrada Strategies LLC, is scheduled to return this fall.

The series provides vital information to help companies “survive and thrive, despite a turbulent economy,” San Bernardino County Supervisor Neil Derry said.

Business Lessons Learned by Magic Johnson

Magic Johnson Enterprises is renowned for its success in developing movie theaters, Starbucks outlets, restaurants and fitness centers in urban communities around the U.S., but its namesake learned a painful lesson when he first tried his hand at business.

One of Johnson’s first efforts after leaving the NBA was selling athletic apparel, he said at an event in Highland, sponsored by the Economic Development Agency of San Bernardino County. The idea seemed natural for one of the best and most successful players in basketball history.

But, after buying a massive amount of hats, jackets and other goods, Johnson was befuddled when, two months later, the merchandise remained largely unsold. The problem, he said, is that he bought what he would want to buy, not what the customer would necessarily want to buy.
A fantastic turnout for the REN Mega Mixer. The mega mixer was held at the Ontario Hilton. The next REN Mega Mixer will be held on June 11th (see page 21).
For more information about REN call (909) 952-5599 or visit www.referralxchangenetwork.com.

A $16 million dollar housing project is under way to help the low income families of Cathedral City. River Canyon Workforce Housing will be a 60-unit complex on Corregidor Drive.
For more information about this project and others, visit www.cathedralcity.gov or call (760) 770-0340.

Guillermo Mendoza Jr., principal of the Coachella Valley Adult School, will be honored by the ACSA Region IX. Mendoza was named Adult Education Administrator of the Year by the Association of California School Administrators.
For more information about the Coachella Valley Adult School visit www.coachella.k12.ca.us

A charity golf tournament hosted by the Desert Hot Springs Elks Lodge raised a record $18,000.
About $7,000 will go to several Desert Hot Springs youth charities, and the remaining money will go to the California-Hawaii Elks Major Protect, a nonprofit group that helps disabled youth.
For more information about Desert Hot Springs Elks Lodge call (760) 365-2314.
Performance...
continued from pg. 21

The annual performance review should become the quarterly performance review. If this sounds like a lot of work for managers, it is. But it's also far more effective than the annual review, which too often reflects an employee's performance during the previous month leading up to the meeting.

“What if that month turns out to be an employee’s one bad month in an otherwise good year?” asks Studer. “Quarterly reviews are a far more accurate reflection of the employee’s overall performance. They force leaders to pay close attention all year long.”

- Link reviews to organizational goals. It may seem an obvious strategy, but surprisingly few leaders structure employee evaluations around concrete, companywide goals. This is a mistake, says Studer. When employees know they are going to be graded on the progress they made toward goals the entire company shares, they will alter their behavior accordingly. But don’t just impose these goals. Get employee input up front. This helps employees “connect the dots” regarding the impact they have in the organization and makes them feel like an important part of the whole.

- Make review criteria as objective as possible. One of the major criticisms leveled at performance reviews is that they’re based on maddeningly subjective criteria. “What do words like communication, organization, and professionalism really mean? And what does it say that Manager A gives Rebecca a 2 in “Communication” while Manager B, who supervised her last year, gave her a 4? Clearly, it says that perceptions—of the criteria measured, of employee behavior, and maybe of both—vary wildly.

What you can’t argue with, says Studer, is hard numbers. Measurement. The medical field is notorious for its measuring—even in performance reviews, it reinforces employee efforts.”

- Use reviews as a springboard to move low performers up or out. Of course, the whole idea behind these reviews is to improve employee performance, right? So what do you do when certain low-performing employees refuse to budge? What you don’t do is let them hang around year after year, asserts Studer, who teaches leaders strategies on how to solve this problem by implementing a structured series of 90-day plans.

“It’s essential to get rid of low performers,” he says. “It’s not optional. When they’re tolerated in a company, they tend to pull middle performers down to their level. Worse, your high performers will get disgusted and leave. Get rid of your ‘bad apples,’ and your mid-level performers will naturally start to emulate the behavior of your star employees.

Admit it: Not having to endure the annual “performance review” charade of old would be a huge relief for all concerned. But the benefits reach far beyond the meetings... continued on page 39
Procomp Acquires 72k-Square-Foot Rialto Industrial Facility

Procomp Electronics, an importer of aftermarket auto parts, just purchased a Class A 71.8k-sq.-ft. industrial building in Rialto for $3.8 million ($53/sf). Located at 1101 W. Rialto Avenue, south of Foothill Boulevard and west of Riverside Avenue, the building was sold by LA-based Overton Moore Properties (OMP).

OMP was represented in the transaction by Walt Chenoweth, Frank Geraci, Juan Gutierrez & Patrick Wood of CB Richard Ellis. The CBRE team is also marketing the sale of the project’s neighboring 247.2k-sq.-ft. industrial building, located at 181 S. Larch Avenue, on behalf of OMP.

“Pricing is now at a level where, in many cases, it makes more sense for a user to purchase rather than continue to lease. Many users have been on the sidelines waiting for prices to drop, and they are now at levels not seen since 2000/2001,” commented CBRE’s Gutierrez.

DAUM Acquires Collins Commercial

In the latest major news from the real estate services sector of the industry, DAUM Commercial Real Estate Services has acquired 26-year-old Collins Commercial. Continuing his role of chairman and CEO of DAUM, Michael Nibel will oversee the newly expanded entity while Michael Collins, formerly the principal of Collins Commercial, will become vice chairman of DAUM. The acquisition involves over 25 sales and staff members from Collins.

“In an era in which many other real estate firms are facing capital calls, DAUM is well capitalized and using that advantage to grow. Our growth capability at this point in the market, fueled by the partnership we created with our equity partner Platinum Equity one year ago this month, will be bolstered by the blending...”
### Environmental Companies Serving the Inland Empire

