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Updates From the Coachella Valley

Palm Springs International Airport Named One of America’s Most Stress Free Airports

The national website SmarterTravel.com has ranked the Palm Springs International Airport as one of the top 10 “stress free” airports in the nation. “Imagine waiting for your flight while sitting outside under the palms as you relax with a glass of wine,” read the online article. “No, it’s not a fantasy from bygone days: You can do just that at Palm Springs International Airport, where you’ll find a courtyard featuring patio seating, a wine bar, and a Starbucks, as well as play spaces for both kids and pets.” In a news statement released by the City of Palm Springs Mayor Steve Pougnet is quoted as saying, “Visitors come to Palm Springs to relax, rejuvenate and get away from it all—and you can do that just as soon as you step off your plane in Palm Springs.”

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Local Residents Stitch Historic Flag Recovered From Ground Zero

Destroyed in the aftermath of the attack on the World Trade Center on Sept. 11, 2001 and stitched back together seven years later by tornado survivors in Greensburg, Kansas, The National 9/11 Flag is a living testament to the resilience and compassion of the American people. It is quickly becoming recognized as a modern day version of the Star Spangled Banner. Over 100 million people have experienced The National 9/11 Flag through national and local TV news coverage, public displays in

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How Much Does Depression Cost?
By Samuel E. Dey, MD, MBA

Most business owners and managers are acutely aware of how health care costs affect their budgets. However, the effect of mental illnesses like depression is an often overlooked issue.

Your workforce likely has 1 out of 16 of your employees with depression. Government statistics released in November show that 6.5 percent of U.S. adults suffer from depression.

Absenteism and “presenteeism”
Depression costs the U.S. billions of dollars in lost productivity. Absenteism is an obvious cost, but research suggests that the biggest cost to employers is diminished on-the-job productivity, sometimes referred to as “presenteeism.”

U.S. workers with Major Depressive Disorder average 27.2 lost workdays annually, according to a study led by

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Manufacturing Locally, Growing Globally Roundtable & Networking Luncheon

Thursday, May 19, 2011
DoubleTree Hotel, Ontario, CA
11:45 a.m. – 1:30 p.m.
For more information and to register visit: www.buyusa.gov/inlandempire/may19th.html

coming next month—food trucks
On Saturday, June 18, 2011 the first-ever IE Food Truck Fest, featuring gourmet mobile eateries, launches at Citizens Business Bank Arena. Spotlighting the gourmet food truck movement that has exploded over this past year, the festival is celebrating this new style of street food to the untapped community of the Inland Empire. As you may or may not know, gourmet food trucks are prohibited to roam the streets in the Inland Empire area. This one day festival is a solution to provide an experience many people have only heard about.

The IE Food Truck Fest is meant to showcase the delectable cuisine that has rolled out on our SoCal streets in Los Angeles and Orange Counties. With a diverse mix of 50 gourmet food

continued on page 3
LOCAL EXPERTISE. GLOBAL STRENGTH.

As a CEO of a major apparel manufacturer, you seek to become more competitive in the global marketplace by adding production capacity in India. But before sewing a stitch overseas, you must be prepared for the challenge of multicurrency payments, in-country bank accounts and global trade logistics – not to mention weaving through unfamiliar regulatory requirements. Outfitted with Chase's financial strength and cross-border expertise, you will be able to take advantage of both current and emerging opportunities for growth.

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New CEO at San Antonio Community Hospital

Harris F. Koenig has been named the new CEO of San Antonio Community Hospital. He will be the sixth CEO in the hospital's 106-year history. He succeeds former CEO Steven C. Moreau who left the position on Dec. 1.

Koenig helped reverse a trend of financial losses into a positive bottom line at Alvarado Hospital located in San Diego. Since January 2007, Koenig helped turn around the medical center from a scandal that erupted in 2005 under Tenet HealthSystem, according to the San Diego Daily Transcript. Federal prosecutors claimed that for more than a decade, physicians received more than $10 million in illegal kickbacks.

James Milhiser, the chairman of San Antonio Community Hospital’s Board of Trustees, said, “With health care reform on the horizon, the decisions we make over the next few years are going to be critical.”

Vince Leist, the senior vice president and chief operating officer of San Antonio, has served as the hospital’s interim CEO for the past few months.

San Antonio Hospital recently broke ground on a significant expansion, including a new emergency room and tower as well as a parking facility.

Projected Income and Attendance:
- Attendance: 10,000
- 50+ Food Trucks
- Food & Truck Projected Income: $275,000
- Number of Hours: 8

Trucks gathered at the Citizens Business Bank Arena, the community can experience several epicurean delights all at one location. In addition to featuring these mobile eateries, there will be a skate demo provided by Active Ride Shop, live local music and DJs, activities for children, giveaways and much more.

The one-day event is expected to bring an attendance of 8,000 to 10,000 people. The audience will range from families and food enthusiasts to young 20-somethings and social media advocates. The gourmet food truck trend took off by word-of-mouth via Twitter. Visit www.iefoodtruckfest.com for details.

Tickets prices are $25 for the VIP experience which gives you early entrance, general admission is $10 or purchase your tickets in advance for only $8. Parking is free. Tickets may be purchased at www.Ticketmaster.com (a convenience fee will apply) or at Citizens Business Bank Arena box office, go to www.cbbankarena.com.

CLOSE-UP

A “Go to Guy” for $90 Million

By Jonathan Siu

Donors of all backgrounds are helping Cal Poly Pomona with their comprehensive campaign to raise $150 million dollars by 2013. Helping to coordinate this strategically-planned comprehensive campaign is Bob Balzer, previous publisher and CEO of the Inland Empire Newspaper Group.

The university has geared specific campaigns for individual buildings or specific areas or departments, but this is the first comprehensive campaign Cal Poly has ever initiated. A capital campaign is strictly a building campaign or hard asset campaign; whereas a comprehensive campaign is all inclusive. Cal Poly raises money for everything on campus which can include an endowment, capital, or support for programs. The comprehensive campaign will assist all of the colleges and programs, as well as athletics, the library, and student affairs.

After graduating from Cal Poly Pomona himself, Balzer finished up his education in management and psychology at Northwestern University. Afterward, he started working for the Pomona Progress Bulletin which later merged with the Ontario Daily Report to become the Inland Valley Daily Bulletin of today. After nine years there, he moved on to work for the L.A. Times for 18 years. From there he left the L.A. Times to join Ganett to get on the publisher’s track, which led him to the executive track. When MediaNews Group bought the first papers in the Inland Empire, he was the one hired to run all the advertising and marketing. Balzer became the vice president of advertising and marketing for the Los Angeles Newspaper Group. After a couple years, he was promoted to

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The Engagement Factor: Four Ways to Use Your Customers to Boost Innovation (and Profits!) at Your Company  The best way to ensure your company will be a success is to deliver more than your share of customer value.  .................................................. 8

Do We Run Universities as Businesses?  CSU System is facing challenges at this time.  This means that for CSUSB the budget will be around $18 million less.  .............. 12

How to Protect Yourself Against Medicare “Gaps”  Every Medigap policy has to follow federal and state laws designed to protect you.  Medigap insurance companies in most states can only sell you a “standardized” Medigap policy identified by letters A through N.  .................................................. 14

“Trust Me, I’m a Leader”: Why Building a Culture of Trust Will Boost Employee Performance—and Maybe Even Save Your Company”  Hamm calls trustworthiness “the most noble and powerful of all the attributes of leadership.”  He says leaders become trustworthy by building a track record of honesty, fairness, and integrity.  Cultivating this trust isn’t just a moral issue: it’s a practical one.  .................................................. 17

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Big Bear Choppers Retains 25 Jobs Through CMTC and WIB Assistance

Big Bear Choppers, a California manufacturer that designs, engineers and crafts motorcycles, retained 25 jobs through a Layoff Aversion Program with assistance from the San Bernardino Workforce Investment Board (WIB).

The program, issued by the WIB through funds from the American Recovery and Reinvestment Act, provides technical support for manufacturers aiming to retain their employees through targeted strategies.

“These improvements allowed us to save jobs and promote growth. This program helped us put forth a more strategic action plan,” says Kevin Alsop, owner of Big Bear Choppers.

Big Bear Choppers is located in California’s 41st Congressional District represented by Rep. Jerry Lewis (R-CA). Founded in 1998, the company initially started as a repair center and evolved into a motorcycle manufacturer. As business progressed, the organization needed to develop more efficient operations to retain jobs and increase production levels.

Vincent McCoy, director of the Inland Empire Small Business Development Center and Big Bear Chopper’s regional business consultant, connected the organization with California Manufacturing Technology Consulting® (CMTC), a private, nonprofit corporation which assists Southern California manufacturers to become more competitive. Big Bear Choppers displayed such a strong potential for growth that Jeff Mathieu, city manager of Big Bear Lake, joined in the discussions.

CMTC additionally made recommendations on how the company could become more lean. The WIB agreed with CMTC’s proposals and provided funding for the recommended projects. CMTC’s consultants helped Big Bear Choppers recognize bottlenecks in the production process discovered through Value Stream Mapping, created action plans to address weaknesses and implemented a review process to ensure sustainability.

“We’re thankful we had the opportunity to address the issues that critically impact our profitability,” adds Alsop.
## Environmental Companies Serving the Inland Empire

### Listed Alphabetically

**Company Name**

**Address**

**Billings (millions) 2010**

**Regional Breakdown % or $ (millions)**

**Ye. Founded**

**Headquarters**

**No. Employees**

**Specialties**

**Clientele**

**Top Local Exec.**

**Title/Phone/Fax**

**E-Mail Address**

### Aerial Information Systems, Inc.

1. 112 First St.

   - Redlands, CA 92373

   - 4175 (San Diego)

   - Geographic Information, Data Base Creation, Automation, Analytical

   - Government, Cities, Utility, Companies, Private Consulting Firms

   - Johanie Harnden

   - President

   - (909) 793-4403/796-6730

   - www.aisgis.com

### Atlas Geoscience

2. 21-A Technology Dr.

   - Irvine, CA 92618

   - WND

   - 25%

   - Geographic Information, Data Base Creation, Automation, Analytical

   - Environmental Consulting, Remediation Contracting Environmental Construction

   - Major Oil Companies, Aerospace, Municipalities, Local Govt. Agencies

   - Chris Vincze

   - President/CEO

   - (979) 970-4054/365-3995

   - cvincze@tsxsolutions.com

### AMEC Earth & Environmental

3. 4201 Santa Ana St.

   - Ontario, CA 91761

   - N/A

   - 10%

   - Environmental Consulting, Environmental Construction, Site Investigation & Remediation

   - Public, & Private Sector

   - John Thomson

   - Manager

   - (909) 520-5040/365-3995

   - john.thomson@amec.com

### Applied Planning, Inc.

4. 3817 Pine Ave., Ste. A

   - Chino Hills, CA 91709

   - WND

   - $1.2

   - Environmental Documentation, Cultural & Biological Developers

   - Public Agencies, Principal

   - Ross Geller

   - Principal

   - (999) 373-11334/365-3995

   - rgeller@appliedplanning.com

### AYC Associates Inc.

5. 25 Campus C

   - Monterey Park, CA 91755

   - WND

   - WND

   - $1.0

   - Industrial Hygiene, Asbestos/Lead/Hazardous

   - Public & Private Sector

   - David Maunder

   - President

   - (909) 860-7777/365-3995

   - davidmauder@atcassoc.com

### Brickley Environmental, Inc.

6. 957 W. Reece St.

   - Redlands, CA 92373

   - $9.7

   - Hazardous Waste, Asbestos, Mold & Lead Abatement

   - School Districts, Colleges, Hospitals, Municipalities, Contractors, Private Parties

   - Tom Brickley

   - President

   - (909) 864-2100/365-3995

   - brukley@brickleyenvironmental.com

### Bryan A. Stirrat & Associates

7. 1360 Valley View Dr.

   - Diamond Bar, CA 91765

   - WND

   - WND

   - $4

   - Environmental Impact Assessments, Natural & Cultural Resources Management

   - Private Businesses, Industries, Government Agencies, Education, Mining

   - Bryan A. Stirrat

   - Vice President

   - (909) 350-7068/365-3995

   - bstirrat@chambersgroupinc.com

### C.H.L., Incorporated

8. 1355 E. Cooley Dr.

   - Colton, CA 92324

   - WND

   - $8.66

   - Environmental Phase I & II Assessments, Geotechnical Engineering, Construction Inspection & Testing

   - Public Agencies, Industrial Firms, Developers

   - Robert Johnson

   - President

   - (909) 824-7210/724-7209

   - rjohnson@chambersgroupinc.com

### Chambers Group, Inc.

9. 302 Brookside Ave., Ste. D

   - Redlands, CA 92373

   - WND

   - $1.4

   - Environmental Impact Assessments, Natural & Cultural Resources Management, Planning, Regulatory Compliance, GIS Services

   - Private Businesses, Industries, Government Agencies, Education, Mining

   - John Smithwick

   - Vice President

   - (909) 350-7068/365-3995

   - jsmithwick@chambersgroupinc.com

### Converse Consultants

10. 10919 Corporate Dr.

    - Redlands, CA 92374

    - $25

    - Environmental Geotechnical Engineering, Site Investigation, Remediation, Asbestos, Air Quality, Geological & Hydrogeological Studies, Soils & Materials Testing

    - Commercial/Industrial/Residential Financial Institutions

    - Hasumi Qauzi

    - Regional Manager

    - (909) 796-6544/796-7675

    - hasumi@converseconsultants.com

### Earth Systems Southwest

11. 79811 County Club Dr.

    - Indio, CA 92203

    - WND

    - $7.6

    - Environmental Studies/Renovation, Hazardous Waste Management, Ordnance Services, Waste/Water/Wastewater Transportation, Construction Management

    - Department of Defense, Utilities, Commercial Industries

    - Craig Hill

    - President

    - (760) 345-1188/345-7115

    - chil@earthsys.com

### AECOM

12. 1461 E. Cooley Dr., Ste. 100

    - Colton, CA 92324

    - WND

    - $1.3

    - Environmental Studies/Renovation, Hazardous Waste Management, Ordnance Services, Waste/Water/Wastewater Transportation, Construction Management

    - Department of Defense, Utilities, Commercial Industries

    - John Thompson

    - President

    - (760) 251-0024/2127

    - jthompson@aecom.com

### Gabriel Environmental Services, Inc.

13. PO Box 1361

    - Redlands, CA 92373

    - WND

    - $1.2

    - Environmental Consulting, Property Management, Companies, Banks, Developers

    - Hanan Gabriel

    - Principal

    - (951) 542-0290/365-3995

### Jorgensen Environmental

14. 1250 N. Main St., Ste. 212

    - Rancho Cucamonga, CA 91730

    - WND

    - $9

    - Environmental Consulting, Property Management, Companies, Banks, Developers

    - Darren Jorgensen

    - President

    - (909) 443-3040/494-7253

### Kleinfelder, Inc.

15. 1220 Research Dr., Ste. B

    - Redlands, CA 92374

    - WND

    - Geotechnical & Environmental Engineering Professional Services

    - Public Agencies, Developers, Schools

    - Joseph Aldern

    - President

    - (909) 793-2091/792-1704

    - jaldern@kleinfelder.com

### Leslie Irish


    - Redlands, CA 92371

    - $1.2

    - Paleontology, Geology, Paleontology

    - Utilities, Developers, Tribal

    - Leslie Nee Irish

    - Principal

    - (951) 681-4928/461-6531

    - lnirish@lnirish.com

A/A = Not Applicable, WND = Would not Disclose, NA = not available. The information on 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, PO Box 8790, Rancho Cucamonga, CA 91729-8790. Copyright 2011 by IEBJ.
**REAL ESTATE NOTES**

BlackRidge Real Estate Group Acquires Industrial Building in Redlands

BlackRidge Real Estate Group, LLC, a real estate investment and operating company based in Southern California, announced that it has recently acquired 1455 Research Drive, a 147,677-square-foot industrial building in the Redlands Business Center, located in the city of Redlands. BlackRidge acquired the property from Bixby Land Company for $7,380,000, or $50/sf. In this transaction, BlackRidge was represented by Frank Geraci and Walt Chenoweth at Voit Commercial. The seller was represented by Ruben Goodsell, Michael McCrary and Peter McWilliams from Jones Lang LaSalle.

The state-of-the-art warehouse was built in 2006 and is 50% leased. The remaining vacant space, measuring 73,814 square feet, is available for lease, and BlackRidge has hired Jones Lang LaSalle as the exclusive leasing agent.

1455 Research Drive is a one-story, freestanding, concrete tilt-up building with 30 dock-high doors, three ground-level ramps, 6,000 square feet of offices and an (ESFR) fire sprinkler system. Additionally, it has a 30’ minimum ceiling-height, 52’ x 50’ column spacing and a 140’ fully secure all-concrete private truck court.

The city of Redlands is in San Bernardino County, about 10 miles east of the city of San Bernardino. The Redlands Business Center is in a master planned business park within a Foreign Trade Zone. It is located immediately north of the 10 Freeway at the Mountain View Avenue exit.

This is the fourth industrial property BlackRidge has acquired in the Southwest U.S. within the past seven months and the third in the Inland Empire. In the second half of 2010, BlackRidge purchased a 302,020-square-foot distribution center in Ontario and a 402,539-square-foot distribution center in Fontana.

Commenting on the acquisition, Anthony Brent, a principal of BlackRidge, commented that “This was an opportunity for BlackRidge to advance our strategy of buying state-of-the-art distribution centers through which value can be added using our active leasing and management program.”

NAI Capital Palm Desert Office Closes Multiple Transactions

NAI Capital announces the following recent commercial real estate transactions represented by brokers with the firm’s Palm Desert office:

Noel Ramos and Anthony Bauer of NAI Capital represented the seller, Evlualia Duran and the buyer, The J.C. Dec 1985 Trust in the purchase of a 1,765-square-foot 3-room senior living property located at 45-080 Golf Center Parkway in Indio. They also represented the lessee, Washack, Inc. in the 3-year lease of a 5,000-square-foot industrial property located at 75130 Mediterranean in Palm Desert.

Robert Lewallen of NAI Capital represented the seller, Evlualia Duran and the buyer, The J.C. Dec 1985 Trust in the purchase of a 1,765-square-foot 3-room senior living property located at 45-080 Golf Center Parkway in Indio. They also represented the lessee, Washack, Inc. in the 3-year lease of a 5,000-square-foot industrial property located at 75130 Mediterranean in Palm Desert.

In another lease transaction, NAI Capital brokers Lynn F. Coker and Michael Mcade represented the lessor, Procom Investments, Inc., in the lease of a medical office located at Carreon Medical and Professional Plaza to Desert AIDS

2011 Woman of the Year

Assemblyman Mike Morrell Names Kathy Teigs as 2011 Woman of the Year for Assembly District 63

This year I was honored to name Kathy Teigs as the 2011 Woman of the Year for Assembly District 63. Kathy was honored in a ceremony held on the Assembly Floor.

“I am honored to name Kathy as Woman of the Year for my district,” said Morrell. “Kathy represents so many committed and accomplished women in our community. She serves as an example to the young people in our lives as someone who can be professionally successful while still giving back and reinvesting in our community.”

Kathy currently serves as president of the board of directors for Cucamonga Valley Water District. Teigs has been an active member of the community as a volunteer for the Girl Scouts of America, PTA, AYSO and the Rancho Cucamonga YMCA fundraising committee.

Kathy has received many awards for community involvement over the years; the American Water Works Association certificate program for Public Officials, two-time recipient of the Daughters of the American Revolution Award, and was a nominee for the 2008 CUWCC Llana Sherman Excellence Award for Local/Community Innovations.

Held annually, the Woman of the Year ceremony celebrates California’s extraordinary women. Started in 1987 to help commemorate Women’s History Month, the event has become an annual Capitol tradition to salute community service. Honorees are presented with a framed certificate from the State Assembly recognizing their outstanding contributions during a special ceremony in the Assembly chambers.

Assemblyman Mike Morrell’s new location is: 10604 Trademark Parkway, Suite 308, Rancho Cucamonga, CA 91730. His phone number has remained the same: (909) 466-9096.

Executive... continued from pg. 43


The Princeton Review chose the schools for this guide based on a survey of administrators at hundreds of colleges that the company polled in 2010 about their school’s sustainability initiatives.

Released just before the 41st anniversary of Earth Day, the guide can be downloaded at www.princetonreview.com/greenguide and www.centerforgreenschools.org/greenguide.
The Engagement Factor: Four Ways to Use Your Customers to Boost Innovation (and Profits!) at Your Company

If your company is suffering from yet another failed product or if you’re simply looking for a way to boost your company’s sales, Dan Adams has some advice for you: Ask your customers what they really want and watch your profits soar.

The best technology. The best employees. The biggest budget. The strongest R&D department. Check, check, check, and check! If you think these are all the elements you need in order to build a consistently successful company, you’re wrong. Dan Adams says there is one other factor you’ll need to check off that list—an innovation strategy that works.

“The best way to ensure your company will be a success is to deliver more than your share of customer value,” says Adams. “Specifically, you need to develop differentiated products that provide benefits your customers crave. Products they can’t get anywhere else at a comparable cost. But you shouldn’t be guessing what they want. You should base your product innovation on what they say they want.”

Adams notes that back in 2007, Booz Allen Hamilton released an important study on innovation called “The Customer Connection: The Global Innovation 1000.” The company studied 84 percent of the planet’s corporate R&D spending and identified several distinct innovation strategies.

Most importantly, says Adams, the study highlighted one essential element of successful innovation that too many companies forget. Your employees aren’t the only people you should be engaging to create truly unique and profitable products that provide benefits your customers crave. Products they can’t get anywhere else at a comparable cost. But you shouldn’t be guessing what they want. You should base your product innovation on what they say they want.

What’s your level?

Level 1: Our Conference Room: At the lowest level, you poll internal experts and other internal experts to determine customer needs. Better—because more voices are heard—but still too “internal.”

Level 2: Ask Our Experts: At the next level, you poll your sales force, tech service department, and other internal experts to determine customer needs. Better—because more voices are heard—but still too “internal.”

Level 3: Customer Survey: Here you use surveys and polls to ask customers what they want. This begins to shake out internal biases…but doesn’t deliver much in the way of deep insight.

Level 4: Qualitative VOC Interviews: You send out interview teams that meet with customers to learn what they want. This is a quantum leap from VOO (voice of ourselves) to VOC (voice of the customer).

Level 5: Quantitative VOC Interviews: The problem with just qualitative VOC is that people hear what they want to hear. Quantitative feedback drives out assumptions, bias, and wishful thinking.


“So the bottom line is if you want to boost your innovation, you should start by directly engaging your customers,” says Adams. “And do this in a way that allows you to understand their world, focus on their important, unsatisfied needs, and entice them to keep working with you.”

Remember who’s showing you the money. A successful company innovates for its customers, not itself. “That’s because nobody inside your company can pay for innovation,” notes Adams. “Only your customers can do that. So the more closely you engage those who pay...the more you learn what they’ll pay for.”

Make sure you’re asking the right questions. Too often, innovation is misunderstood as the process of coming up with the right answers. “The reality is that it is actually about asking the right questions,” explains Adams. “If the bright people in your company are focused on real customer needs, they’ll run circles around the bright people at competitors who are focused elsewhere.”

Learn to pre-sell. “I believe the Booz Allen Hamilton conclusions are especially potent for the B2B supplier servicing a concentrated market,” says Adams. “If you interview the 10 largest prospects in your target market correctly, you’ll engage them so they’ll be primed to buy when you launch that new product.”

What’s your level?

Level 1: Our Conference Room: At the lowest level, you poll internal experts to determine customer needs. Better—because more voices are heard—but still too “internal.”

Level 2: Ask Our Experts: At the next level, you poll your sales force, tech service department, and other internal experts to determine customer needs. Better—because more voices are heard—but still too “internal.”

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“So the bottom line is if you want to boost your innovation, you should start by directly engaging your customers,” says Adams. “And do this in a way that allows you to understand their world, focus on their important, unsatisfied needs, and entice them to keep working with you.”

“This innovation strategy is great because you are removing the guessing game aspect of new product development,” he concludes. “You won’t have to worry about whether or not your customers will like your new products because you’ll already know you are delivering exactly what they want.”

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DUFF & PHELPS/INLAND EMPIRE BUSINESS JOURNAL STOCK CHART

THE GAINERS
Top five, by percentage

<table>
<thead>
<tr>
<th>Company</th>
<th>Current Close</th>
<th>Reg. of Month Close</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot Topic Inc.</td>
<td>6.50</td>
<td>5.69</td>
<td>14.2%</td>
</tr>
<tr>
<td>Physicians Formula Holding Inc. (HF)</td>
<td>5.15</td>
<td>4.67</td>
<td>10.3%</td>
</tr>
<tr>
<td>Hansen Natural Corporation (HF)</td>
<td>65.29</td>
<td>62.23</td>
<td>4.06</td>
</tr>
<tr>
<td>Watson Pharmaceuticals Inc. (HF)</td>
<td>58.15</td>
<td>56.01</td>
<td>2.14</td>
</tr>
<tr>
<td>CVB Financial Corp.</td>
<td>9.30</td>
<td>9.31</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

THE LOSERS
Top five, by percentage

<table>
<thead>
<tr>
<th>Company</th>
<th>Current Close</th>
<th>Reg. of Month Close</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor Channel Holdings, Inc.</td>
<td>6.73</td>
<td>7.46</td>
<td>-9.3%</td>
</tr>
<tr>
<td>American States Water Company</td>
<td>34.39</td>
<td>35.86</td>
<td>-4.1%</td>
</tr>
<tr>
<td>Provident Financial Holdings Inc.</td>
<td>8.14</td>
<td>8.29</td>
<td>-1.5%</td>
</tr>
<tr>
<td>Kaiser Federal Financial Group, Inc.</td>
<td>12.08</td>
<td>12.30</td>
<td>-0.2%</td>
</tr>
<tr>
<td>CVB Financial Corp.</td>
<td>9.30</td>
<td>9.31</td>
<td>0.00%</td>
</tr>
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</table>

Ticker 4/21/11

<table>
<thead>
<tr>
<th>Company</th>
<th>4/21/11 Close Price</th>
<th>3/31/11 Close Price</th>
<th>%Chg. Month</th>
<th>52 Week High</th>
<th>52 Week Low</th>
<th>Current P/E Ratio</th>
<th>Exchange</th>
</tr>
</thead>
<tbody>
<tr>
<td>American States Water Company</td>
<td>34.39</td>
<td>35.86</td>
<td>-1.47</td>
<td>39.44</td>
<td>31.24</td>
<td>20.8</td>
<td>NYSE</td>
</tr>
<tr>
<td>Basin Water Inc.</td>
<td>0.002</td>
<td>0.002</td>
<td>11.01</td>
<td>0.01</td>
<td>0.00</td>
<td>NM</td>
<td>OTCPK</td>
</tr>
<tr>
<td>Channell Commercial Corp.</td>
<td>0.15</td>
<td>0.09</td>
<td>66.7</td>
<td>2.50</td>
<td>0.05</td>
<td>NM</td>
<td>OTCPK</td>
</tr>
<tr>
<td>CVB Financial Corp.</td>
<td>9.30</td>
<td>9.31</td>
<td>-0.1</td>
<td>11.85</td>
<td>6.61</td>
<td>15.8</td>
<td>NASDAQGS</td>
</tr>
<tr>
<td>Emrise Corp.</td>
<td>0.76</td>
<td>0.75</td>
<td>1.3</td>
<td>1.20</td>
<td>0.20</td>
<td>NM</td>
<td>OTCBB</td>
</tr>
<tr>
<td>Hansen Natural Corporation (HF)</td>
<td>65.29</td>
<td>60.23</td>
<td>8.4</td>
<td>64.68</td>
<td>24.01</td>
<td>28.6</td>
<td>NASDAQGS</td>
</tr>
<tr>
<td>Hot Topic Inc.</td>
<td>6.50</td>
<td>5.69</td>
<td>14.2</td>
<td>6.73</td>
<td>4.58</td>
<td>NM</td>
<td>NASDAQGS</td>
</tr>
<tr>
<td>Kaiser Federal Financial Group, Inc.</td>
<td>12.08</td>
<td>12.30</td>
<td>-0.22</td>
<td>14.70</td>
<td>7.26</td>
<td>22.0</td>
<td>NASDAQGM</td>
</tr>
<tr>
<td>Outdoor Channel Holdings, Inc.</td>
<td>6.73</td>
<td>6.47</td>
<td>8.50</td>
<td>4.31</td>
<td>134.6</td>
<td>NASDAQGM</td>
<td></td>
</tr>
<tr>
<td>Physicians Formula Holdings Inc. (HF)</td>
<td>5.15</td>
<td>4.67</td>
<td>10.3</td>
<td>5.23</td>
<td>2.70</td>
<td>128.8</td>
<td>NASDAQGS</td>
</tr>
<tr>
<td>Provident Financial Holdings Inc.</td>
<td>8.14</td>
<td>8.29</td>
<td>-1.8</td>
<td>8.70</td>
<td>4.57</td>
<td>7.4</td>
<td>NASDAQGS</td>
</tr>
<tr>
<td>Watson Pharmaceuticals Inc. (HF)</td>
<td>58.15</td>
<td>56.01</td>
<td>3.8</td>
<td>59.08</td>
<td>39.34</td>
<td>39.3</td>
<td>NYSE</td>
</tr>
</tbody>
</table>

Notes: (HF) - Stock hit fifty two week high during the month, (L) - Stock hit fifty two week low during the month, NM - Not Meaningful

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.

May 2011

PALM SPRINGS WOMEN IN FILM & TELEVISION
PSWIFT GUEST SPEAKER LUNCHEON
WELCOMES, JOYCE BULIFANT

SATURDAY, May 14, 2011
PALM SPRINGS RENAISSANCE HOTEL
888 Tahquitz Canyon, Palm Springs, CA
11:30am - 1:00pm | Check-in: 10:45am
Members: $25 | Non Members: $40

Joyce Bulifant of The Mary Tyler Moore Show; Airplane, the movie, and many TV game shows (including Matchgame) will celebrate with you her fascinating 50 years in the theatre, television and film.

Joyce will share stories of her former mother-in-law, Helen Hayes, her ‘fairy Godmother,’ Lilian Gish, Henry Fonda, Walt Disney, Fred Astaire, and some very embarrassing moments with famous actors to royalty. Also, her love stories with four Hollywood husbands, as well as her just missing being Mrs. Brady on The Brady Bunch. It’s a very wicked time, from Broadway to Hollywood.

We look forward to a delightful afternoon, at this, our last PSWIFT luncheon of the season.