**Listed Alphabetically**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Region Breakdown %</th>
<th>Billings (Firm/Alone)</th>
<th>Employment</th>
<th>Year Founded</th>
<th>Specialties</th>
<th>Clientele</th>
<th>Top Local Exec.</th>
<th>Top Local Fax</th>
<th>Services</th>
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<td>Leighton Consulting</td>
<td>17781 Cowan St. #400</td>
<td>Irvine, CA 92614</td>
<td>15,000,000</td>
<td>100%</td>
<td>1996</td>
<td>Environmental Engineering &amp; Construction Services, Remediation Technologies</td>
<td>Private Developers, Public, Oil Mfr. Industries</td>
<td>Tom Benson</td>
<td>(949)250-1421</td>
<td><a href="mailto:Benson@leighton.com">Benson@leighton.com</a></td>
</tr>
<tr>
<td>Libburn Corporation</td>
<td>1905 Business Center Dr</td>
<td>San Bernardino, CA 92408</td>
<td>$1.5</td>
<td>0%</td>
<td>1969</td>
<td>Mine Reclamation Planning, Land Use Permitting, Landfill Assessments &amp; Permits, EIRs</td>
<td>Public Agency, Private Landowner, Utilities, Waste Management Companies</td>
<td>Steve Libburn</td>
<td>(909)884-1810</td>
<td><a href="mailto:Steve@libburncorp.com">Steve@libburncorp.com</a></td>
</tr>
<tr>
<td>Marcus Remodeling, Inc.</td>
<td>10057 Carmelita Rd.</td>
<td>Corona, CA 92879</td>
<td>$55</td>
<td>50%</td>
<td>1980</td>
<td>asbestos; Mold &amp; Lead Abatement, Facility Decommissioning, Environmental Remediation</td>
<td>Commercial/Industrial Properties, Aerospace, Utilities</td>
<td>Tim Miller</td>
<td>President (562) 212-2739</td>
<td><a href="mailto:tim@marcusremodeling.com">tim@marcusremodeling.com</a></td>
</tr>
<tr>
<td>Melton, Inc.</td>
<td>550 N. Park Center, Ste. 102</td>
<td>Santa Ana, CA 92705</td>
<td>WND</td>
<td>50%</td>
<td>1982</td>
<td>Toxicology/Risk Assessment, Industrial Hygiene &amp; Safety, Env. Eng., Env. Health Serv., Testing, Asbestos, Geotechnical</td>
<td>City of San Bernardino</td>
<td>David Eaton</td>
<td>President (714) 480-0100</td>
<td><a href="mailto:david@melton.com">david@melton.com</a></td>
</tr>
<tr>
<td>Michael Brandman Associates</td>
<td>621 E. Carnegie Dr., Ste. 100</td>
<td>San Bernardino, CA 92408</td>
<td>$13.5</td>
<td>5%</td>
<td>1962</td>
<td>Natural Resources Mgmt., Wetland &amp; Water Issues, CEQA/NEPA, Cultural &amp; Paleontological, Air Quality &amp; Noise Studies</td>
<td>Public &amp; Private Developers</td>
<td>Michael Brandman</td>
<td>President/CEO (909) 884-2504</td>
<td><a href="mailto:mb@brandman.com">mb@brandman.com</a></td>
</tr>
<tr>
<td>Oxys Environmental Services</td>
<td>3202 Ocean Dr.</td>
<td>Huntington Beach, CA 92649</td>
<td>$69.2</td>
<td>65%</td>
<td>1973</td>
<td>Collection, Transportation, Treatment &amp; Disposal</td>
<td>Aerospace, Public Utilities</td>
<td>Chris Mogpad</td>
<td>President (714) 379-6001</td>
<td><a href="mailto:cmogpad@oxys.com">cmogpad@oxys.com</a></td>
</tr>
<tr>
<td>P&amp;J</td>
<td>175 Calle Malpighia Enclaves</td>
<td>Encinitas, CA 92024</td>
<td>WND</td>
<td>WND</td>
<td>1985</td>
<td>Waste Water</td>
<td>Miami, FL Environmental Mgmt., Construction Support</td>
<td>Gary Silverman</td>
<td>Manager (760) 633-3980</td>
<td><a href="mailto:gsilverman@psalloys.com">gsilverman@psalloys.com</a></td>
</tr>
<tr>
<td>PCR Services Corp.</td>
<td>233 Wilshire Blvd., Ste. 103</td>
<td>Santa Monica, CA 90401</td>
<td>WND</td>
<td>50%</td>
<td>1974</td>
<td>CEQA/NEPA Documentation, Consultants, Air Quality, Environmental Acoustics, Biological, Cultural Resources Mgmt.</td>
<td>Educational Entertainment, Museums, Landfills, Superfund Sites, Roads, Waterworks</td>
<td>Gregory J. Broughton</td>
<td>President (310) 451-4484</td>
<td><a href="mailto:gbroughton@pcr.com">gbroughton@pcr.com</a></td>
</tr>
<tr>
<td>PDS AJ</td>
<td>3231 Wilshire Blvd., Ste. 430</td>
<td>Los Angeles, CA 90025</td>
<td>$12.6</td>
<td>50%</td>
<td>1968</td>
<td>Environmental Documentation, Environmental Cleaning, Planning, Resources Management</td>
<td>Local Governments, Law Firms, Private Industry</td>
<td>Terri Vitan</td>
<td>Regional Manager (310) 266-8132</td>
<td><a href="mailto:tvitan@pdsaj.com">tvitan@pdsaj.com</a></td>
</tr>
<tr>
<td>PSI</td>
<td>2700 Old Mill Drive</td>
<td>Long Beach, CA 90815</td>
<td>$1.2</td>
<td>70%</td>
<td>1961</td>
<td>Phase I/III Site Assess., Environmental Audits, Hazardous Waste Investigations, Risk Assessments, HELP/LEAP/STudies</td>
<td>Aerospace, Mfr. Oil Co.; Local, State &amp; Federal Governments, Environmental Banking &amp; Legal, Manufacturing</td>
<td>Fred Frake</td>
<td>Manager (310) 397-9777</td>
<td><a href="mailto:frakef@psalloys.com">frakef@psalloys.com</a></td>
</tr>
<tr>
<td>Ralph Stone &amp; Co.</td>
<td>10945 Santa Monica Blvd.</td>
<td>Los Angeles, CA 90025</td>
<td>$1</td>
<td>90%</td>
<td>1955</td>
<td>Environmental Compliance Monitoring, Air Toxic Testing, Phase I/II/III Property Assessments, Soil Gubedt, Asbestos, Leadpaint, Haz. Waste Mgmt., Governments &amp; Job Sites</td>
<td>Banks, Insurance Companies, Environment Mgmt.</td>
<td>Rick Kable</td>
<td>President (800) 915-9613</td>
<td><a href="mailto:ronin@usa.com">ronin@usa.com</a></td>
</tr>
<tr>
<td>RES Environmental Inc.</td>
<td>85 Via Lata</td>
<td>Corona, CA 92723</td>
<td>WND</td>
<td>70%</td>
<td>1986</td>
<td>Environmental Assessment/Remediation, Solid Waste Management, Stormwater Management</td>
<td>Developers, Government Agencies, Redevelopment Agencies, Banks, Attorneys, Land Owners, Gas Stations, Car Dealerships</td>
<td>Betty Roberts</td>
<td>President (909) 422-1001</td>
<td><a href="mailto:bettyroberts@es.com">bettyroberts@es.com</a></td>
</tr>
<tr>
<td>RCS Engineers</td>
<td>10330 Fourth St., Ste. 200</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>$146</td>
<td>0%</td>
<td>1996</td>
<td>Environmental Assessments &amp; Remediation, Solid Waste Management, Stormwater Management, Toxicology &amp; Environmental Audits, Hazardous Waste Management &amp; Remediation, Landfill, Land Use, Land Use Committees</td>
<td>Developers, Government Agencies, Redevelopment Agencies, Banks, Attorneys, Land Owners, &amp; Developers</td>
<td>Robert Johnson</td>
<td>Senior Project Manager (909) 373-2567</td>
<td><a href="mailto:rjohnson@atcassociates.com">rjohnson@atcassociates.com</a></td>
</tr>
<tr>
<td>Tetra Tech, Inc.</td>
<td>34 W. Hospitality Lane, Ste. 100</td>
<td>San Bernardino, CA 92408</td>
<td>WND</td>
<td>WND</td>
<td>1986</td>
<td>Environmental Sciences &amp; Engineering, Hazardous Waste Mgmt., Remediation, Geotechnical, Landfill, Leasing, Environmental Permitting</td>
<td>DOE, U.S. Airforce, CAL EPA, County of San Bernardino</td>
<td>Thomas J. Villanova</td>
<td>Vice President (909) 361-1074</td>
<td><a href="mailto:tvillanova@tetra-tech.com">tvillanova@tetra-tech.com</a></td>
</tr>
<tr>
<td>TRC</td>
<td>21 Technology Drive</td>
<td>Irvine, CA 92618</td>
<td>$308</td>
<td>0%</td>
<td>1969</td>
<td>Environmental Assessment/Remediation, Biological &amp; Cultural Resources, CEQA/NEPA, Private &amp; Public Projects</td>
<td>City, County &amp; City Agencies, Private Sector, Land Owners, Developers</td>
<td>Leonard Smart</td>
<td>President (714) 237-9877</td>
<td><a href="mailto:lsmart@trccom.com">lsmart@trccom.com</a></td>
</tr>
<tr>
<td>Ultrasystems Environmental</td>
<td>10 Pacifica, Ste. 250</td>
<td>Irvine, CA 92618-7843</td>
<td>$3.2</td>
<td>95%</td>
<td>1994</td>
<td>CEQA/NEPA, Technical Assessments (Biological, Air Quality)</td>
<td>Public Agencies</td>
<td>Betty A. Lindsey</td>
<td>President/CEO (714) 769-4000</td>
<td><a href="mailto:blindsey@ultrasystems.com">blindsey@ultrasystems.com</a></td>
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<tr>
<td>Wastewater Management</td>
<td>400 S. Trancas St.</td>
<td>Corona, CA 92879</td>
<td>$65</td>
<td>0%</td>
<td>1995</td>
<td>Solid Waste Collection, Processing &amp; Disposal</td>
<td>Municipal</td>
<td>J Alex Bracvech</td>
<td>Office Manager (951) 280-5400</td>
<td><a href="mailto:aalex@centralcor.com">aalex@centralcor.com</a></td>
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**Note**: 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 3579, Rancho Cucamonga, CA 91729-3579. Researched by Nina DeLima. Copyright 2009 by EBRI.
Signs of an... continued from pg. 2