RSVP REQUIRED
Please call 760-238-0306 or visit www.pswift.org
ALL EVENTS MUST BE PAID BY CHECK OR CREDIT CARD!!!
YOU HAVE A 72 HOUR CANCELLATION PERIOD TO QUALIFY FOR A REFUND.
Checks can be mailed to:
Palm Springs Women in Film & Television
49-455 Coachella Dr., La Quinta, CA 92253

Five Most Active Stocks

<table>
<thead>
<tr>
<th>Company</th>
<th>Current Close</th>
<th>Reg. of Month Close</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watson Pharmaceuticals Inc.</td>
<td>13,967,270</td>
<td>13,967,270</td>
<td>0.00</td>
</tr>
<tr>
<td>Hot Topic Inc.</td>
<td>11,544,560</td>
<td>11,544,560</td>
<td>0.00</td>
</tr>
<tr>
<td>CVB Financial Corp.</td>
<td>10,305,730</td>
<td>10,305,730</td>
<td>0.00</td>
</tr>
<tr>
<td>Hansen Natural Corporation</td>
<td>8,619,020</td>
<td>8,619,020</td>
<td>0.00</td>
</tr>
<tr>
<td>American States Water Company</td>
<td>1,158,860</td>
<td>1,158,860</td>
<td>0.00</td>
</tr>
</tbody>
</table>

D&P/IEBJ Total Volume Month

<table>
<thead>
<tr>
<th>Company</th>
<th>Current Close</th>
<th>Reg. of Month Close</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
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<td>0.00</td>
</tr>
<tr>
<td>CVB Financial Corp.</td>
<td>10,305,730</td>
<td>10,305,730</td>
<td>0.00</td>
</tr>
<tr>
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<td>8,619,020</td>
<td>0.00</td>
</tr>
<tr>
<td>American States Water Company</td>
<td>1,158,860</td>
<td>1,158,860</td>
<td>0.00</td>
</tr>
</tbody>
</table>

Monthly Summary

<table>
<thead>
<tr>
<th>Company</th>
<th>Current Close</th>
<th>Reg. of Month Close</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watson Pharmaceuticals Inc.</td>
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</tr>
<tr>
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<td>0.00</td>
</tr>
<tr>
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<td>10,305,730</td>
<td>10,305,730</td>
<td>0.00</td>
</tr>
<tr>
<td>Hansen Natural Corporation</td>
<td>8,619,020</td>
<td>8,619,020</td>
<td>0.00</td>
</tr>
<tr>
<td>American States Water Company</td>
<td>1,158,860</td>
<td>1,158,860</td>
<td>0.00</td>
</tr>
</tbody>
</table>
### Environmental Companies Serving the Inland Empire

**Listed Alphabetically continued from page 6.**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Billings (Millions)</th>
<th>Regional Breakdown</th>
<th>Vs. Founded Headquarters</th>
<th>No. Employees</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>Leighton Consulting</td>
<td>17</td>
<td>$3</td>
<td>15,000,000</td>
<td>Irvine, CA 92614</td>
<td>996</td>
<td>Environmental Engineering &amp; Construction Services, Remediation Technologies</td>
<td>Private Developers, Public, Oil Mfg. Industries</td>
<td>Tom Benson</td>
<td>949-250-1421/250-3114</td>
<td><a href="mailto:benson@leightongroup.com">benson@leightongroup.com</a></td>
</tr>
<tr>
<td>Lihlburn Corporation</td>
<td>21</td>
<td>$1.5</td>
<td>0%</td>
<td>San Bernardino, CA 92408</td>
<td>1989</td>
<td>Mine Reclamation Planning, Land Use Permitting, Landfill Assessments &amp; Permits, EIRs</td>
<td>Public Agency, Private Landowner, Utilities</td>
<td>Steve Lihlburn</td>
<td>(909) 882-1880</td>
<td><a href="mailto:steve@lihlburncorp.com">steve@lihlburncorp.com</a></td>
</tr>
<tr>
<td>Maryke Remolleda, Inc.</td>
<td>16</td>
<td>$55</td>
<td>30%</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>1980</td>
<td>Solid Waste, Landfill Emissions</td>
<td>Commercial/Industrial Properties, Aerospace, Utilities</td>
<td>Michael Brandman</td>
<td>909-757-2381</td>
<td><a href="mailto:mbrandman@Maryke.com">mbrandman@Maryke.com</a></td>
</tr>
<tr>
<td>Melton, Inc.</td>
<td>20</td>
<td>WND</td>
<td>50%</td>
<td>Santa Ana, CA 92705</td>
<td>1982</td>
<td>Toxicology, Risk Assessment, Industrial hygiene &amp; Safety, Env. Eng., Env. Health Serv., Treatment, Asbestos, Geotechnical</td>
<td>City of San Bernardino, IVDA, River Island Waste Management, ARCO, Paez Load-Based Plant Mgmt.</td>
<td>David Eaton</td>
<td>(714) 379-6000/379-6010</td>
<td><a href="mailto:eco@melton.com">eco@melton.com</a></td>
</tr>
<tr>
<td>Michael Brandman Associates</td>
<td>21</td>
<td>$13.5</td>
<td>5%</td>
<td>Long Beach, CA 90815</td>
<td>1982</td>
<td>Natural Resources Mgmt., Wetland &amp; Water Issues, CEQA/NEPA, Cultural &amp; Palaeontological, Air Quality &amp; Noise Studies</td>
<td>Air Quaility &amp; Noise Studies</td>
<td>Michael Brandman</td>
<td>President/CEO</td>
<td>(909)441-2254/2254-2113</td>
</tr>
<tr>
<td>Onyx Environmental Services</td>
<td>22</td>
<td>$68.2</td>
<td>65%</td>
<td>Huntington Beach, CA 92649</td>
<td>1973</td>
<td>Collection, Transportation, Treatment &amp; Disposal</td>
<td>Collection, Transportation, Treatment &amp; Disposal</td>
<td>Chris Meggido</td>
<td>(714) 379-6000/379-6010</td>
<td><a href="mailto:c.meggido@onyxenv.com">c.meggido@onyxenv.com</a></td>
</tr>
<tr>
<td>PHS &amp; J</td>
<td>23</td>
<td>$1</td>
<td>20%</td>
<td>San Bernardino, CA 92408</td>
<td>1982</td>
<td>Waste Water</td>
<td>Waste Water</td>
<td>Gary Silverman</td>
<td>(760) 633-3981/555-0786</td>
<td><a href="mailto:gsilverman@phsconserve.com">gsilverman@phsconserve.com</a></td>
</tr>
<tr>
<td>PCR Services Corp.</td>
<td>24</td>
<td>WND</td>
<td>WND</td>
<td>Santa Monica, CA 90401</td>
<td>1974</td>
<td>CEQA/NEPA Documentation, Consultants, Air Quality, Environmental Assessment, Biological, Cultural Resources Mgmt., Res., Commercial, Real Estate, Health Care, Manufacturers</td>
<td>Educational Entertainment, Museums, Landfills, Superfund Sites, Roads, Waterworks</td>
<td>Gregory J. Broughton</td>
<td>(310) 451-4445/451-5279</td>
<td><a href="mailto:g.broughton@pcrs.com">g.broughton@pcrs.com</a></td>
</tr>
<tr>
<td>PDS &amp; J</td>
<td>25</td>
<td>$12.6</td>
<td>50%</td>
<td>San Diego, CA 92101</td>
<td>1968</td>
<td>Environmental Documentation, Planning, Resources Management</td>
<td>Local Governments, Law Firms, Private Industry</td>
<td>Terri Vitar</td>
<td>Regional Manager</td>
<td>(310) 268-8132/268-8175</td>
</tr>
<tr>
<td>RES Environmental Inc.</td>
<td>28</td>
<td>WND</td>
<td>70%</td>
<td>Los Angeles, CA 90052</td>
<td>1986</td>
<td>Regulatory Compliance Monitoring, Air Toxics Testing, Phase 111 Particular Testing, Air Quality Instrument Repair, Weather Forecasting</td>
<td>Landfills, Testing, Oil Refineries, Industry, Government &amp; Regulatory Agencies</td>
<td>Betty Roberts</td>
<td>(909) 422-0100/422-0107</td>
<td><a href="mailto:bettyroberts@resenv.com">bettyroberts@resenv.com</a></td>
</tr>
<tr>
<td>RCS Engineers</td>
<td>29</td>
<td>$146</td>
<td>0%</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>1980</td>
<td>Environmental Assessments &amp; Remediation, Solid Waste Management, Stormwater Management</td>
<td>Developers, Government Agencies, Redevelopment Agencies, Banks, Attorneys, Land Owners, Gas Stations, Car Dealerships</td>
<td>Robert Johnson</td>
<td>(909) 267-3278/316-3281</td>
<td><a href="mailto:rjohnson@rcsenviron.com">rjohnson@rcsenviron.com</a></td>
</tr>
<tr>
<td>Tetra Tech, Inc.</td>
<td>30</td>
<td>WND</td>
<td>WND</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>1980</td>
<td>Environmental Science &amp; Engineering, Hazardous Waste Mgmt., Remediation, Environmental Management</td>
<td>DOE, U.S. Airforce, CAL EPA, County of San Bernardino</td>
<td>Thomas J. Villeneuve</td>
<td>Vice President</td>
<td>(909) 861-1684/1681</td>
</tr>
<tr>
<td>TRC Environmental</td>
<td>31</td>
<td>$36</td>
<td>20%</td>
<td>Corona, CA 92879</td>
<td>1969</td>
<td>Environmental Assessment/Remediation, Biological &amp; Cultural Resources, CEQA/NEPA, Privatized Species</td>
<td>City, County &amp; State Agencies, Private Sector, Land Owners, and Developers</td>
<td>Leonard Squares, P.E.</td>
<td>Business Director</td>
<td>(949) 227-9300/227-1199</td>
</tr>
<tr>
<td>Ultracore Environmental</td>
<td>32</td>
<td>$3.2</td>
<td>95%</td>
<td>Irvine, CA 92618</td>
<td>1994</td>
<td>CEQA/NEPA, Technical Assessments (Biological, Air Quality)</td>
<td>Public Agencies, Private Co.</td>
<td>Betty A. Lindsey</td>
<td>President/CEO</td>
<td>(949) 788-7600/760-4222</td>
</tr>
<tr>
<td>URS Corporation</td>
<td>33</td>
<td>WND</td>
<td>WND</td>
<td>San Francisco, CA 94103</td>
<td>2005</td>
<td>Comp. Environmental Svcs., Multi-Disciplinary Eng Construction Mgmt., Waste &amp; Water Eng., Solid Waste Mgmt, Litigation Support, Transportation</td>
<td>Federal Government, City/County &amp; State Agencies, Private Sector</td>
<td>Brian E. Wynne</td>
<td>VP/Managing Director</td>
<td>(909) 890-1818/890-1809</td>
</tr>
<tr>
<td>Waste Management - Inland Empire</td>
<td>34</td>
<td>$65</td>
<td>0%</td>
<td>Corona, CA 92879</td>
<td>1980</td>
<td>Solid Waste Collection</td>
<td>Municipal</td>
<td>Alex Brashear</td>
<td>Officer Manager</td>
<td>(951) 280-5420/280-5454</td>
</tr>
</tbody>
</table>
The County of San Bernardino Workforce Investment Board and Workforce Development Department is ready to assist your business at no cost with the following services:

- Recruitment assistance
- Funds to train new employees
- Labor market information
- Pre-screened qualified applicants
- Access to a large applicant pool
- Facilities available for recruitments
- Layoff prevention assistance
- Outplacement of laid-off workers
- Hiring tax credits

**FREE BUSINESS WORKSHOPS**

9650 9th St., Rancho Cucamonga
To Register Call 951-781-2345 or visit www.iesmallbusiness.com

---

Attention Business Owners
San Bernardino County Workforce Investment Board Funds Innovative Program

Improve Business...Create More Jobs!

5 Months of World Class Business Coaching at NO COST to you. Funded by the County WIB to help YOU improve your business and create more jobs in our county!

This is a VERY intense program suited for the business owner driven by success!

**Program includes:**
- Business Health Assessment
- Goal Alignment Consultation
- Operational Plan Development
- Weekly Coaching to ensure plan implementation
- DISC Communication Assessments to improve teamwork
- Opportunity to grow profits save jobs

Program Funds are EXTREMELY Limited!
Call 951.543.9901 to see if you qualify!

---

Pomona Valley Hospital Medical Center Among Top 5% in Nation for Emergency Medicine

**HealthGrades Study: Patients Treated at Top Hospitals for Emergency Medicine Have 40% Lower Death Rate**

A study released today by HealthGrades, the nation’s leading, independent source of physician information and hospital quality ratings, named Pomona Valley Hospital Medical Center (PVHMC) among the top five percent in the nation for emergency medicine and a recipient of the 2011 HealthGrades Emergency Medicine Excellence Award.

The findings are based on an analysis of more than seven million Medicare patient records from 2007 to 2009. HealthGrades Emergency Medicine in American Hospitals study focused on 12 of the most common and life-threatening medical emergencies among that patient population, including heart attack, pneumonia, chronic obstructive pulmonary disease (COPD), stroke, heart failure, sepsis, respiratory failure, pulmonary embolism, gastrointestinal bleeds, diabetic acidosis and coma, pancreatitis and bowel obstructions.

“Pomona Valley Hospital Medical Center, along with its Emergency Department physicians, nurses and other care-givers, has worked to provide healthcare excellence for our patients for decades. With 50 beds and various levels of care—from treatment for the most critically ill patients to our Rapid Medical Evaluation (RME) area for less severe presentations—we provide a comprehensive program to treat emergency patients for either admission into one of the hospital’s inpatient units or for treatment and discharge,” said PVHMC President/CEO Richard E. Yochum.

“We have continually invested in our emergency services in order to best meet the needs of our patients. Although we have earned many HealthGrades awards and distinctions over the years, this esteemed honor has been earned not just by our associates in the emergency department but also by those care-givers from throughout the hospital that work hand-in-hand with our emergency team to provide the continuum of care that is best for our patients.”

“In the case of a medical emergency, patients need to get to the closest emergency room as fast as possible. No exceptions,” said Dr. Rick May, study co-author and HealthGrades vice president of clinical quality services. “That said we encourage patients to prepare in advance by identifying top-performing hospitals close to home. Our research shows that it’s not just the care you receive the moment you arrive that makes the difference between life and death, but the hospital’s ability to continue to provide you with the right care at the right time if you need to be admitted.”

“Pomona Valley Hospital’s emergency department has several unique programs that distinguish its level of patient care,” states Dr. James Kim, medical director of PVHMC’s Emergency Services Department. “Recently PVHMC’s emergency department has implemented three critical care services for the benefit of the community: the STEMI (ST-elevated Myocardial Infarction) Receiving Center (SRC) for patients with this specific type of heart attack that needs immediate, specialized care; Therapeutic Temperature Management for witnessed cardiac arrest patients who then undergo the internal lowering of their core body temperature to relieve pressure on the brain and to body to allow them to heal over a period of days; and the newest designation as a certified Primary Stroke Center for patients who must be treated in 4.5 hours post onset of stroke symptoms in order to minimize the complications of stroke.”

The Paramedic Base Station continued on page 33
Do We Run Universities as Businesses?

By Jonathan Siu

As of April 2011, the president of Cal State University of San Bernardino, Dr. Albert Karnig, states that the school is facing challenges as is most higher education institutions are at this time. Governor Brown’s 2011-2012 budget already plans to reduce funding to the CSU system by $500 million, which represents a further 18 percent reduction in state funding from last year’s budget. This proposed budget would drop state support by $680 million—or 23 percent—below the precession level of 2007-2008. This amount will drastically affect the 23 campuses in the statewide Cal State system which already has 70,000 more students than before. This means that for CSUSB the budget will be around $18 million less.

The short-term outcome will be higher tuition fees and, to assure quality and predictable coursework, tens of thousands of qualified students will be denied admission to CSU campuses. These students will be re-directed to the community colleges; but because the community colleges are also underfunded, they won’t be able to meet the student’s needs.

Dr. Albert Karnig is Cal State San Bernardino’s third president since assuming the position in 1997. In the past, he has had extensive university experience as a public affairs and political science professor. He acted as provost at the University of Wyoming, and as associate vice president for academic affairs at Arizona State University. President Karnig received his bachelor’s degree in history and political science from Augustana College, where he became a member of Phi Beta Kappa. He was a Woodrow Wilson Fellow, an N.D.E.A. Fellow and a Kendric C. Babcock Fellow at the University of Illinois, where he was awarded a master’s and a Ph.D. degree in political science.

He was born and raised in New York and lives with his wife, Marilyn, in San Bernardino.

Dr. Karnig said, “We’ve tried to handle it by reducing the number of students who are at the university, and to make sure that they can get into classes and can graduate in a timely fashion.” CSUSB has currently decided not to increase tuition during the 2011-2012 school year unless state support for the university is cut beyond the $500 million currently proposed. CSUSB will also be reducing administrative costs while placing a priority on direct instruction and faculty class offerings.

CSUSB has been working collaboratively with legislature and the Governor’s Office to reduce the impact on enrollment and tuition while considering ways to lower the cost of instruction and administration.

They are trying not to pass on the financial burden to the students, but if the budget cuts continue, they may have to change their plan to raise tuition. Without a sufficient budget, there just aren’t enough courses for most students to take when institutions allow every student to enroll, making it necessary to exclude some. The first enrollment priority would go to students who have completed the community college program. Even then, students face the difficulty of not being able to graduate within the two to three years they had planned to attend because they couldn’t sign up for the courses they need.

Dr. Karnig recommends taking classes in the summer, when CSUSB has open admissions, and where students can take that time to catch up. If they can’t get into the courses they need at one institution, they can attend another one. This caters to students that come home from another college or students that would rather take an upper division class or need a lower division class that they can’t get into elsewhere. For example, they can attend the Palm Desert branch campus in the San Bernardino County.

Based on state budget language, by June 1. CSUSB will recommend budget options for public review and comment prior to the actual adoption of the budget implementation plan to be approved by the Board of Trustees in July.

Dr. Sharp budget cutbacks in recent years have already caused CSUSB to become more reliant on tuition fees in order to provide as many students as possible with a quality education. Compared to other states, California provides among the lowest levels of support for its public university students, despite having among the lowest student tuition fee levels in the nation.

CSUSB graduates roughly 4,000 students every year, and preparing them to work in industries relevant to the state’s economy is very important. CSUSB’s ultimate goal is to continue to serve as many students as possible with a quality education, so that students can complete their degrees in a timely fashion and enter the workforce well prepared for their futures. To adjust to the budget cuts, the university will have to adapt their services to become faster, friendlier, more responsive to student’s needs, and become more entrepreneurial. CSUSB will also reduce various operating expenses, which will necessarily include personnel, as well as travel, equipment, supplies and services. Everyone is hoping there will not be any additional reductions, in which case greater changes may be required.
No sooner do you get your new iPhone or iPad, or whatever, than you find out that a newer version is coming out. Not only that but the old programs you were using won’t run on the new edition. There are new plugs in back so your external devices won’t plug in. Contrary to that song, everything new is old again.

Well, hold on, because the entire computer industry is about to reinvent itself. The quantum computer is on its way. It is a complete revolution in computing from the atom up. Forget about bits and bytes. They are outdated. The basic concept of computer language, those on-and-off arrangements that spell out computer codes, are about to get replaced. Quantum computing adds not only the on-and-off but also everything and nothing.

Superpositioning and entanglement and other quantum mechanical phenomena—the basis is the qubit. It replaces the bit that gives you the on-and-off reading. A pair of qubits can be in any quantum superposition of 4 states, and 3 qubits in any superposition of 8. A quantum computer operates by manipulation those qubits with a fixed sequence of quantum logic gates. The sequence of gates to be applied is called a quantum algorithm.

Not long ago I wrote of the 54-gigabyte computer at U.C. Riverside that could redirect traffic and predict the course of hurricanes. It consisted of several smaller hard drives linked together to create the 54-gig power. I joked at the end of the article that very soon we would all have 54 gigs sitting on our desk. Quantum computers would make such units kiddy toys. Remember the calculations on the chalkboard in the movie “Good Will Hunting?” Such problems, or the classic “Theory of Everything” calculation would be solved in a blink. Various classic algorithms can be run exponential-ly faster than any classic problems.

Speed is another factor that makes the quantum computer so miraculous. Consider, if you can, the measure of time for an electron to pass in front of an atom’s nucleus. Calculations that can run it that short a time span border on the miraculous.

To be honest, calling it miraculous is cheating. The math and geometry involved in a simple explanation of the quantum computing process requires college level studies. Most of the information I have accumulated in the subject covers specific algorithms such as Shor’s, Simon’s and Grover’s, as well as Euclidian basics and amplitude amplification Fourier transform and quantum error correction.

What’s more, there are enough theories on quantum computing that, like DVD and Blu-ray, there are choices that have yet to be made as to just what basic system will ultimately be used. They are, and I’m quoting here:

- The quantum gate array
- The one-way quantum computer
- The adiabatic quantum computer
- The topological quantum computer.

The good news is that all four models of computation have been shown to be equivalent to each other in the sense that each can simulate the other with no more than polynomial overhead.

So. When will this thing hit the stores? Good question. Ten years ago people said that the quantum computer was 50 years away. Today we are down to two or three years. The University of Michigan came up with the first working semiconductor chip back on 2005. In 2009, Yale developed the first solid-state quantum processor. In 2010, the University of Bristol ran that Shor’s algorithm that I mentioned through a silicon-based, quantum-computing chip. There is even talk of quantum teleportation in Japan. No, I don’t know if this means Star Trek teleportation or something else. I am having trouble enough with the stuff I am telling you here.

Ultimately there is no problem that your computer can’t solve, given enough time and memory that the quantum computer could not also solve, just faster. It can’t give you a “yes” to a question that is otherwise “no.” Still, it may be able to crack the security codes to The Pentagon or The World Bank. Such is the stuff of movies. For now!

Perhaps, someday, we will have a computer like HAL from 2001. He may recognize us by name. He may make decisions that go against our will.

Will it achieve self-awareness and consciousness? Will it decide, like the Skynet computer from the “Terminator” films, that man is superfluous? God willing, no.
Engagement isn’t a thing you place something you do to your audience, it’s something you are. Guru Roger Courville of 1080 Group illuminates, “Engagement isn’t strategies, etc. out there, all of the people I spoke to agree that that her webinars highly animated. However, with all the tools, tricks, makes an awesome, tightly-edited slide show, by the way, making music, interacting, before the webinar had even begun. Shelley also sen! And then, audience members regularly began discussing the early to her events simply to hear what kind of music she had cho- Seeing that people reacted well, Shelley took to doing it regularly, decided to play fun music at the beginning of one of her webinars. something she says she learned almost by accident. One time she get attendees relaxed. Shelley’s favorite strategy for achieving this is with different music mixes. Soon enough, attendees began to log in with a certain college professor that I know (i.e. my husband)). I particularly like, is his idea of having a list of attendees and call- ing out their names during an event (in fact, I recommended this to a college professor that I know (i.e. my husband)). Shelley Ryan of Killer Webinars likes to make her events fun and get attendees relaxed. Shelley’s favorite strategy for achieving this is something she says she learned almost by accident. One time she decided to play fun music at the beginning of one of her webinars. Seeing that people reacted well, Shelley took to doing it regularly, with different music mixes. Soon enough, attendees began to log in early to her events simply to hear what kind of music she had cho- n and then, audience members regularly began discussing the music, interacting, before the webinar had even begun. Shelley also makes an awesome, tightly-edited slide show, by the way, making her webinars highly animated. However, with all the tools, tricks, strategies, etc. out there, all of the people I spoke to agree that that the most important aspect of a webinar is the presenter. Presentation guru Roger Courville of 1080 Group illuminates, “Engagement isn’t something you do to your audience, it’s something you are. Engagement isn’t a thing you place

How to Keep a Webinar Audience Engaged
By Lindiwe Coyne

Guy sleeping at computer terminal a problem? There are a million things distracting webinar attendees, so what can you do to keep your audience engaged? We, at WebinarListings, are lucky to be connected to some of the best webinar producers in the field, and we asked these webinar experts what they believe is integral to audience engagement.

First up is Mike Agron of WebAttract, who says that it is important to know as much as you can about your audience, in order to make sure that what you are presenting is relevant and truly informational. Anything that can give a presenter information about their attendees, and what those attendees know, is good for engagement. Polls, Q&A, and Chat are all great tools for this purpose. Further, they also help audience members to know each other.

According to Matt Bovell of Yell Group, giving a great presentation is of utmost importance to keeping an audience engaged. “Create slides that people can’t take their eyes off of: imaginative images and great slide layout.” Matt also believes that having a professional moderator is an excellent way to keep a presentation on track and help inertia from setting in. Another strategy of Matt’s that I particularly like, is his idea of having a list of attendees and calling out their names during an event (in fact, I recommended this to a college professor that I know (i.e. my husband)). Shelley Ryan of Killer Webinars likes to make her events fun and get attendees relaxed. Shelley’s favorite strategy for achieving this is something she says she learned almost by accident. One time she decided to play fun music at the beginning of one of her webinars. Seeing that people reacted well, Shelley took to doing it regularly, with different music mixes. Soon enough, attendees began to log in early to her events simply to hear what kind of music she had chosen! And then, audience members regularly began discussing the music, interacting, before the webinar had even begun. Shelley also makes an awesome, tightly-edited slide show, by the way, making her webinars highly animated. However, with all the tools, tricks, strategies, etc. out there, all of the people I spoke to agree that that the most important aspect of a webinar is the presenter. Presentation guru Roger Courville of 1080 Group illuminates, “Engagement isn’t something you do to your audience, it’s something you are. Engagement isn’t a thing you place
### Law Firms

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BIG BEAR LAKE AT THE BRINK OF SPILLING OVER
First Time in 15 years Big Bear Municipal Water District Releases Water

This winter season marks the first time since 1996 that The Big Bear Municipal Water District (BBMWD) has released water from Big Bear Lake. Dec. 22 was the first time this season BBMWD opened the flood gates at the Big Bear Dam to let water out. Ever since then there have been three major water releases and some minor releases throughout the month of March.

The past month a weather pattern brought more precipitation to Big Bear Lake, which caused BBMWD to release even more water from the lake. Currently there are some sections on the lake where water is lapping over the shoreline. At the time of this press release Big Bear Lake’s water depth is at 72 feet 3 inches, which is just a mere 0.07 inches from maximum capacity. Also, snow pack from the mountain tops will continue to flow into the lake through the end of May, which will ensure the lake remains full to the brim.

“This season the lake has really kept me on my toes. I have to assess the water level daily to determine if we need to release more,” said BBMWD Lake Manager Mike Stephenson. “Our goal is to be full at the end of all this, and not flood the valley. It’s absolutely awesome having a full lake like this.”

A full lake means a healthier lake, too. The recent inflow of water into the lake has improved the water quality and clarity. The current clarity level is approximately eight to nine feet, and will continue to improve for the next couple of months when the water flow subsides. It is natural for fish and other inhabitants to thrive when the lake level is up, which creates an all around healthier lake.

“When the quality of water is up, the fish grow faster and just do better; it’s going to be a great year for fishing at Big Bear Lake,” added Stephenson.

The boating and fishing season is already underway. BBMWD opened The Carol Morrison Public Launch Ramp (east launch ramp) on April 1 and will remain open through Nov. 30. The Duane Boyer Public Launch Ramp (west launch ramp) will open Saturday, May 12, and will stay open through Oct. 3.

All six Big Bear Lake marinas are now open for business. The marinas offer pontoon and fishing boat rentals, which are great to cruise the lake or target hot spots for rainbow trout, largemouth bass and catfish. Licenses and tackle can also be purchased at the marinas. Licensed fishing guides offer a more in-depth fishing experience for trollers and downriggers. When the lake begins to warm up, the marinas will rent kayaks, canoes, standup paddleboards, jet skis and other types of watercraft to explore the seven-mile long lake.

THREE OPEN ROUTES TO BIG BEAR LAKE

There are three open routes to Big Bear Lake, making it an easy drive to enjoy the brim-full lake. The open routes are Hwy. 38 (through Redlands), Hwy. 18 (through San Bernardino/Crestline), and Hwy. 18 (through Lucerne Valley).

To see the most current lake level reading or to learn more about Big Bear Lake visit www.bbmwd.org.

Big Bear Lake Quick Facts:
Big Bear Lake is a fresh water lake that stretches seven miles long and is approximately one mile across at its widest point. Its maximum water depth is 72 feet 4 inches. The average depth is 35 feet. There are 22 miles of shoreline. Big Bear Lake is located in the San Bernardino Mountains at 6,743 feet altitude.
Do your employees trust you? The brutal truth is probably not. It may not be fair, and you may not want to hear it, but chances are that previous leaders have poisoned the ground on which you’re trying to grow a successful business. Make no mistake: Unless you and all the leaders in your organization can gain the trust of your employees, performance will suffer. And considering how tough it is to survive in today’s business environment, that’s very bad news for your company.

Why is trust so pivotal? According to John Hamm, it’s a matter of human nature: When employees don’t trust their leaders, they don’t feel safe. And when they don’t feel safe, they don’t take risks—and where there is no risk taken, there is less innovation, less “going the extra mile,” and therefore, very little unexpected upside.

“Feeling safe is a primal human need,” says Hamm, author of “Unusually Excellent: The Necessary Nine Skills Required for the Practice of Great Leadership.” “When that need isn’t met, our natural response is to focus energy toward a showdown with the perceived threat.

“Our attention on whatever scares us increases until we either fight or run in the other direction, or until the threat diminishes on its own,” he adds. “Without trust, people respond with distraction, fear, and, at the extreme, paralysis. And that response is hidden inside ‘busi- ness’ behaviors—sandbagging quotas, hedging on stretch goals, and avoiding accountability or commitment.”

Hamm calls trustworthiness “the most noble and powerful of all the attributes of leadership.” He says leaders become trust-worthy by building a track record of honesty, fairness, and integrity. For Hamm, cultivating this trust isn’t just a moral issue; it’s a practical one.

“Trust is the currency you will need when the time comes for you to make unreasonable performance demands on your teams,” he explains. “And when you’re in that tight spot, it’s quite possible that the level of willingness your employees have to meet those demands could make or break your company.”

Hamm has spent his career studying the practitioners of great leadership via his work as a CEO, venture capitalist, board member, high-level consultant, and professor of leadership at the Leavey School of Business at Santa Clara University. In his new book, he shares what he has learned and brings those lessons to life with real-world stories. Unusually “Excellent” is a powerful back-to-basics reference book that offers both seasoned and aspiring leaders a framework for understanding and a guide for applying the battle-tested fundamentals of leadership at every stage of their careers.

In his book Hamm explains that most employees have been hurt or disappointed, at some point in their careers, by the hand of power in an organization. That’s why nine times out of 10 leaders are in “negative trust territory” before they make their first request of an employee to do something. Before a team can reach its full potential, leaders must act in ways that transcend employees’ fears of organizational power.

The first step starts with you, Hamm notes. As a leader, you must “go first”—and model trustworthiness for everyone else. Being trustworthy creates trust, yes. But beyond that, there are very specific things you can do to provide “Unusually Excellent,” trust-building leadership at your organization:

First, realize that being trustworthy doesn’t mean you have to be a Boy Scout. You don’t even have to be a warm or kind person, says Hamm. On the contrary, history teaches us that some of the most trustworthy people can be harsh, tough, or socially awkward—but their promises must be inviolate and their decisions fair.

“Yet, it’s essential to your reputation to always tell the truth and that you are who you say you are,” says Hamm. “As anachronistic as it may sound in the 21st century, men and women whose word is their honor, and who can be absolutely trusted to be fair, honest, and forthright, are more likely to command the respect of others than, say, the nicest guy in the room,” says Hamm. “You can be tough. You can be demanding. You can be authentic.”

“Telling the truth when it is appropriate is key,” adds Hamm. “No matter how tempted you are, don’t bullshit your employees. Tell the truth, match your actions with your words, and match those words with the truth we all see in the world: no spin, no BS, no fancy justifications or revisionist history—just tell the truth.