the Great Depression, signs of recovery are mounting—albeit tinged with ambiguity. Despite worries that American consumers might hunker down for years—spooked by debt, lost savings and unemployment—thriftiness has given way to the outlines of a new shopping spree: households are replacing cars, upgrading home furnishings and amassing gadgets.

Many economists estimate that consumer spending—which makes up some 70 percent of American economic activity—swelled by 4 percent during the first three months of the year, more than double the pace once anticipated. Some have nudged upward their estimates for economic growth to more than 3 percent this year.

“Consumers are showing extraordinary resilience,” said Bernard Baumohl, chief global economist at the Economic Outlook Group. “There’s a lot of pent-up demand out there that is now being unleashed. The whole supply chain system is now being revitalized.”

While few dispute signs of recovery across much of the economy, significant debate remains on how robust and sustained it will be. The lingering effects of the financial crisis have some economists envisioning a long stretch of sluggish growth.

But recent months have delivered a stream of news bolstering the notion of a more vigorous recovery. Technology companies have racked up substantial sales. After a decade of painful decline, manufacturing is tentatively adding jobs. Retail sales increased by 9.1 percent in March at established stores compared with a year earlier, according to Thomson Reuters, marking the seventh consecutive month of growth. Exports swelled in the first two months of the year by nearly 15 percent compared with a year earlier, according to the Commerce Department.

Still, much of the improve
ment appears the result of the nearly $800 billion government stimulus program. As that package is largely exhausted late this year, further expansion may hinge on whether consumers keep spending. That probably depends on the job market, which remains weak.

“The recovery is under way, and it’s better than expected, but it hasn’t become self-sustaining because the job market hasn’t developed yet,” said Mark Zandi, chief economist at Moody’s Economy.com. “I don’t think we’re there yet.”

In a sign of the anxieties still gnawing at households, the University of Michigan Consumer Sentiment Index this month plunged to a preliminary level of 69.5 compared with 73.6 in March.

Still, even that number represented a substantial gain over the record low of 55.3 reached in November 2008. And many economists dismiss such surveys as indicative of what people think, as opposed to what they do.

What they are doing increasingly is shopping.

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Business... continued from pg. 26

screen televisions and stocks Cristal and Dom Perignon for the man who wants to make a statement about status.

“You have to know what the customers want,” Johnson said. “When the Lakers are on, you better be at my door by five o’clock, or you will not get in.”

After using his own money to do business, Johnson said he advanced to “using other people’s money,” which required some convincing of those other people. He sought $150 million from a major pension fund and did not get funded until the third attempt, and only for $50 million. But he used that $50 million to buy a shopping center for $22 million, built up the center until it was fully-leased, then sold it for $48 million. “You have to over-deliver. You can’t just deliver anymore,” Johnson said. “That’s out. That went away two years ago.”

Next time out, investors came up with $300 million, and he delivered a 30 percent return, Johnson said. After that, he raised $600 million in eight months and returned 22 percent returns when his partners had been happy with 8 percent. His real estate fund had commitments of $2 billion, but he only accessed half that because there were only enough projects for $1 billion.

“When was the last time you looked at a black man who could turn down $1 billion?” Johnson asked. “Did I want that $2 billion? Yes, but you have to stay disciplined.”

Johnson’s remarks were almost exclusively about business. When he referenced his former life as one of the greatest basketball players in history, it was mainly as a stepping stone to make another point about business. He pointed out that “a kid from the ghetto, a guy who used to dribble a basketball” now has a food service/facilities management joint venture, Sodexo Magic, that counts Disneyland as a client. “Mickey and Minnie are eating my food,” Johnson said. “We’re growing even faster than Sodexo imagined. I mean, people gotta eat, right?”