“Telling the truth when it is not convenient or popular, or when it will make your company look bad, can be tough,” admits Hamm. “Yet, it’s essential to your reputation. Your task as a leader is to be as forthright and transparent as is realistically possible. Strive to disclose the maximum amount of information appropriate to the situation. When you feel yourself starting to bend what you know is the truth or withhold the bare facts, find a way to stop, reform your com-
Real Estate... continued from pg. 7 Shea Properties signs three leases totaling 750,000 square feet at Shea Center Ontario

Emser Tile renews for 400,000 square feet, Aeolus Down takes nearly 750,000 square feet, and Caterpillar renews 105,000 square feet.

Shea Properties announced the signing of three new leases totaling nearly 750,000 square feet at Shea Center Ontario, a five building, 1.65 million square foot distribution center situated along Interstate 10. Walt Chenoweth, Patrick Wood, Frank Geraci and Juan Gutierrez of Voit Real Estate Services’ Inland Empire office represented Shea Properties as the lessor in all three transactions.

The industrial center offers easy access to both the 10 and Interstate 15, and is just minutes from the Ontario Mills Mall and the Ontario International Airport. “Our team worked closely with Shea Properties in order to renew leases for Emser Tile and Caterpillar Logistics Services, and complete a new lease with Aeolus Down before the previous tenant’s lease had expired,” said Chenoweth, executive vice president of Voit’s Inland Empire office. “These successful transactions speak to the efforts of the Voit team as well as the quality of the product offered by Shea Properties. The location is ideal for all three tenants, offering great brand recognition due to the exceptionally high traffic count that passes the building on Interstate 10 each day.”

- Emser Tile, a leading supplier of the world’s finest tile and natural stone, renewed its lease for 400,000 square feet. Walt Chenoweth, Patrick Wood, Frank Geraci and Juan Gutierrez of Voit Real Estate Services’ Inland Empire office represented the lessor.

- Aeolus Down, a distributor of quality down comforters, signed a new lease for 244,947 square feet. Voit’s Inland Empire team represented the lessor, and Larry Kliger of Lawrence Allen & Associates represented the tenant.

- Caterpillar Logistics Services, a technology-based company providing customized solutions that transform distribution systems to help companies lower distribution costs while improving customer service and brand loyalty, renewed its lease for 103,587 square feet. The Voit team represented the lessor, and Dan de la Paz of CB Richard Ellis represented the tenant.

New 500k-Square-Feet Freezer Facility Completed in Riverside

DEXUS Property has just completed construction of a LEED-certified 507k-square-foot freezer facility in Riverside. The new state-of-the-art building is one of continued on page 37

Employment Services/Agencies

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<th>Title</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>AppleOne Employment Svcs.</td>
<td>26690 Ynez Road, Ste. B</td>
<td>Temecula, CA 92591</td>
<td>14</td>
<td>200+</td>
<td>60</td>
<td>WND</td>
<td>N/A</td>
<td>Variance</td>
<td>Temporary, Full-Time</td>
<td>Clinical, Technical, Light Industrial, Poulty, Drug &amp; Background Screening</td>
<td>Gregg A. Hasler</td>
<td>District Vice President (951) 298-5430/298-6733</td>
<td><a href="http://www.appleone.com">www.appleone.com</a></td>
<td></td>
</tr>
<tr>
<td>Labor Ready</td>
<td>4419 Mission Blvd., Ste. G</td>
<td>Montclair, CA 91763</td>
<td>9</td>
<td>850</td>
<td>N/A</td>
<td>2</td>
<td>N/A</td>
<td>No Hiring Fees</td>
<td>On Demand, Temp to Hire, Staffing, In Industrial, Construction, Manufacturing, Warehouse/Logistics</td>
<td>David Williams</td>
<td>Sales Manager (909) 831-660/661-6477</td>
<td><a href="mailto:dwilliams@labready.com">dwilliams@labready.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staffmark</td>
<td>1847 S. Pierce St., Ste-H</td>
<td>Riverside, CA 92505</td>
<td>8</td>
<td>300</td>
<td>35</td>
<td>2 Million</td>
<td>States</td>
<td>Variance</td>
<td>Skill</td>
<td>Clerical/Admin., Accrtg., Technical, Light Industrial, Temp/Temp to Hire, On Site Service, Direct Placement</td>
<td>Julia Moltenauer</td>
<td>President (951) 880-1411/724-4417</td>
<td><a href="mailto:jmoltenauer@staffmark.com">jmoltenauer@staffmark.com</a></td>
<td></td>
</tr>
<tr>
<td>Arocco Employment Services</td>
<td>5483 Philadelphia St., Ste. B</td>
<td>Chino, CA 91710</td>
<td>5</td>
<td>1,400</td>
<td>WND</td>
<td>WND</td>
<td>14 Countries</td>
<td>Variance</td>
<td>Skill</td>
<td>Clinical, Light Industrial, Accounting, Management, Technical, Temp &amp; Direct Hire</td>
<td>Melissa Campbell</td>
<td>Regional VP (909) 464-0814/464-0838</td>
<td></td>
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<tr>
<td>Manpower Inc. of San Bernardino</td>
<td>2771 S. Grove Ave., Ste. G</td>
<td>Ontario, CA 91761</td>
<td>5</td>
<td>150</td>
<td>0</td>
<td>199</td>
<td>WND</td>
<td>Variance</td>
<td>Skill</td>
<td>Temporary, Direct Hire, Training Assessment Services</td>
<td>Eulyn Wilcox</td>
<td>President/Owner (909) 855-3418/855-9969</td>
<td><a href="mailto:mswilcox@manpower.com">mswilcox@manpower.com</a></td>
<td></td>
</tr>
<tr>
<td>Select Personnel Service</td>
<td>9125 Archibald Ave., Rancho Cucamonga, CA 91730</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>7</td>
<td>50</td>
<td>0</td>
<td>1990</td>
<td>WND</td>
<td>N/A</td>
<td>Variance</td>
<td>Industrial, Clerical, Management, Technical, etc.</td>
<td>Elizabeth Reyes</td>
<td>Manager, Ontario Branch (909) 930-0531/930-0586</td>
<td><a href="mailto:ereyes@selectstaffing.com">ereyes@selectstaffing.com</a></td>
<td></td>
</tr>
<tr>
<td>Preferred Personnel</td>
<td>9242 Baseline Rd., Ste. C</td>
<td>Claremont, CA 91711</td>
<td>3</td>
<td>5,000</td>
<td>50</td>
<td>911</td>
<td>N/A</td>
<td>Variance</td>
<td>Temp &amp; Perm. Industrial &amp; Clerical</td>
<td>Trisha Goodwin</td>
<td>VP Regional (909) 746-4477/6630</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Princeton Corporate Consultants</td>
<td>420 W. Baseline Rd., Ste. C</td>
<td>Claremont, CA 91711</td>
<td>3</td>
<td>6</td>
<td>1977</td>
<td>N/A</td>
<td>WND</td>
<td>Variance</td>
<td>Medical Devices Pharmaceuticals</td>
<td>Miriam Baum</td>
<td>President (909) 625-300/621-0315</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exact Staff, Inc.</td>
<td>10535 Foothill Blvd., Ste. 264</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>2</td>
<td>1,000</td>
<td>50</td>
<td>1996</td>
<td>Variance</td>
<td>All</td>
<td>Variance</td>
<td>All</td>
<td>Carri Ray</td>
<td>Executive Recruiter (909) 478-9009/966-960</td>
<td><a href="mailto:croy@exactstaff.com">croy@exactstaff.com</a></td>
<td></td>
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</tbody>
</table>

N/A = Not Applicable WND = Would not Disclose E-mail address 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 795, Rancho Cucamonga, CA 91729-0795. Copyright 2011 by IEBJ.
Professional Is Spelled With 5 P’s!

By Jim Bain

The difference between successful business people, entrepreneurs, athletes, authors—anyone, and those who are not successful is not talent. The difference is the guts to move forward, to take intelligent risks, to try, to work harder than anyone else to become a true professional.

It is a fact that every industry has its share of immensely successful people, its share of abject failures, and a whole lot of people in between. The individual success of the people in most industries can be plotted on a classic bell curve, where the great percentages fall directly in the middle. Exactly how, then, does someone move from the majority in the middle of the pack to that select group who have reached the top of their profession?

Professional athletes will tell you that the difference between first place and second place or success and “failure” is incredibly small. At the Daytona 500, the premier NASCAR stock car race, between 1995 and 2004, the average margin of victory was only 0.241 seconds! The difference between first place and second place money—a whopping $452,116. That means the additional prize money for finishing first was an astounding 68%. In the Winter Olympics in 2002, the difference between a gold medal and NO medal in the men’s downhill skiing event was 0.65 seconds. Small improvements can make a huge difference.

So, how can you become a successful professional in your job and your life? It starts with small improvements. You simply need to focus on the five fundamental P’s.

1. **Purpose**: Seeking, and recognizing, opportunities to serve others is your starting point. Start by figuring out who you work for. Is it your company? No. Is it your manager? No. Is it your boss? No. It’s your spouse, your family, your customer, or your co-workers. Human beings are social animals and have a fundamental need to contribute to something greater than themselves. Your job, whatever it is, is about providing a product or service to other people for their benefit. Your joy and success will come when you know that you have helped someone else out. Sit down and write out your goals. Are they about you or are they the results of serving others?

2. **Preparation**: Be the best you can be! Read everything you can. Learn from others. Learn something new every day. Listen, you might learn something. Keep an open mind. The time to prepare is before your opportunity comes. Once that opportunity has presented itself, it’s too late to prepare.

3. **People**: Surround yourself with good people. Your performance and your reputation are, most often, determined by the people with whom you have aligned your life. Your bosses, co-workers, subordinates, mentors, coaches, teammates, and friends all have a huge impact on your ultimate success.

4. **Priorities**: Focus on the fundamentals and the results will take care of themselves. Start each day with a simple written list of what you plan to accomplish—today. Make time to do the things that contribute to your purpose and your goals. Remember that if you don’t have time to do it right, what makes you think that you have time to do it over? Learn to adapt to your changing environment. Maintain a controlled sense of urgency. Being prompt, being reliable, and contributing to your team will go a long way to ensure your success.

5. **Persistence**: Maintain a positive mental attitude. Your attitude is a choice you make each and every day. Choose to be positive. Don’t get bogged down in negative thinking. The past is just that—passed. The future is always a question mark. What, specifically, can you do TODAY to continue toward your Purpose?

How many people do you know that wake up in the morning and ask themselves, “How can I fail today?” Probably none. People fail because they haven’t focused on their Purpose. Or they haven’t prepared themselves to take advantage of the opportunities. Or they have made poor choices in the People with whom they associate. They may have lost sight of their Priorities. Or, they’ve given up and failed to be Persistent.

So, “professional,” in any endeavor, is spelled with 5 p’s—Purpose, Preparation, People, Priorities, and Persistence. Focus on those 5 p’s and you will find the success you seek.

Please visit www.jimbain.com or call 352-854-4015.
## Banks in the Inland Empire

**Ranked by Total Assets, 4th Quarter Data 2010**

<table>
<thead>
<tr>
<th>Rank</th>
<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>
<th>% Tangible Capital Ratio</th>
<th>% Risk Based Capital Ratio</th>
<th>Income $</th>
<th>Top Executive/Title</th>
<th>Address (I.E.)</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bank of America California</td>
<td>100 N. Tryon St.</td>
<td>Charlotte, NC 28255</td>
<td>2,268,347,377,000</td>
<td>-12.34%</td>
<td>-2.05%</td>
<td>6.64%</td>
<td>15.77%</td>
<td>2,218,025,000</td>
<td>Brian T. Moynihan/CEO</td>
<td>11370 Hts Blvd</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>(909) 980-0287</td>
</tr>
<tr>
<td>2.</td>
<td>JP Morgan Chase &amp; Co.</td>
<td>270 Park Ave.</td>
<td>New York, NY 10017</td>
<td>2,117,609,000,000</td>
<td>-4.96%</td>
<td>11.50%</td>
<td>5.97%</td>
<td>15.51%</td>
<td>17,370,000,000</td>
<td>James Dimon/CEO</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>(909) 980-0287</td>
<td><a href="http://www.jpmorganchase.com">www.jpmorganchase.com</a></td>
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<tr>
<td>3.</td>
<td>Citibank</td>
<td>300 Park Ave.</td>
<td>New York, NY 10043</td>
<td>1,913,902,000,000</td>
<td>-13.59%</td>
<td>3.19%</td>
<td>6.00%</td>
<td>16.59%</td>
<td>10,002,000,000</td>
<td>Vikram Shankar Pandit/CEO</td>
<td>21090 Barline Rd</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>(800) 274-6660/(909) 414-7638</td>
</tr>
<tr>
<td>4.</td>
<td>Wells Fargo &amp; Company</td>
<td>420 Montgomery St.</td>
<td>San Francisco, CA 94104</td>
<td>1,298,128,000,000</td>
<td>12.24%</td>
<td>10.91%</td>
<td>7.43%</td>
<td>15.01%</td>
<td>12,362,000,000</td>
<td>John G. Stumpf/CEO</td>
<td>5120 Moreno St.</td>
<td>Montclair, CA 91761-1923</td>
<td>(800) 249-3302/(813) 986-6029</td>
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<tr>
<td>6.</td>
<td>Union Bank, N.A.</td>
<td>400 California St.</td>
<td>San Francisco, CA 94104</td>
<td>74,674,854,000</td>
<td>-3.44%</td>
<td>6.99%</td>
<td>9.10%</td>
<td>13.85%</td>
<td>550,310,000</td>
<td>Masami Oka/CEO</td>
<td>1998 E. Embarcadero St.</td>
<td>San Diego, CA 92101</td>
<td>(619) 696-2135</td>
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<tr>
<td>8.</td>
<td>City National Bank</td>
<td>555 S. Hope St.</td>
<td>Los Angeles, CA 90071</td>
<td>20,975,842,000</td>
<td>-4.01%</td>
<td>9.05%</td>
<td>8.51%</td>
<td>15.50%</td>
<td>146,125,000</td>
<td>Russell D. Goldsmith/CEO</td>
<td>2673 N. Haven Ave.</td>
<td>Ontario, CA 91764</td>
<td>(909) 746-2470/2472</td>
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<td>9.</td>
<td>East West Bank</td>
<td>131 N. Los Robles Ave.</td>
<td>Pasadena, CA 91101</td>
<td>20,090,782,000</td>
<td>5.83%</td>
<td>10.11%</td>
<td>9.11%</td>
<td>17.42%</td>
<td>169,408,000</td>
<td>Dominique Ng/CEO</td>
<td>5237 E. Garvey Rd.</td>
<td>Santa Ana, CA 92706</td>
<td>(909) 534-6700</td>
</tr>
<tr>
<td>10.</td>
<td>First-Citizens Bank &amp; Trust</td>
<td>239 Fayetteville St. Mall</td>
<td>Raleigh, NC 27501</td>
<td>17,903,394,000</td>
<td>-4.59%</td>
<td>8.66%</td>
<td>8.22%</td>
<td>16.71%</td>
<td>207,737,000</td>
<td>Frank Brown Holding Inc/CEO</td>
<td>1505 Main Street Blvd.</td>
<td>Stuart, FL 34996</td>
<td>(772) 267-0179</td>
</tr>
<tr>
<td>11.</td>
<td>Rabobank, N.A.</td>
<td>3800 Concourse, Ste. 330</td>
<td>Ontario, CA 91764</td>
<td>11,020,574,000</td>
<td>1.49%</td>
<td>-0.30%</td>
<td>11.51%</td>
<td>15.10%</td>
<td>187,000</td>
<td>Ronald Blake/CEO</td>
<td>2525 E. Victoria Ave.</td>
<td>Ontario, CA 91761</td>
<td>(909) 980-0287</td>
</tr>
<tr>
<td>12.</td>
<td>California Bank &amp; Trust</td>
<td>11622 El Camino Real</td>
<td>San Diego, CA 92130</td>
<td>10,765,543,000</td>
<td>-10.05%</td>
<td>4.83%</td>
<td>10.08%</td>
<td>13.64%</td>
<td>58,824,000</td>
<td>David E. Blackford/CEO</td>
<td>2500 W. Foothill Blvd.</td>
<td>Upland, CA 91786</td>
<td>(909) 461-6466/834-3544</td>
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<td>13.</td>
<td>FirstBank</td>
<td>12435 W. Colfax Ave.</td>
<td>Lakewood, CO 80215</td>
<td>10,562,472,000</td>
<td>3.96%</td>
<td>17.97%</td>
<td>7.7%</td>
<td>17.65%</td>
<td>148,858,000</td>
<td>John A. Lkard/President &amp; CEO</td>
<td>38155 Via Colinas Real</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>(909) 980-0287</td>
</tr>
</tbody>
</table>
Local...

continued from pg. 1

The 9/11 Flag was stitched by local service heroes at Gerald R. Ford Elementary School in Indian Wells. The California stitching ceremony and display was underwritten through the generous support of The BNP Paribas Open, the official California sponsor of The National 9/11 Flag.