Johnson urged business people to partner together for success and not worry about who gets the credit. “Fifty percent of something is better than 50 percent of nothing, so partner, partner, partner,” Johnson said. “You are in a successful business, that’s all that matters.”

He also stressed the importance of knowing the culture of a company you are partnering with, and knowing how you can add value to that company. “I’ve been in business with Starbucks for more than 10 years because I have over-delivered,” Johnson said. “Make sure you deliver to those who have invested with you. That’s what I live by—making sure my partners are successful.”

In closing, Johnson encouraged business owners to remain focused. “You’ve got to stay on the hustle, stay on the grind,” Johnson said. “Just because you have a successful business, don’t... continued on page 39
Real Estate... continued from pg. 29

of DAUM and Collins.’ explained Nuebel.

Nuebel tells us that DAUM is currently seeking additional acquisition opportunities of smaller commercial brokerage firms in Southern California and Arizona. The company sees 2010 as an excellent time for growth and expects to find additional well-suited opportunities, as well as attracting additional brokerage professionals to their forward-looking platform.

Personnel from Collins’ Newport Beach office will be relocating to DAUM’s expanded Newport Beach location. DAUM’s Inland Empire sales team is moving into Collins’ Ontario office which will be managed by Richard C. John, a perennial top producer at Collins, and Kerry Cole, a veteran top producer and manager for DAUM.

• Grubb & Ellis Takes Over Leasing for Two Chino Retail Centers

Kimco Realty Corporation has selected members of its Grubb & Ellis Company’s Retail Group as the leasing agents for Chino Town Square and Country Fair Shopping Center in Chino. The two retail centers offer more than 500k square feet of retail space. Dan Samulski, Mark Baziak, Paul Matysek and Lee Harris will handle the leasing assignments.

Located at the southwest quadrant of Philadelphia Street and Benson Avenue, Chino Town Square is a 341.6k-sq.-ft. power center anchored by major retailers such as Target, Ross Dress for Less, La Curacao and DD’s Discounts. Burlington Coat Factory recently signed to take over the former Mervyn’s site later this year. Currently 88 percent leased, the property has shop space available ranging in size from 800 square feet to 8.8k square feet and sub-anchor space available from 10k square feet to 20k square feet.

The Country Fair Shopping Center is a 168.3k-sq.-ft. neighborhood center situated on the northeast quadrant of Philadelphia Street and Central Avenue. The property is anchored by Albertson’s, Rite Aid, Dollar Tree, Staples and PetSmart, and also includes national credit retailers such as America’s Tire Company and Carl’s Jr. Currently 94 percent leased, the Country Fair Shopping Center has shop space available ranging in size from 1.6k square feet up to 10k square feet of sub-anchor space available.

• Plastics Recycling Company Acquires 122k Square Foot Fontana Building

Ecoplast Corporation, a plastics recycling company, purchased a 122.7k-sq.-ft. industrial warehousing and manufacturing building located at 13414 Slover Avenue, south of I-10 and east of Etiwanda Avenue in Fontana. The transaction included a leaseback of a portion of the building by the seller, Patrick Industries Inc.

Patrick Industries was repped by Walt Chenoweth, Frank Geraci, Patrick Wood and Juan Gutierrez of CB Richard Ellis. The transaction was one of three sales that the CBRE team has completed around the country on behalf of Patrick since Dec. 31, 2009. The other two sales were in Florida and Oregon.

This transaction underscores two trends occurring in the industrial market today, according to Wood. “On the sell side, many companies that own the buildings they occupy are now selling as a way to shore up their balance sheets, and on the buy side, companies are taking advantage of depressed pricing in the market and low interest rates to own their buildings, rather than continue leasing,” he said.

Law Firms

Continued from page 19

<table>
<thead>
<tr>
<th>Firm Address</th>
<th>City, State, Zip</th>
<th># Attorneys in L.E.</th>
<th># Partners in L.E.</th>
<th>Specialties</th>
<th>Clientele</th>
<th># Offices in L.E.</th>
<th># Offices Co. Wide</th>
<th>Office Manager in L.E.</th>
<th>Local Managing Partner Title</th>
<th>Ph. No.</th>
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<td>DeJurands and Panini, LLP</td>
<td>403 Orange St.</td>
<td>Riverside, CA 92501</td>
<td>2</td>
<td>2</td>
<td>Civil &amp; Business Litigation, Real Estate, Bankruptcy</td>
<td>WND</td>
<td>2</td>
<td>2</td>
<td>Carmen Gil Office Manager</td>
<td>Michael DeJurands Managing Partner</td>
<td>(951) 500-1739/678-1829</td>
</tr>
<tr>
<td>Dickson &amp; Holt</td>
<td>32.38 University Ave., Suite 321</td>
<td>Riverside, CA 92501</td>
<td>2</td>
<td>2</td>
<td>Civil Litigation, Construction, Real Estate Litigation, Employment, Business Litigation, Permits, Liability Defense</td>
<td>Owners, Contractors, Design Professionals, Equipment Suppliers, Engineers</td>
<td>1</td>
<td>1</td>
<td>Montessa D. Holt Partner</td>
<td>John G. Dickman Partner</td>
<td>(951) 615-5401/676-3760</td>
</tr>
<tr>
<td>Epstein Grinnell &amp; Howell, APC</td>
<td>2450 Kalima St., Ste. 160</td>
<td>Murrieta, CA 95952</td>
<td>2</td>
<td>0</td>
<td>Community Assoc., Enforcement Litigation CCR Councils, Assessment Correction Services, Const. Defect Litigation, Reconstruction Support</td>
<td>Home Owners Associations, Corporate</td>
<td>2</td>
<td>1</td>
<td>Linda Ander, Esq.</td>
<td>Thomas S. Grinlison, Esq. Managing Partner</td>
<td>(951) 461-1181/461-2916</td>
</tr>
<tr>
<td>The Miller Law Firm</td>
<td>620 Newport Center Dr., Ste. 700</td>
<td>Newport Beach, CA 92668</td>
<td>2</td>
<td>2</td>
<td>Construction Defect</td>
<td>Homeowners Associations, Property Managers, Home Owners</td>
<td>1</td>
<td>1</td>
<td>Rachel Miller Attorney</td>
<td>Thomas E. Miller Attorney</td>
<td>(909) 402-3668/402-3668</td>
</tr>
<tr>
<td>Anderson &amp; Kriger</td>
<td>2718 Chicago Ave., Ste. 300</td>
<td>Riverside, CA 92507</td>
<td>2</td>
<td>1</td>
<td>Construction Defect, Litigation</td>
<td>Homeowners</td>
<td>5</td>
<td>1</td>
<td>Barbara Felde Office Administrator</td>
<td>Mr. Sickinger Attorney</td>
<td>(951) 787-7146/787-7168</td>
</tr>
<tr>
<td>Ferguson Law Firm</td>
<td>7111 Highway 111, Ste. 1</td>
<td>Palm Desert, CA 92260</td>
<td>1</td>
<td>1</td>
<td>Govt. Relations, Civil Litigation, Land Use, Contract Disputes, Solid Waste</td>
<td>Florida Power Light</td>
<td>1</td>
<td>1</td>
<td>N/A</td>
<td>James Cato Ferguson Attorney</td>
<td>(760) 787-8277/787-8275</td>
</tr>
<tr>
<td>Law Office of John T. Hranek</td>
<td>20073 Bradley Rd.</td>
<td>Sun City, CA 92586</td>
<td>1</td>
<td>1</td>
<td>Probate, Estate Planning, Wills, Trusts, Family Law, Bankruptcy, Real Estate, Mediation</td>
<td>WND</td>
<td>1</td>
<td>1</td>
<td>N/A</td>
<td>John T. Hranek Attorney</td>
<td>(951) 677-4949/677-4954</td>
</tr>
<tr>
<td>Law Offices of Sal Brignap</td>
<td>9313 Baseline Rd., Ste. 110</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>1</td>
<td>1</td>
<td>Corporate and Business, Probate, Family and Criminal Law</td>
<td>WND</td>
<td>1</td>
<td>1</td>
<td>N/A</td>
<td>Sal Brignap Partners</td>
<td>(909) 980-1104/941-4810</td>
</tr>
</tbody>
</table>
Signs of an...

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“I’m certainly interested in spending now that the stock market seems so relaxed,” said Dan Schrenk, an information technology consultant, as he stood outside a Best Buy store in the Portland suburb of Beaverton.

Last year, Mr. Schrenk’s income declined as local companies put off servicing computer systems. He and his wife cut back on dinners out and purchases.

But in recent weeks, Mr. Schrenk’s stock portfolio has expanded. He has picked up five new clients.

“I’m feeling very optimistic,” he said. “People are just far more interested in spending money.”

So, there he was, shopping for an iPad.

On the other side of the country, at the Garden State Plaza mall in Paramus, N.J., Marie Bauer, who sells clothing for a living, was feeling similarly emboldened.

“I’m working more now,” she said. “I bought myself a watch.”

As John D. Morris, a retail analyst with BMO Capital Markets, wandered past stores like Gap and J. Crew on his weekly “mall check,” he spotted large numbers of women 25 to 45 years of age—wandered past stores like Gap and J. Crew on his weekly “mall check,” he spotted large numbers of women 25 to 45 years of age—prime earning years.

The mainstay of the mall is back,” he said. “That’s your signal that we’re in a more meaningful recovery with staying power.”

A year ago, Columbia Sportswear, the Portland-based apparel brand, was turning away some retail customers whose finances seemed worrisome. Now, Columbia has one of its largest order backlogs.

“People saw that the world didn’t come to an end,” said Timothy P. Boyle, Columbia’s president and chief executive. “Maybe they just said, ‘Hey, I can at least spend a little bit of money.’”

Spending power has been enhanced by a monumental reduction in household debt, which has shrunk by about $600 billion since the fall of 2008, according to Equifax credit data analyzed by Economy.com. That amounts to about $6,300 a household.

“Household deleveraging is clearing the decks for better consumer spending going forward,” said Mr. Zandi. Still, some econ- omists note that many consumers are reaching into savings to finance spending, suggesting consumption could run out of fuel.

“Look at employment and income,” said Brian Bethune, chief United States financial economist at the economic analysis firm, IHS Global Insight. “It’s glacial. If we don’t get strong growth in employment and income, we’re really just building this up as a house of cards.”

The American savings rate climbed during the recession but has recently fallen. Among households in the top fifth of American incomes—those earning $98,000 a year and up—the savings rate dropped to 2 percent of income in the first half of 2007 and then spiked above 14 percent by the middle of 2008, according to an analysis of Federal Reserve data by Economy.com. By the end of last year, the savings rate of this group had slipped back to 3.5 percent.

Since the end of World War II, the first year after a recession tends to feature growth at roughly twice the pace of the decline during the downturn, implying a current pace exceeding 7 percent. Yet even optimistic economists assume the economy is growing at perhaps half that rate.

“I keep calling it a half-speed recovery, not the full-speed-ahead recovery that we typically get after deep, prolonged recessions,” said Stuart Hoffman, chief economist at PNC Financial Services Group in Pittsburgh.

But at a Porsche dealership in

continued on page 37
Taste of Asia

Taste of Asia serves up use of exotic ingredients, such as fresh herbs, lemon grass, basil, mint, galangal, ginger, and kaffir lime leaves, creating a refreshing blend of flavors unique to Asian cuisine.

Taste of Asia offers over 40 dishes—many with your choice of meat or vegetarian as well as various levels of spices to satisfy your palate while maintaining the authenticity of each dish. In addition to using only the freshest of ingredients, their specialty lies in the

Award Winning Tastes—The Best of the Best

Virada Khowong

Virada Khowong is a certified chef having completed many culinary programs in Thailand. It was great seeing her in a chef’s coat cooking her heart away in the kitchen.

She features exciting dishes from Thailand, Vietnam, China and even from Laos.

Listed are some of the appetizers on their menu:

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New York Grill

909 / 987-1928
950 Ontario Mills Drive, Ontario
Mon / Thur 11:30 a.m. - 10:30 p.m. • Sat 4:30 p.m. - 10:30 p.m.
Sun 4:00 p.m. - 9:30 p.m. • Reservations Recommended

It’s New York without the attitude! This award-winning restaurant is where famous fare is finely defined. Our menu features prime steaks, Australian lobster tail, garlic roasted chicken, rack of lamb, prime rib and fresh seafood specialties. Join us for jazz in our Manhattan Room where acclaimed artists have made us the Inland Empire’s most intimate jazz experience! We take care of every detail with innovative menu items, specialty dishes, dramatic desserts, outstanding wine selection and entertainment to complement your dining experience - and discover our magnificent banquet rooms, perfect for hosting your next event.