“We were honored to have BNP Paribas Open as our partner in the historic restoration of The National 9/11 Flag,” said Jeff Parness, founder of The New York Says Thank You Foundation. “Their support will help us to honor local heroes in California for their service to their community and to the country while preserving this important national treasure for generations to come.”

The National 9/11 Flag is one of the largest American flags to fly above the wreckage at Ground Zero. The New York Says Thank You Foundation is currently taking The National 9/11 Flag on a journey across America where local service heroes in all 50 states are being given the historic privilege of stitching the flag back to its original 13-stripe format using pieces of fabric from American flags destined for retirement in each state. Once the flag is fully restored and made whole again by the 10th Year Anniversary of 9/11, The National 9/11 Flag will become a part of the permanent collection of the National 9/11 Memorial Museum being built at the World Trade Center. For more information, to sponsor a stitch, or to nominate a service hero, please visit www.National911Flag.org.

Locally, Fred N. Latuperissa, was honored as a stitcher, and sewed his stitch at Ground Zero in New York. Latuperissa is a U.S. Navy Vietnam veteran and currently serves as the International Trade Administration-U.S. Commercial Service Director of the United States Department of Commerce in Ontario, the agency that promotes international trade for expansion and economic growth. His responsibilities includes promoting regional business and international development, marketing, and recruitment of new business to the region, the expansion and retention of existing business, tourism, and workforce collaborative covering the California counties of Riverside, San Bernardino and Los Angeles.

Prior to joining the U.S. Department of Commerce, he held the position as Head of Corporate Export-Import Operations for Hughes Aircraft Electronics, General Motors. His temporary assignments overseas includes acting Senior Commercial Officer at the U.S. Embassy in Kazakhstan, U.S. Embassy in Belgium, advance team member for the Secretary of Commerce, during the 1994 Presidential Trade Mission to China and during the Asian Pacific Economic Cooperation (APEC) meetings in Jakarta, Indonesia.

In 2003, he established the California Inland Empire District Export Council, an advisory group of business leaders from the region appointed by the U.S. Secretary of Commerce.
Harvard University researchers that was published in the American Journal of Psychiatry in 2006. That figure includes time lost due to absenteeism as well as presenteeism.

The researchers calculated the cost of the lost time to be $36.6 billion annually based on the number of U.S. workers having major depression.

These costs are mostly hidden. Budgets don’t have line items for depression expenses, and managers aren’t going to know that a project is lagging due an employee being depressed.

Presenteeism may also contribute to workplace accidents due to inattention, but statistics on this are hard to find. An employer might never know that an employee wasn’t paying attention due the effects of depression.

Depression is a silent foe that quietly affects your bottom line in ways that can’t easily be identified. The lost productivity can result in increased overtime costs for other employees, or in hiring costly temporary workers. Workplace accidents due to presenteeism can result in workers’ compensation claims or legal liability.

Tackling the problem

The good news is that with treatment, a depressed worker can make a full recovery and once again be a productive team member. Employers can help make this possible.

Here are some tips for addressing the issue of depression in your workforce:

• Provide outreach and education to teach your employees about depression. Include information in the company newsletter, provide informational fliers or bring in an expert to do an awareness seminar.
• Provide confidential workplace depression screening. A simple screening questionnaire can yield clues about whether someone might be depressed.
• Help employees get the treatment they need. Consider offering an Employee Assistance Program, which typically involves partnering with a company that employees can contact for counseling regarding stress, workplace conflicts, depression and other mental problems. Alternately, you could simply refer employees to a mental health clinic rather than offering an assistance program.

Taking steps to fight workplace depression does not have to be costly. In fact, a study published in the Archives of General Psychiatry in 2006 concluded that employers can recoup the cost of depression screening and care management after a five-year period, achieving a net benefit.

Fighting depression can make your business more efficient and profitable.

Samuel E. Dey, MD, MBA, is the medical director of Dogon Behavioral Medical Group, Inc., in Riverside. The practice is the Inland Empire’s only provider of NeuroStar TMS Therapy®, a drug-free treatment for depression. Dr. Dey can be contacted via www.dogonmentalhealth.com.
If you’re looking for the best authentic home-style Texas barbecue experience in the Inland Empire area, you’ve got to try Red Hill BBQ in Rancho Cucamonga. This place serves up the most delicious barbecue I’ve ever tasted. Diane Cooper, owner and operator of Red Hill BBQ, started this endeavor 21 years ago in Ontario under the name of Black Tie BBQ. They have since relocated to their Rancho Cucamonga location and have been there for 16 years.

Diane was a stay-at-home mom and housewife that had a passion for cooking and entertaining guests from her home. Her late husband, Wendell Price, who moved from Texas 27 years ago, was a tool and die machinist that had a love and talent when it came to cooking BBQ. With their combined talents, they started their own BBQ restaurant in which they worked the BBQ grill and Diane cooked her grandmother’s home-style Louisiana-style recipes.

Currently, her two sons, Warren Price, 27, and Jonathan Price, 22, help to run the restaurant and make this family business successful. She has taught her children how to prepare the food just like her family has been doing it for generations—but even today, some of the recipes are handmade by Diane at the restaurant—such as the beans, rice, banana pudding and her aunt’s gumbo. Diane says, “I like to call the patrons of our restaurant my guests… not customers. I want them to feel at home when they enter our doors.”

Right outside the restaurant they have huge BBQ grills in which they smoke the meats. A lot of smoke floods out of them—which really gives this hole-in-the-wall character. You enter the doors and you approach a counter with a simple menu on the left and cozy seating for about 10. They do catering and deliveries so customers can enjoy their BBQ anywhere. They also prepare whole smoked luau pigs and deep fried turkeys all year long.

Diane says that when making BBQ, the sauce is the key… the meat must be smoked and flavorful, and you need to prepare it in such a way so the finished meat is nice and tender. They make their BBQ in the delicious and unique Texan style—which is grilling or rather smoking the meats in low temperatures using indirect heat over hardwoods. The steady low heat allows the meat to thoroughly cure and break down the connective tissue.
OVER 100,000 MEALS PROVIDED BY THE TEMECULA MURRIETA RESCUE MISSION IN FIRST QUARTER OF 2011

The Temecula Murrieta Rescue Mission has increased its number of meals provided by over 7,000 in the last month alone, for a total of 103,212 meals provided to needy Temecula and Murrieta residents in the first quarter of 2011.

“The Temecula Murrieta Rescue Mission’s meal programs and food box distributions demand has increased steadily each month this year,” explained Jim Palmer, president of the Rescue Mission. “Without the continued support of the Rescue Mission’s donors and volunteers, hundreds of people would not be fed and thousands of food boxes would not be provided to needy families and children in the region every month.”

Through the food box distribution at the Rancho Community Church campus, as well as the newly added service point at the Calvary Chapel Murrieta campus, the Temecula Murrieta Rescue Mission is now averaging 40,000 meals each month. In addition to these meals served, the Rescue Mission has also provided 225 bed nights and provided 165 medical visits to the needy in the first quarter of the year.

The Temecula Murrieta Rescue Mission is in need of food donations, as well as monetary donations. Monetary donations to aid in the purchase of meals and services can be made at www.RescueMissionTM.org.

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### Banks in the Inland Empire

#### Ranked by Total Assets, 4th Quarter Data 2010

<table>
<thead>
<tr>
<th>Bank Name</th>
<th>Total Assets</th>
<th>% Change</th>
<th>Tangible Capital (ROA,E)</th>
<th>% Tangible Capital Ratio</th>
<th>Income $</th>
<th>Top Executive/Title Address (D.E. if different) City, State, Zip</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
</table>
| Manufacturers Bank      | 1,844,576,000| 14.84%   | 4.80%                    | 13.83%                    | 20,015,000 | Minako Saito
                        |              |          |                         |                          |            | Chairman & CEO 1355 S. Figueroa Ave., Los Angeles, CA 90036     | (909) 625-7891 | mcsaito@manubank.com |
| Pacific Mercantile Bank | 1,014,640,000| -41.95%  | -5.55%                   | 7.64%                     | 10,940,000 | Raymond E. Helfer
                        |              |          |                         |                          |            | Chief Executive Officer 231 E. 4th St., Suite 100, Redlands, CA 92373 | (909) 793-7200 | rfhelfer@pmbank.com |
| Bank of Homet Bank     | 444,511,000   | -24.17%  | 21.35%                   | 11.11%                    | 14,460,000 | Kevin R. Forreistros
                        |              |          |                         |                          |            | Chief Executive Officer 2105 E. National Ave., Ontario, CA 91761  | (951) 240-2410 | kforreistros@khomme.com |
| American Security Bank  | 413,555,000   | -11.47%  | -8.40%                   | 9.42%                     | 12,660,000 | Tom L. Dobbs
                        |              |          |                         |                          |            | CEO 1401 Dove St., Newport Beach, CA 92660                        | (949) 731-7119 | tdobbs@amsecbank.com |
| Community Commerce Bank | 360,810,000   | -19.94%  | 4.29%                    | 10.43%                    | 12,340,000 | William M. Lasher
                        |              |          |                         |                          |            | Chief Executive Officer 950 W. Football Blvd., Claremont, CA 91711 | (909) 625-3828 | williaml@ccbank.com |
| Security Bank of California | 318,906,000   | 2.94%    | 1.42%                    | 13.73%                    | 16,620,000 | James A. Robinson
                        |              |          |                         |                          |            | President/CEO 5003 Tehach St., Ste. 100, Riverside, CA 92506    | (951) 386-2625/386-2271 | jrobinson@securitybank.com |
| CommerceWest Bank, N.A. | 302,496,000   | -17.71%  | 0.33%                    | 12.91%                    | 21,870,000 | James A. Robinson
                        |              |          |                         |                          |            | President/CEO 2111 Business Center Dr., Irvine, CA 92612         | (951) 786-2255/786-2271 | jrobinson@securitybank.com |
| Inland Community Bank, N.A. | 263,917,000  | -30.21%  | 3.60%                    | 10.15%                    | 16,110,000 | James S. Cooper
                        |              |          |                         |                          |            | President/CEO 3909 E. Inland Empire Blvd., Ontario, CA 91761    | (951) 841-8641 | jcoop@inlandcommunity.com |
| Commerce National Bank  | 256,202,000   | -13.39%  | 2.24%                    | 10.79%                    | 18,320,000 | Mark E. Simmons
                        |              |          |                         |                          |            | President/CEO 4040 McArthur Blvd., Ste. 100, Redlands, CA 92373   | (714) 451-8650/714-8677 | msimmons@combank.com |
| Palm Desert National Bank | 224,481,000   | -29.15%  | 2.77%                    | 6.96%                     | 6,911,000  | Richard D. Schneider
                        |              |          |                         |                          |            | President/CEO 73-135 El Paseo Plaza, Palm Desert, CA 92260       | (951) 340-1445/340-1467 | rdschneider@pub.com |
| Canyon National Bank    | 210,859,000   | -17.80%  | 1.49%                    | 3.09%                     | 10,008,000 | Mark A. Gontausan
                        |              |          |                         |                          |            | President/CEO 1311 E. Palm Canyon Dr., Palm Springs, CA 92264    | (760) 778-6800 | mgontausan@canyonnational.com |
| First National Bank of California | 172,515,000 | -22.06%  | -0.39%                   | 11.21%                    | 15,320,000 | John R. Clouton
                        |              |          |                         |                          |            | President/CEO 9227 Inman Ave., Riverside, CA 92506              | (951) 762-2267/767-9893 | johnclouton@firstnationalbank.com |
| Mission Oaks National Bank | 158,800,000  | -30.20%  | -64.72%                  | 9.85%                     | 13,710,000 | Gary W. Votapka
                        |              |          |                         |                          |            | President/CEO 41530 Enterprise Cir. S., Ontario, CA 91761       | (951) 515-1330/791-1281 | votapka@missionoaksbank.com |
| Premier Service Bank    | 153,942,000   | -3.75%   | -21.36%                  | 8.29%                     | 11,640,000 | Kerry L. Pendegast
                        |              |          |                         |                          |            | President/CEO 3172 Inman Ave., Riverside, CA 92506              | pendegast@prenierservicebank.com |
| Desert Commercial Bank  | 147,644,000   | 16.11%   | -5.83%                   | 11.01%                    | 14,390,000 | Tony J. Swartz
                        |              |          |                         |                          |            | President/CEO 40855 Big Bear Blvd., Big Bear Lake, CA 92315     | (760) 340-7930/340-7999 | tonswartz@desertcommercialbank.com |
| First Mountain Bank     | 141,732,000   | 9.02%    | -2.83%                   | 10.13%                    | 13,210,000 | John G. Briter
                        |              |          |                         |                          |            | President/CEO 40865 Big Bear Blvd., Big Bear Lake, CA 92315      | (951) 840-5426/951-2947 | johnbriter@firstmountainbank.com |
| Golden State Bank       | 123,078,000   | -24.48%  | -94.69%                  | 20.15%                    | 8,740,000  | Tom Brungot
                        |              |          |                         |                          |            | President/CEO 1090 W. Football Blvd., Upland, CA 91786         | (909) 383-0170/383-6285 | tom@brungot.com |
| Chino Commercial Bank, N.A. | 113,327,000  | -24.48%  | 5.69%                    | 8.71%                     | 14,480,000 | Dana H. Brown
                        |              |          |                         |                          |            | President/CEO 1531 S. Grove Ave., Ontario, CA 91761             | (909) 384-3012/384-5953 | danahbrown@chinocommercialbank.com |
| Commerce Bank of Temecula Valley | 44,967,000   | -7.81%   | -21.20%                  | 26.80%                    | 11,380,000 | Donald W. Murray
                        |              |          |                         |                          |            | President/CEO 19280 Lance Ave., Murrieta, CA 92562              | (951) 793-3980/793-3981 | dowmurray@commercebank.com |
| BBVA Bancomer USA       | 4,145,000     | 10%      | 4.92%                    | 14.16%                    | 5,020,000  | Eugenio H. Wod
                        |              |          |                         |                          |            | President/CEO 815 W. Holt Blvd., San Bernardino, CA 92407        | (909) 840-02930/840-0879 | eugenio@bbvabancomer.com |
When someone tells you they work in public relations, what does that mean to you? Commonly, there is confusion about what role public relations really plays within a corporate structure and how it works. Most perceive it to fall somewhere under advertising and marketing. PR agents or practitioners use strategies to communicate, build targeted awareness and drive growth. Currently, Robert Bledsoe works as the public relations manager at Pechanga Indian Resort and Casino in Temecula Valley—the largest premier resort and casino in California. The Pechanga resort is the location of the largest casino in the west—bigger than anything in Vegas. The resort is owned and operated by the Pechanga Band of Luiseno Indians, which has called the Temecula Valley home for more than 10,000 years.