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Mira Loma, CA 91752
(951) 685-5376  (951) 360-9180
www.galleanoinery.com

Tour the Historic Winery Weekends between 2:00 pm to 4:00 pm Or by appointment  •  Listed in the National Register of Historic Places

Personalized Wine Labels for any Occasion
## Banks in the Inland Empire

<table>
<thead>
<tr>
<th>Bank Name</th>
<th>Address (Headquarters)</th>
<th>City, State, Zip</th>
<th>Tangible Assets $</th>
<th>% Change</th>
<th>% Tangible Capital R.O.A.E.</th>
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<td>5715 Sunshine Dr.</td>
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<td>Commerce National Bank</td>
<td>6900 MacArthur Blvd., Ste. 100</td>
<td>Newport Beach, CA 92660</td>
<td>229,100,000</td>
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<td>197,484,000</td>
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<td>Desert Commercial Bank</td>
<td>44-401 Village Ct</td>
<td>Palm Desert, CA 92260</td>
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<td>First Mountain Bank</td>
<td>40090 Big Bear Blvd.</td>
<td>Big Bear Lake, CA 92315</td>
<td>137,720,000</td>
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<td>China Commercial Bank, N.A.</td>
<td>1551 S. Grove Ave.</td>
<td>Ontario, CA 91761</td>
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<td>5.04%</td>
<td>9.00%</td>
<td>14.01%</td>
<td>572,000</td>
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<tr>
<td>Commerce Bank of Temecula Valley</td>
<td>25220 Hancock Ave.</td>
<td>Murrieta, CA 92562</td>
<td>45,727,000</td>
<td>5.64%</td>
<td>-22.82%</td>
<td>24.08%</td>
<td>27.59%</td>
<td>1,600,000</td>
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<tr>
<td>California Bank &amp; Trust</td>
<td>11622 El Camino Real</td>
<td>San Diego, CA 92130</td>
<td>45,498,000</td>
<td>-2.08%</td>
<td>-18.44%</td>
<td>23.21%</td>
<td>27.01%</td>
<td>2,100,000</td>
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<tr>
<td>Premier Service Bank</td>
<td>3637 Arlington Ave.</td>
<td>Riverside, CA 92506</td>
<td>13,871,000</td>
<td>5.47%</td>
<td>15.59%</td>
<td>10.02%</td>
<td>13.09%</td>
<td>402,000</td>
</tr>
<tr>
<td>BBVA Bancnorte USA</td>
<td>111 W. Holt Blvd</td>
<td>San Bernardino, CA 92408</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>4,145,000</td>
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**continued from page. 12**

Ranked by Total Assets as of April 1, 2010

<table>
<thead>
<tr>
<th>Top Local Executive/Title Address</th>
<th>City, State, Zip</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kevin R. Farronkopf</td>
<td>Chief Executive Officer</td>
<td>(951) 246-2000/744-730</td>
<td><a href="mailto:kfarronkopf@hemetbank.com">kfarronkopf@hemetbank.com</a></td>
</tr>
<tr>
<td>Tom Dobyns</td>
<td>CEO</td>
<td>2535 Campus Ave.</td>
<td>Corona, CA 92881</td>
</tr>
<tr>
<td>Annif Jamal</td>
<td>Branch Manager</td>
<td>(909) 625-7891/263-1042</td>
<td><a href="http://www.icbbank.com">www.icbbank.com</a></td>
</tr>
<tr>
<td>James S. Cooper</td>
<td>Chief Executive Officer</td>
<td>(909) 481-8706/481-9928</td>
<td><a href="http://www.goldenstatebank.com">www.goldenstatebank.com</a></td>
</tr>
<tr>
<td>Gary W. Vostepka</td>
<td>President &amp; CEO</td>
<td>(951) 719-2307/719-1201</td>
<td><a href="http://www.goldenstatebank.com">www.goldenstatebank.com</a></td>
</tr>
<tr>
<td>Donald W. Murray</td>
<td>President &amp; CEO</td>
<td>(951) 872-2255/2255-5639</td>
<td><a href="http://www.fsbincal.com">www.fsbincal.com</a></td>
</tr>
<tr>
<td>Tom Braggion</td>
<td>Chief Executive Officer</td>
<td>(909) 461-4997/4997-9949</td>
<td><a href="http://www.goldenstatebank.com">www.goldenstatebank.com</a></td>
</tr>
<tr>
<td>Tony J. Swartz</td>
<td>Chief Executive Officer</td>
<td>(760) 340-7985/340-7990</td>
<td><a href="http://www.downtownbanking.com">www.downtownbanking.com</a></td>
</tr>
<tr>
<td>Tom Dobyns</td>
<td>President &amp; CEO</td>
<td>(951) 793-1350/242-2390</td>
<td><a href="http://www.anzecbank.com">www.anzecbank.com</a></td>
</tr>
<tr>
<td>John G. Briner</td>
<td>President &amp; CEO</td>
<td>(909) 666-8666/6666-9247</td>
<td><a href="http://www.desertbanking.com">www.desertbanking.com</a></td>
</tr>
<tr>
<td>Dann H. Brown</td>
<td>Chief Executive Officer</td>
<td>(909) 256-3904/256-3905</td>
<td><a href="http://www.chinacommercialbank.com">www.chinacommercialbank.com</a></td>
</tr>
<tr>
<td>William C. Demmin</td>
<td>President &amp; CEO</td>
<td>(951) 973-0471/973-0471</td>
<td><a href="http://www.canyonnational.com">www.canyonnational.com</a></td>
</tr>
<tr>
<td>Christine Toran-Hollens</td>
<td>Senior VP</td>
<td>2009 W. Foothill Blvd.</td>
<td>Upland, CA 91786</td>
</tr>
<tr>
<td>Kerry L. Pendegast</td>
<td>Chief Executive Officer</td>
<td>(919) 274-2007/274-2410</td>
<td><a href="http://www.desertbanking.com">www.desertbanking.com</a></td>
</tr>
</tbody>
</table>

E-Mail Address if different

**N.A. = Not Applicable; NID = Not Included on Database**

This list of banks includes all banks headquartered in the Inland Empire area. It is based on the most recent financial data available from the Federal Financial Institutions Examination Council (FFIEC) as of April 1, 2010. Banks are ranked by total assets as of April 1, 2010. The data includes banks’ total assets, tangible capital, risk-based capital, and income. Please consult the bank’s website or contact them directly for more information.

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**Note:** The above information is intended to provide a snapshot of the banking landscape in the Inland Empire area as of April 1, 2010. For the most current and comprehensive information, please consult the bank’s official website or contact them directly. The accuracy and thoroughness of the list, as well as the inclusion of all banks, cannot be guaranteed due to the varying nature of data availability and reporting practices. Readers are encouraged to verify the information directly with the respective banks. For questions or comments, contact The Inland Empire Business Journal at 909-625-0145 or via email at info@iebj.com.
downtown Los Angeles, the sales manager, Victor Ghassemi, has seen sales rise by about 5 percent in recent weeks, a trend he attributes to rising stock portfolios.

“People get tired of holding on to their money, or just sitting at home and not doing anything,” he said. “People love to shop. And you take that privilege away from somebody, it lasts about a year. Eventually, people want to come back. They want to buy new merchandise, a new product, to make them feel really good about themselves.”

The key question is whether this burst of consumption will prompt businesses to hire, adding paychecks needed to amplify economic growth and replace the eight million net jobs lost in the course of the recession.

Optimists suggest this is already unfolding, pointing to the addition of 162,000 net jobs in March, the biggest surge of hiring in over two years. In this view, job growth amounts to a corrective after excessive layoffs during the worst of the crisis.

“You didn’t fire people because you had a judicious plan about how to run your company,” said Robert Barbera, chief economist at the research and trading firm ITG. “You fired pell-mell, because you were afraid you were going to lose access to credit.”

Now, he argues, companies are guided by a new anxiety that demands hiring: fear of missing out on the profits of fresh growth.

Still to come, he added, is a wave of spending from American businesses.

“They are awash in cash,” Mr. Barbera said. “They’re in a position to step up spending across the board.”

Technology companies are already benefiting from strong consumer growth. Sales of PCs rose more than 5 percent last year, trumping analysts’ predictions of double-digit declines.

This month, Intel, the world’s largest chip maker, reported its highest first-quarter revenue in history. Google added about 800 jobs over the first three months of this year, and Amazon has added 1,800. Intel plans to hire 1,000 to 2,000 employees this year.

Global trade holds promise. At the Port of Portland—a major shipping point for commodities harvested as far east as the Great Plains—the tonnage of goods swelled by 42 percent during the first three months of the year compared with a year earlier. Minerals like soda ash—an important industrial ingredient to make glass and detergent—increased by 93 percent.

Activity here and at ports along the Pacific coast is generating business through related industries. Rail freight traffic was up nearly 8 percent in March from a year earlier, according to the Association of American Railroads. That has bolstered revenue for Greenbrier, a Portland-based maker of rail cars that was hard hit during the recession.

At Diversified Services Inc., a truck repair business in Mira Loma, General Manager Dave Pilarcik is contemplating hiring, as customers put their fleets back on the road.

“For the first time in a long time,” he said, “I’ve seen a little bit more movement.”

(Source: The New York Times, 04/26/10)
The basic story is well known, but even after 28 months, it is still not well-understood by most people. Those who ruled high finance, who were known before 1980 as the champions of tight-fisted lending, unaccountably began to change their public image from Scrooge to Santa Claus.

Anyone who wanted a mortgage, or for that matter any type of indebtedness, only needed to show up and ask nicely for the money. In the case of credit cards, they didn’t even have to show up. The actual cards came in the mail because recipients were “pre-approved.” As a matter of fact the only important question asked of prospective debtors by lenders was, “Are you still breathing?” There apparently were cases where mortgage loans were granted even when borrowers were unable to answer that rather basic question.

Author Peter Goodman, the national economics correspondent for the New York Times, actually does his best to avoid the cheap shots and half truths that are engaged in by the journalists who get access to the inner sanctum of the “Fed.”

In his chapter titled, “Home Rich,” Goodman focuses on the mortgage loans that led to the way down the slippery slope into the Great Recession. He points out: “In the olden days of American finance, none of this would have made any sense. Why would a bank knowingly lend money to people without jobs or income?

“But in the new game governed by Wall Street, it made millions of dollars worth of sense. Countrywide and the other mortgage giants were selling most of the loans they made to Wall Street. Even if the borrowers failed to pay up, that would be someone else’s problem. Following the practice, mastered by Salomon Brothers during the S&L fiasco, investment banks were pooling mortgages together with millions of others, slicing them into pieces, and then selling them off as an array of different investments to buyers around the world—to pension funds in Buffalo, municipal investment funds in Norway, and banks in China—thus raising more money to make more loans. The investors buying these loans were eager for the riskier batches and would pay a premium for them, because they came with interest rates that started low then reset higher, and other lucrative goodies such as penalties for early payment, seemingly guaranteeing greater profits in the years ahead. Batches of sub prime loans were two and three times more profitable for Countrywide to sell than loans made to more creditworthy households. As a result, Countrywide and other mortgage companies paid higher commissions to its salespeople when they brought in riskier, more expensive loans, encouraging them to stick the customer with the very sorts of obligations that would get them in trouble and eventually spawn a financial crisis.”

In fact, this incredible pool of future money is what triggered the derivatives within the hedge funds. Think of these hedge funds as gambling halls. If you managed a pension fund, think of the derivatives as betting against yourself in case borrowers defaulted. Then how did anyone make money? There seem to be several answers. If you were a broker, you made it on the commissions. If a bank or stock brokerage, you not only made it on the sale of the mortgage, but on the sales of the derivatives and the management of the hedge funds. It made very little difference to anyone inside the financial service industry what happened to the ultimate borrower. Vast amounts of money were being churned and vast sums of money were earned for those doing the churning.

In the show “The Producers,” when the accountant tells the producer, “You know, it’s possible to make a lot more money producing a flop than a hit,” it’s a very funny premise. As “Past Due” highlights, there’s nothing funny at all about the reality.

— 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.

1. “Strengths Finder 2.0: A New and Updated Edition of the Online Test from Gallup’s Now, Discover Your Strengths” (Tom Rath…Gallup Press…$22.95) (2)*

2. “How the Mighty Fall: And Why Some Companies Never Give In,” by Jim Collins (HarperCollins…$23.99) (1)


6. “Linchpin: Are You Indispensable?,“ by Seth Godin (Penguin Group…$25.95) (9)


*1) -- Indicates a book’s previous position on the list.
**2) -- Indicates a book’s first appearance on the list.
Getting around
Molokai airport is about 8 miles northwest of Kaunakakai. There are car rentals available, reservations (especially on weekends) is a good idea. There is no public transportation, but there is a 24-hour taxi service, a couple of touring offices and a limousine company available. There is a ferry from Maui, (Lahina) to Molokai.

Where to stay: go to visit-molokai.com for choices of comfortable rustic places to stay.

Getting there
Hawaiian Airlines serves Molokai with a 26 minute flight from Honolulu, and Molokai Air Shuttle also offers flights between Honolulu and Molokai. If you plan to fly to the leprosy settlement, you can fly to a simple landing strip at Kalaupapa Airport. Molokai Airport serves passengers for all other parts of Molokai. There is no ground transportation between the two airports.

For a free Travel Planner or to view the planner google: Molokai Travel Planner from the Molokai Visitors Association.

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

Making a... continued from pg. 8
help you achieve your career goals in the future. Know what these qualities are. Own your past accomplishments. This process will help you communicate the value you bring to your next employer.

5. Be open to new possibilities. Your next position after a setback may be on the same path, or you may see your transition as an opportunity to pursue another career track. What is it that you’ve always wanted to do but never allowed yourself the opportunity to explore? Maybe now is the time to try something new. What do you want Act II of your life to look like?