Robert Bledsoe, 41, has lived in Rancho Cucamonga for 15 years and recently purchased a house there. In 1991, Bledsoe graduated from the University of Redlands with a major in English writing and political science. After graduating he went to work for Paramount Pictures as an assistant publicist in the still photography department. This was his first publicity experience in terms of going and working in public relations. While with Paramount, he had the opportunity to work on a few low budget films. Once he gained some film experience, he became an assistant director.

Starting in 1993 he worked under the direction of Bill Anthony, the publisher of the Inland Empire Business Journal, who needed someone to assist him with the “Inland Empire TV News. Bledsoe worked at the IE TV News for seven years—first as a cameraman, editor, and on-camera talent. Later he was promoted to fill the role of producer and head news director doing the daily TV news program for the Pax Network. As the producer there, he was in charge of all staffing and managing and maintaining the equipment. During his time with the IE TV News, he developed his media background, which he says is absolutely critical if you want to work in public relations. Even though he was working with TV news, there would be newspaper reporters that worked closely with him.

Once the television program ended, he moved on to work for the PR consulting firm Pacific Research and Strategies, Inc. from 2000 till 2008. To anyone who aspires to work in the lucrative field of PR, he recommends you work for the media. He said, “You’ve got to pay your dues, and you pay ‘em working as a journalist at a newspaper or TV news group.” If you are involved with any sort of publicity, your intent is to get your article or story placed in newspapers, magazines, television and other media outlets. In public relations, he doesn’t service the customers, he deals with the media. To correctly service the media, he needs to know exactly what the media would be expecting from him, and his experiences have taught him to anticipate their needs. While working at this PR firm, he had the opportunity to represent many Indian tribes, and, at one time, represented Pechanga. This gave him the opportunity to meet with them directly. The PR firm also represented many types of companies, including anything from fast-food, museums, colleges, and various other types of businesses.

Two and a half years ago, he hooked up with the Pechanga group to represent their resort as the head of their public relations department. Currently, he is looking to hire a PR specialist to work with him, and he is looking for someone with journalism experience on their resume. He’s learned that every major PR firm out there lists journalism experience under their job requirements.

Bledsoe states, “Unless you have a media background, I think it will be very hard to find the right candidate to service the media and that’s all my job is…. if you were to hire a card dealer at a casino, I believe your best candidate would be someone who actually knows what a good card experience is, one who knows what they like, one who knows what other players like… This is the same when it comes to public relations.”

One of the major challenges with his job now is keeping the excitement up among the different media outlets. Pechanga has about 700 entertainment events booked in one year, and some larger acts, like Paul Simon, require a lot more time to publicize. Pechanga’s comedy club for instance books about three comedians a week, and it’s his job to think of ways to make every week seem new and interesting.

Pechanga has one of the best golf courses in all of Southern California, a Four Diamond hotel, a great spa, huge convention space, and entertainment acts like Tony Bennett. All those things tied together into one makes Pechanga a premier casino experience. Public relations are all about forming the public’s perception or image of the business you represent. Due to the economy, there have been massive cutbacks in most companies in terms of advertising and marketing plans and budgets. PR usually falls under this category. But recently, there has been a growth in social media networking and public relations. Bledsoe states that PR is more important than an advertising department. Public relations, if planned strategically, can raise awareness of an organization and its services or products, manage issues and situations in times of crisis, improve employee morale and retention, increase sales, and forge relationships of the business within the community.
INLAND EMPIRE People and Events

The Rancho Mirage Woman’s Club recently held its awards luncheon. The club presented $30,000 to eight local children’s charities: Angel View, Boys & Girls Club of the Coachella Valley, Buddy Rogers Youth Symphony, College of the Desert nursing student scholarships, Healing Horses, Mourning Star Center, Olive Crest, and Rancho Mirage Elementary School Reading Program.

For more information about the Rancho Mirage Woman’s Club visit www.womansclubrm.com.

A ribbon cutting ceremony presented by Cathedral City Chamber of Commerce for Classic Yellow Cab opening a new branch in Cathedral City.

For more information on Classic Yellow Cab of Cathedral City visit www.classicyellowcab.com.

A $1 million grant was awarded to Olive Crest for its Coachella Valley Children’s Center. The money will be used to build four homes for abused and at-risk teens.

The project broke ground in April 2007, but vertical construction was delayed until June because of a funding shortfall.

The buildings will include a private school and a recreational area.

For more info about Olive Crest or to donate, call (800) 550-2445 or go to www.OliveCrest.org.

The St. Elizabeth of Hungry Food Pantry received a $13,800 grant by Stater Bros. Charities. The grant will be used to purchase food and help feed the hungry in Desert Hot Springs.

The food pantry is located at 65-700 Pierson Boulevard.
Joe Ravens Named Market President for Wells Fargo Citrus Empire Community Bank

Wells Fargo has named Joe Ravens Community Bank market president for the Citrus Empire region. Ravens oversees 26 banking stores and 500 team members across the communities of Chino, Chino Hills, City of Industry, Covina, West Covina, Diamond Bar, El Monte, La Puente, Montclair, Ontario, Pomona and Walnut.

“Joe is an exceptional leader who is well respected by team members, customers and the community,” said Los Angeles Metro Regional President John Sotoodeh. “I am confident he will continue to build upon our success in this very important region.”

A 13-year veteran of the company, Ravens previously served as Wells Fargo district manager for the South Valley Metro market in the San Fernando Valley for the past two years. Prior to that, he was district manager for the Conejo Valley market in the Pacific Coast region. He also served as director of the regional bank private banker program, working to coach and develop the skills of private banking managers.

Darryl Montgomery Named Market President for Wells Fargo Eastern Corridor Community Bank

Wells Fargo has named Darryl Montgomery Community Bank market president for the Eastern Corridor. Montgomery oversees 20 banking stores and 430 team members across the communities of Azusa, Claremont, Duarte, Glendora, Hesperia, La Verne, Monrovia, Rancho Cucamonga, San Dimas, Upland and Victorville.

“We’re pleased to have Darryl join our team given his considerable experience and reputation in the financial services industry,” said Los Angeles Metro Regional President John Sotoodeh. “I am confident he will uphold our commitment to serving our customers and communities with exceptional service.”

Montgomery is a 28-year Wells Fargo veteran who most recently served as senior vice president and division manager for Wells Fargo Financial. In this role, Montgomery managed financial operations for customers in 12 states west of the Rockies overseeing more than 950 team members. He has served as a district manager and regional manager for several Wells Fargo markets across the country, including Louisiana, Mississippi, South Alabama and Florida.

COMING SOON!!

“Time Out” With Bill Anthony

Join Bill “The Ambassador of Good Taste” as he reviews gourmet food, travel and world famous restaurateurs—plus guest interviews with award-winning chefs and renowned wine connoisseurs.

THE SPA AM 1510
**EXECUTIVE NOTES**

- Best Best & Krieger Hires Former Summer Associates to Join Firm
  Best Best & Krieger LLP hired entry-level associates to join the firm’s municipal and redevelopment law practice in their Inland Empire offices.
  The attorneys, who were summer associates at the firm in 2009, joined one of the largest municipal practices in the state: BB&K attorneys serve as city attorney to nearly 30 cities across California.
  “We are glad to bring aboard the associates and make them part of a thriving practice,” said Jill Willis, a BB&K partner and chair of the firm’s recruiting committee.
  The associates are:
  - Ruben R. Espinoza of the Ontario office whose practice focuses on municipal and public entity representation, civil and criminal code enforcement, and employment law litigation. He graduated from University of California, Los Angeles School of Law in 2010. Prior to law school, Espinoza worked for the California State Assembly, analyzing legislation and working closely with Inland public officials and residents to craft effective legislative solutions for the region.
  - Andrew D. Maiorano, who is based in Ontario and represents municipal and public entities on matters involving civil and criminal code enforcement and litigation, and business litigation. He graduated from Pepperdine University School of Law in 2010. Prior to joining BB&K, Maiorano interned for the San Bernardino County District Attorney’s Appellate Services Unit and the International Wealth Planning Group of Withers LLP’s London office.
  - Vanir Welcomes Jim Hammer as Transportation Market Segment Leader
  Vanir Construction Management, Inc. has hired Jim Hammer, PE, PMP, as its transportation market segment leader who will be based in Vanir’s San Bernardino office. Jim brings more than 25 years of experience in project delivery for federal, state and local agencies. He previously served in an executive level with the Department of Transportation, Caltrans where he was responsible for managing highway capital improvement programs and improving project delivery processes and systems.
  He has also specialized in managing highway projects across the state and in various phases of delivery. Recently he served as the Caltrans project manager for the North County Corridor Project in Stanislaus County, estimated to continue on page 43.

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**18th ANNUAL WORLD TRADE CONFERENCE & EXPO**
**& U.S. Department of Commerce Export Achievement Awards**
**TUESDAY MAY 3RD THROUGH THURSDAY MAY 5TH, 2011**
**PACIFIC PALMS HOTEL & CONFERENCE CENTER, CITY OF INDUSTRY, CALIFORNIA**

**OPPORTUNITIES FOR GROWTH THROUGH INNOVATIONS IN PRODUCTION, BUSINESS, TECHNOLOGY**

**AGRICULTURE CONSTRUCTION ENERGY WATER HEALTHCARE TRANSPORTATION LOGISTICS**

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**Presentations**
Gain insights from discussions, presentations and debates on Emerging Technologies, Investment Vehicles, Global Opportunities and other Thought Provoking and Valuable Topics.

**Workshops**

**Key Benefits**
- Expand global reach with less cost and time for higher return on investment (ROI)
- Instant lead generation response for each virtual event
- Personalized exhibit hall to suit your target audience
- Eliminate the loss of productivity and the costly expenses associated with traveling.

**Pre-Registration Required for all Events**

**International Full Conference Pass:**
$285.00

**Domestic & Local One Day Pass**
(May 4th) $150.00
Includes: Breakfast – Lunch – Dinner

**May 4th – Breakfast Only Keynote + All Day Conference - $75.00**
May 4th – Lunch Only Keynote + All Day Conference - $75.00
May 4th – Dinner Only Keynote + All Day Conference - $75.00

Conferences & Expo Schedule
May 3rd Conference & Expo
May 4th & 5th Conference & Expo
May 4th Conference & Expo Cocktail Reception

Sponsorship & Advertising Opportunities Available
For More Information & Details
Contact: Uwe Janssen
Phone: 702-505-0833
Email: ujanssen@ibaglobalinfo.org
www.ibaglobal.org

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**Final Agenda with Specific Program and Speaker Detail will be available after April 15, 2011.**

IBAglobal reserves the right to change the agenda based on number of attendees and information received during exhibitor and attendee registration.
The American Advertising Federation (AAF) Inland Empire is pleased to announce that eight of the Inland Empire members, and three Inland Empire students, have been honored for their work at the Regional ADDY Awards judging last month. The District Competition finalists were from Southern California and Southern Nevada, and included all Gold Medal winners from local ADDY competitions.

The local professional winners each won Regional Silver ADDY® Awards:
- University of Redlands TV—Andrew Wilkin for the University of Redlands
- Destination Marketing Campaign – City of Riverside
- Human Body Exhibit at Fairplex – Ignite Design & Advertising
- SUMBO TIRES ‘DriveKumho’ – Ignite Design & Advertising
- The Learning Centers at Fairplex – Ignite Design & Advertising
- Super Nutricia Trading Cards - Inland Empire Health Plan
- Fooosource – J. Brenlin Design
- Loma Linda University Cancer - Loma Linda University Health

The Inland Empire student winners were:
- Gold ADDY® Award: Summer Registration Campaign, Aldo Lopez, Art Institute-Inland Empire
- Silver ADDY® Awards: LA Marathon Campaign, Oscar Orozco, Art Institute-Inland Empire
- Silver ADDY® Awards: St. Valentines Day Massacre, Ricardo Gonzalez, Art Institute-Inland Empire

“Winning regional ADDY® Awards is not only important to the individuals and agencies; but it also represents the creative excellence, professionalism, and quality that Inland Empire advertising professionals produce. We would encourage Inland Empire businesses to support local professionals before going to Los Angeles or Orange County, because our area has plenty of talent,” said Jon Burgess, vice president of the AAF-Inland Empire.

**Over 100,000...**

**About the Temecula Murrieta Rescue Mission**

Mission's facilities and programs provide food assistance and shelter, in addition to counseling, education, job training, mental wellness, life skill training and medical services to provide a solid foundation for the transition to a self-sufficient life. To make a donation or inquire about volunteer opportunities with the Rescue Mission, call (951) 526-1200 or log on to www.RescueMissionTM.org.

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### Law Firms

**Ranked by Number of Attorneys in the Inland Empire**

<table>
<thead>
<tr>
<th>Firm Address</th>
<th># Attorneys in I.E.</th>
<th># Partners in I.E.</th>
<th>Specialties</th>
<th>Clientele</th>
<th># Offices in I.E.</th>
<th>Office Manager</th>
<th>Local Managing Partner</th>
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<tbody>
<tr>
<td>Kring &amp; Chung, LLP</td>
<td>3</td>
<td>2</td>
<td>Construction Law, Business Law, Insurance Law, Employment Law, Home Law, Estate Planning</td>
<td>Growing Inland Empire Businesses, Construction Contractors</td>
<td>1</td>
<td>Kim Cantrell</td>
<td>Office Manager</td>
</tr>
<tr>
<td>DecJurdins and Panitz, LLP</td>
<td>2</td>
<td>2</td>
<td>Civil &amp; Business Litigation, Real Estate, Bankruptcy</td>
<td>WND</td>
<td>2</td>
<td>Carmen Gil</td>
<td>Office Manager</td>
</tr>
<tr>
<td>Dickman &amp; Holt</td>
<td>2</td>
<td>2</td>
<td>Civil Litigation, Construction, Employment, Business, Donation, Liability Defense</td>
<td>Owners, Contractors, Design Professionals, Equipment Suppliers, Engineers</td>
<td>1</td>
<td>Monica D. Holt</td>
<td>Partner</td>
</tr>
<tr>
<td>LePard &amp; Daves, APC</td>
<td>2</td>
<td>0</td>
<td>Community Assistance, Enforcement Litigation CC&amp;R Compliance, Association Correction Services, Construction Defect Litigation, Reconstruct Support</td>
<td>Home Owners, Associations, Corporate</td>
<td>1</td>
<td>Linda Adams, Esq</td>
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<tr>
<td>The Miller Law Firm</td>
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<td>2</td>
<td>Construction Defect</td>
<td>Homeowners' Associations Property Managers Home Owners</td>
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<td>Rachel Miller</td>
<td>Attorney</td>
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<tr>
<td>Anderson &amp; Keiger</td>
<td>2</td>
<td>1</td>
<td>Construction</td>
<td>Homeowners</td>
<td>1</td>
<td>Barbara Follett</td>
<td>Office Administrator</td>
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<tr>
<td>Ferguson Law Firm</td>
<td>2</td>
<td>1</td>
<td>Government, Civil Litigation, Land Use, Contract Disputes, Solid Waste</td>
<td>Loma Outdoor Auctions, Fairway Outdoor Advertising, Metro Communications Florida Power Light</td>
<td>1</td>
<td>N/A</td>
<td></td>
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<tr>
<td>Law Office of John T. Hranek</td>
<td>2</td>
<td>1</td>
<td>Probate, Estate Planning, Wills, Trusts, Family Law, Bankruptcy, Real Estate, Mediation</td>
<td>WND</td>
<td>1</td>
<td>N/A</td>
<td>John T. Hranek</td>
</tr>
<tr>
<td>Law Offices of Sal Brignapio</td>
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<td>Corporate and Business, Probate, Family and Criminal Law</td>
<td>WND</td>
<td>1</td>
<td>N/A</td>
<td>Sal Brignapio</td>
</tr>
</tbody>
</table>

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**About the Temecula Murrieta Rescue Mission**

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Five Outstanding Community Members to be Honored at Community Action Partnership of San Bernardino County Gala Event on May 19, 2011

The board of directors for Community Action Partnership of San Bernardino County is proud to announce the recipients of this year’s Community Action Legacy Awards. The awardees will be honored at the Community Action Partnership Gala Banquet and Fundraiser on Thursday, May 19, 2011 at the San Bernardino Hilton.