6. Don’t be limited by someone else’s definition of success. You are in charge of your own success. What that looks like and feels like is up to you. Don’t be limited by believing that success is only achievable if you repeat the past. The future is wide open, and it’s very possible that—even in spite of a setback—in your comeback, the best is yet to be.

Even if you have faced a professional setback in the past year, whether or not it was in your control, you can take control of how you recover. Reflect on your next steps, build your support system of allies, remain open to new possibilities and define success for yourself. You might be surprised at the comeback you make.


Business... continued from pg. 32
rest, because you can lose it all tomorrow. I’m a control freak, and I don’t apologize for it, because if it’s my hands, we’re going to win it.”

Performance... continued from pg. 28
themselves. In fact, says Studer, “it’s no exaggeration to say that transforming your performance review system can transform your entire company.

For more information, visit www.studergroup.com

Dutton... continued from pg. 15
throughout the state that supported the Northern California auto manufacturing plant.

Furthermore, just last month the Legislature approved a measure (SB 71) by Senator Alex Padilla, providing a target-ed sales tax exemption for manufacturers of alternative energy. Unfortunately, that measure excludes “non-green” manufacturers that continue to provide and create the vast majority of California’s manufacturing jobs.

“I’m encouraged by some of my jobs legislation (SB 1155, 942 and 1160) is moving forward in a bi-partisan manner,” Senator Dutton said. “Today is a setback in our effort to help California’s private businesses compete nationally and globally. But despite the setback I will continue to fight for private sector jobs because ensuring that these jobs have a chance to grow and prosper is the only way that California’s economy is going to turn around.”

Opinion... continued from pg. 7
sands of them. However, we don’t want to put at risk the millions of well-paying, blue-collar jobs that put bread on the table right now. We need to make sure we do our homework, ask the tough questions and make adjustments as necessary to implement AB 32 in a way that reduces greenhouse gases without hurting millions of families in this state.

In these difficult times, California’s working people deserve nothing less.

How Small... continued from pg. 11
inn at no charge since they let people tour the rooms and take brochures. To keep costs low, the food was kept simple. The dining room was set up with a variety of cheeses, fruits, bread and crackers. Volunteers prepared and served hors d’oeuvres, desserts and wine to the guests. Another volunteer softly played a violin in the background. They charged $75.00 per couple and sold items via silent auction that were donated by local businesses and artists. It was a very memorable event. Not only did they raise a considerable amount of money for the charity, but the generosity of the businesses who participated in the event made a lasting impression on the guests.

Charity Marketing isn’t just another marketing gimmick.

According to the study by the Wells Fargo/Gallup Small Business Index, 80 percent of small business owners surveyed say they believe their community efforts benefit the communities they serve more than their own business. Being committed to giving back to the community by helping those who are suffering and in need, reflects the core-values that are important to many small businesses and their customers.

Visit www.cherryplanet.com for more information.

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When we think of Hawaii; Maui, Waikiki, Kauai, and the Big Island come to mind with good reason—beautiful, stunning high rise buildings, dozens of outdoor activities from surfing to sailing, with spectacular indoor entertainment—some in sophisticated night clubs that bring on visions of Las Vegas. Then there is Molokai—an idyllic 38 by 10 miles relaxed paradise, with a little over 7,000 laid back folks, of which about half are native Hawaiians. There are no buildings over three stories high, no street lights, elevators, or traffic, no hype, just a small extra friendly population that makes the visitor feel like part of a special family.

**Gentle charm**

Molokai is not for everyone. There isn’t the tempo of the other islands, but there is a romantic rhythm that comes from the Pacific gently beating on island’s shores. A peaceful, gentle charm permeates this second littlest island of the original Island chain. (Lanai is smaller.) It feels like there is an exclusive, meditative aura that hovers over this small volcanic speck floating in the Pacific. On clear nights, from the beaches on the western shore, the twinkling lights of Oahu 25 miles across the channel can be seen. This gives a fairy tale feeling that asks what might be if I go through the looking glass, but it depends on how much lack of stress and relaxation you can handle.

**The Friendly Island**

Molokai has many labels, presently it is aptly called the “Friendly Island.” However, it has gone through many metamorphosis to get there, originally known as the “Lonely Island” in the 16th and 17th centuries due to superstition and fear of the powerful and feared kahunas, (priests) that were suppose to inhabit the island.

**The Forbidden Island**

Then in the mid 1800’s leprosy crept into the islands, and Molokai became the “Forbidden Island.” Lepers were cast off here. The colony can be reached by the “Molokai Mule Ride” that includes a 1,700-foot descent with 26 switch backs. Upon arrival into the valley you will be greeted by a resident, and a four hour tour is available. It’s safe and very interesting. You can also hike or fly in and be met by a representative from the Kalaupapa National Historical Park who can accommodate your touring needs. Due to heavy rains and other acts of nature, the trail is closed as of April 2010, and everything possible is being done to restore this fine piece of history as quickly as possible. Commercial and chartered flights are offered into the area but the flavor of the tour is really found with the mule ride.

**Itinerary flexibility**

Molokai can be included in itineraries of Hawaii with great flexibility. A hop over for a day from Oahu or Maui is available with reasonable flights—or nestle in on the island for the vacation duration into the one rustic hotel, comfortable condos or a bed and breakfast, and visit the sister islands as your whim directs. It depends on how much stress and relaxation you can handle.

**The Molokai Mule Ride**

The colony can be reached by the “Molokai Mule Ride” that includes a 1,700-foot descent with 26 switch backs. Upon arrival into the valley you will be greeted by a resident, and a four hour tour is available. It’s safe and very interesting. You can also hike or fly in and be met by a representative from the Kalaupapa National Historical Park who can accommodate your touring needs. Due to heavy rains and other acts of nature, the trail is closed as of April 2010, and everything possible is being done to restore this fine piece of history as quickly as possible. Commercial and chartered flights are offered into the area but the flavor of the tour is really found with the mule ride.

**A stunning view**

Drive to Palaau State Park for breathtaking stunning views at Kalaupapa. Look at panoramic views of the leper colony, its airport and the 2000 foot sea cliffs. Another path will take you to Phallic Rock; the ancient Hawaiians recognized this as a fertility symbol. It is said that infertile woman need only touch it for results.

**Simple and uncluttered**

With waterfalls, beautiful scenery and blessed with the tallest sea-cliffs in the world, Molokai lets the visitor take a few steps back to the past when everything moved much slower and everyone had time to, as they say, “smell the flowers.” Everything is simple and uncluttered. When was the last time you were the only car on the road going 20 miles an hour? Kites and hand-dyed shirts are the exciting things to purchase here.

continued on page 39
17th Annual World Trade Conference & U.S. Department of Commerce Export Achievement Award

For more information contact David Loelkes
dloelkes@ibaglobal.org or 951-440-9944

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