In 2009, the Community Action Board of Directors launched the Community Action Legacy Awards to honor individuals and organizations that have supported the mission and vision of CAPSBC of supporting low-income residents of San Bernardino County in achieving self-sufficiency.

These awards celebrate key members of our community, individuals and institutions whose commitment to assist their neighbors is noteworthy because it has produced tangible results over time. There are five awards that will be given:

1. The Legislative Advocate Award will be presented to Congressman Joe Baca, 43rd Congressional District. This award is given to an elected official who has a distinguished record of public service to their community; who personifies professionalism and leadership; and whose passion and commitment has improved the lives of low-income residents of San Bernardino County.

2. The Community Partner Award will be presented to San Manuel Band of Mission Indians. Given to an organization for their generous financial support of CAPSBC and the clients they serve. The San Manuel Band of Mission Indians has established a benevolent partnership with CAPSBC and their food bank over the past year.

3. The Venny H. Newman Humanitarian Award will be presented to Pastor Willie Ulibarri, Jr. president of Project Life Impact in San Bernardino. This award is given as a tribute to Venny Newman who has dedicated her life to advocating for the poor.

Newman was a pioneer in the establishment of the Dependency Prevention Commission at its inception in 1965, which is now Community Action Partnership of San Bernardino County. For his dedication and motivation to help—

continued on page 33

Two La Quinta Schools Named 2011 California Distinguished Schools

Two La Quinta schools, La Quinta High School and Colonel Mitchell Paige Middle School, have been recognized for their excellence in meeting state and federal academic achievement benchmarks by being recognized as California Distinguished Schools. CVEP commends the schools leadership, parents and students for their great contribution to improving the educational outcomes of our region’s students. CVEP would like to specifically recognize the valuable contribution LQHS makes to the region’s workforce excellence goals through their three CA Partnership Academies preparing students for the future workforce in healthcare, culinary arts and public service.

Economic Drivers of the Valley

CVEP was a featured discussion topic at last month’s session of Leadership Coachella Valley—the event titled “Economic Drivers of the Valley.” The discussion included an explanation of the role of the Coachella Valley Economic Partnership and the progress of the valley’s Economic Blueprint. Leadership Coachella Valley is a program facilitated by current community leaders, designed to identify, motivate and develop future community leaders by addressing valley wide topics, needs and concerns.

Other speakers and topics at last month’s economic session included: Dr. John Husing speaking on the economics and politics of the valley; Scott White, president and CEO of the CVA, speaking on the economic impact of tourism; Tom Davis, Agua Caliente Chief Planning and Development Officer, speaking on the economic impact of Aqua Caliente Band of Cahuilla Indians, as well as discussions on the impact of redevelopment agencies, commercial real estate, special events and retail on the Coachella Valley.

Upcoming Events

May 12 - 13, 2011
3rd Annual Coachella Valley Energy Summit, Workshop and Bus Tour at the Palm Springs Convention Center. The Coachella Valley Energy Summit will feature two events comprised of regional leaders in government, energy, and the private sector focused on the advancement of energy efficiency, sustainability and green job growth in the Coachella Valley.
Trust Me... continued from pg. 17

never make the “adulterer’s guarantee.” This happens when you say to an employee, in effect, “I just lied to someone else, but you can trust me because I’d never lie to you.” When an employee sees you committing any act of dishonesty or two-facedness, they’ll assume that you’ll do the same to them. They’ll start thinking back through all of their conversations with you, wondering what was real and what was disingenuous.

In his book, Hamm describes an incident that took place at a famous, fast-growing technology company. A young, inexperienced, but talented associate had what he thought was a plan for a powerful new marketing initiative. So he asked the CMO to broker a meeting with the CEO to make a presentation on the subject. The CMO agreed, and the meeting took place.

During the presentation the CEO was polite, if noncommittal. He gave the presenter a sort of passive accepting feedback—“Nice, interesting,” and so on—and wrapped up the meeting quickly, thanking the presenter for his initiative. But the CMO could sense a duplicity in the CEO’s behavior and attitude as the parties all headed back to their respective offices. Then, 10 minutes after the meeting, the CEO called the CMO into his office and said, in essence, “That presentation was absolutely terrible. That guy’s an idiot. I want you to fire him, today.”

“The story of this harsh and unjust firing spread (as it always does) throughout the company, morale slipped, and the CMO never completely trusted his boss again,” writes Hamm. “The CEO’s reputation for trustworthiness had been wounded forever. The wreckage from one seemingly small act of dishonesty was strewn all over the company and could never be completely cleaned up.”

Don’t punish “good failures.” This is one of the stupidest things an organization can do—yet it happens all the time. A “good failure” is a term used in Silicon Valley to describe a new business start-up or mature company initiative that, by most measures, is well planned, well run, and well organized—but for reasons beyond its control (an unexpected competitive product, a change in the market or economy) it fails. In other words, “good failures” occur when you play well, but still lose. When they’re punished, you instill a fear of risk-taking in your employees, and with that you stifle creativity and innovation. Instead, says Hamm, you should strive to create a “digital camera” culture.

“There is no expense associated with an imperfect digital photograph—financial or otherwise,” he explains. “You just hit the delete button, and it disappears. No wasted film, slides, or prints. And we are aware of this relationship between mistakes and the consequences when we pick up the camera—so we click away, taking many more photos digitally than we would have in a world of costly film. Because we know failure is free, we take chances, and in that effort we often get that one amazing picture that we wouldn’t have if we were paying a price for all the mistakes.”

Don’t squelch the flow of “bad” news. Do you (or others under you) shoot the messenger when she brings you bad news? If so, you can be certain that the messenger’s priority is not bringing you the information you need: It’s protecting her own hide. That’s why in most organizations good news zooms to the top of the organization, while bad news—data that reveals goals missed, problems lurking, or feedback that challenges or defeats your strategy—flows uphill like molasses in January.

“We must install a confidence and a trust that leaders in the organization value the facts, the truth, and the speed of delivery, not the judgments or interpretations of ‘good’ or ‘bad,’ and that messengers are valued, not shot,” says Hamm. “Make it crystal clear to your employees that you expect the truth

How to... continued from pg. 14

Advertising Budget, Consider...

When Planning Your 2011

The Inland Empire Business Journal

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www.busjournal.com
Within the hospital's emergency department is one of 20 such services in Los Angeles County. The Pomona Base Station coordinates the emergency care-givers in the community—paramedics, emergency medical technicians and fire personnel—to coordinate medical care in the community and to help direct responding units to available emergency departments in the area with open beds and a qualified level of service.

PVHMC's ER is designated as a Disaster Resource Center (DRC) coordinating eight to 10 area hospitals in the event of a regional disaster and also as a specified Emergency Department Approved for Pediatrics (EDAP) to ensure the most positive outcomes for children needing emergency care.

The hospital also provides a unique Safe Surrender unit whereby parents of a newborn, less than 72-hours-of-age, can relinquish their baby anonymously, safely and privately, without fear of criminal prosecution, into a specialized receptacle mounted outside the emergency department. The unit was unveiled almost 10 years ago and has helped save the lives of multiple newborns.

Other key findings of the HealthGrades study include:

- The most common causes for admission through the emergency department by Medicare patients were heart failure, pneumonia and chronic obstructive pulmonary disease. The three conditions alone comprised about 3.5%

For Planning 2011 Advertising, Marketing, and Publicity With The Inland Empire Business Journal

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<th>2011 EDITORIAL SCHEDULE</th>
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<tr>
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<td>• Home Health Agencies</td>
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<td>• Lawyers/Accountants-Who’s Who</td>
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<td>• HMO/POpo Enrollment Guide</td>
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<td>• Economic Development Temecula Valley</td>
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<td>• Financial Institutions (2nd Quarter, ’11)</td>
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<td>November</td>
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<td>• Retail Sales</td>
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<td>• Industrial Real Estate</td>
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<td>• Commercial R.E./Office Parks</td>
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<td>• Financial Institutions (3rd Quarter, ’11)</td>
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<td>• Top Ten Southern California Resorts</td>
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<td>• Temporary Placement Agencies</td>
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<td>December</td>
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For over four decades, CAPS-
and nothing but the truth from them. And always, always hold up your end of that deal. Don’t ever shoot the messenger and don’t ever dole out some irrational consequence.

“Unusually excellent leaders build a primary and insatiable demand for the unvarnished facts, the raw data, the actual measurements, the honest feedback, the real information,” he adds. “Very few efforts will yield the payback associated with improving the speed and accuracy of the information you need most to make difficult or complex decisions.”

Constantly tap into your “fairness conscience.” Precise agreements about what is fair are hard to negotiate, because each of us has our own sense of fairness. But at the level of general principle, there is seldom any confusion about what fair looks like. Just ask yourself: Would most people see this as fair or unfair? You’ll know the answer (indeed, as a leader, you’re paid to know it).

“If you treat your followers fairly, and do so consistently, you will set a pattern of behavior for the entire organization,” says Hamm. “This sense of fairness, critical to the creation of a safe environment, can be reinforced not only by complimenting fair practices but also by privately speaking to—or if necessary, censuring—subordinates who behave unfairly to others in the organization.”

Don’t take shortcuts. Every organization wants to succeed. That’s why, inevitably, there is a constant pressure to let the end justify the means. This pressure becomes especially acute when either victory or failure is in immediate sight. That’s when the usual ethical and moral constraints are sometimes abandoned—always for good reasons, and always “just this once”—in the name of expediency.

“Sometimes this strategy even works,” says Hamm. “But it sets the precedent for repeatedly using these tactics at critical moments—not to mention a kind of ‘mission creep’ by which corner-cutting begins to invade operations even when they aren’t at a critical crossroads.”

Plus, when employees see you breaking the “code” of organizational honor and integrity to which your company is supposed to adhere, they lose trust in you.

“Betray your organization’s stated values when you’re feeling desperate—by lying to clients or ‘spinning’ the numbers to get out of trouble with your boss—and you devalue the importance of trust and honesty in their eyes,” adds Hamm. “They see you breaking your own rules and suddenly they see you as less trustworthy. After all, if the client or the company’s executive suite can’t trust you, why should they?”

Separate the bad apples from the apples who just need a little direction. The cost of untruths to an organization can be huge in terms of time, money, trust, and reputation. As a leader, you have to recognize that you are not going to be able to “fix” a thief, a pathological liar, or a professional con artist—all of these must go, immediately.

“In my coaching practice, there are three failure modes that I will decline to coach: integrity, commitment, and chronic selfishness, that is, manipulating outcomes for individual gain at the expense of the larger opportunity,” says Hamm. “These are character traits, not matters of skill, practice, knowledge, or experience.

“That said, one huge mistake leaders make is to doubt or distrust someone because their work or performance disappoints us,” he adds. “Performance problems should be managed fairly and with little judgment of the person’s underlying character, unless that is the issue at the root of the trouble. Ultimately, unlike my failure modes, improving performance is often merely a matter of feedback, course correction, and some coaching.”

“Trustworthiness is never... continued on page 39
A Texas...

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collagen and connective tissues to add to the meats’ tenderness. They create their in-house seasoning themselves and smoke the pork up to nine hours, chicken up to four hours, beef up to seven hours, and the brisket up to 24 hours.

As with any barbecue, you have to start with a great piece of meat. I tried their brisket, sliced ham, barbecue Louisiana hot links, chicken, as well as the BBQ beef and pork ribs. The highlight for me was definitely the ribs. Upon the first bite into them, the meat literally falls off the bone. It had such a well-cooked aroma, enhanced by the sauce, which really brought out the wonderfully sweet, tangy, and smoky flavor of the meat. It was so tender and flavorful that I was instantly addicted. I really enjoyed the brisket and have fallen in love with Texas-style barbecue. I also tasted their potato salad and beans on the side. The potato salad is really delicious. It tasted like it had a hint of dill mixed in. For dessert, I tried the peach cobbler. It was perfectly made with just the right spices and sweetness.

If you need to find comfort in food, this is the place to visit.

Red Hill BBQ is located at 8111 Foothill Boulevard, Rancho Cucamonga, CA 91730. Phone: 909-920-0558.

A “Go to Guy”...

continued from pg. 3

Bob Balzer has been married to his wife, Debbie, for 39 years and lives in Alto Loma. Their daughter, Ashley, is now married and living in Fontana with Aaron, his son-in-law, and their granddaughter. Since July 1, 2007, he has been working at Cal Poly Pomona. His duties in the campaign are to organize and watch over the campaign. Once the deans organize their different programs, Balzer is there to ensure that everyone is working collaboratively on the campaign and to act as a liaison between the academic and the administrative side of the house—and donors. He works as the central hub of all the things that go on in the campaign.

When planning this type of comprehensive campaign, the first step is to start off with a case statement and develop the individual cases for support. This defines the reasons as to why they should donate to the university. It took about a year’s time to prepare everything in order to start the campaign in July 2008. The first phase of the campaign is the feasibility phase, then the quiet phase where they contact specific donors—usually high net worth individuals or companies who have the ability to give large gifts to get to the fund to the fifty to sixty percent range. From there, they went public in November 2010. Balzer states that when you go public, you deal with more corporations, more foundations, alumni, and faculty members.

Currently, they are right on target and actually ahead of schedule with a projection to reach $90 million by June 30, 2011. They are currently about 3/5ths of the way there. Some of the funds go into endowments right away. The bulk of the money is typically directed towards specific items such as scholarships, health support, research, or other programs for students. To date, the largest contribution in the history of the university has been donated by the W. K. Kellogg Foundation amounting to $42 million. During this public phase, the university will typically look to individual donors, graduates, parents of graduates and other people who really appreciate what the university can do for their families.

The best public universities in the nation enjoy the highest levels of private support. Such support creates opportunities by funding scholarships, endowing positions, building premier facilities and creating an educational climate that draws the best and brightest minds from all walks of life.

This comprehensive campaign is everyone’s opportunity to leave a mark. By helping them reach their campaign goals, one will ensure the legacy of this unique university and region.
AR Tech Literally in Space

By Jonathan Siu

AR Tech, a subsidiary of A&R Tarpaulins Inc. was awarded their 2010 small business recognition award by United Launch Alliance LLC. ULA presented AR Tech with the honor during an award ceremony on April 21st. ULA is a space launch company that provides all U.S. government aerospace launches. They chose AR Tech among many of its worldwide suppliers of products and services. AR Tech received this award for providing high-tech blankets that protect ULA’s launch vehicles and have been creating fabric aerospace products for ULA since ULA’s inception over four years ago.

The project they completed for ULA is an enclosure that shields complex hardware from admittance of Electro Magnetic Interference (EMI) and Radio Frequency Interference (RFI). The purpose of this project was to create a shield that can withstand the required levels of EMI and RFI. The client requested that it be lightweight for easy installation, as well as being durable enough for handling and usage. This product was then used to provide protection for ULA’s launch vehicles.

In the early 1980’s A&R Tarpaulins Inc. began producing technical fabric products and components to meet the requirements of the large aerospace companies in the Southern California area. As the company pursued these markets, A&R created the AR Tech division. From then on they’ve built up a strong reputation for creating the best designed, engineered and manufactured fabric products at competitive prices among their clients such as McDonnell Douglas, Rockwell, and Rocketdyne as well as TRW, Northrop, Lockheed, General Dynamics and Martin Marietta. Their relationship with these aerospace companies continues on with their successors, The Boeing Company, Lockheed Martin and Northrop Grumman. They are also backed by their ISO 9001:2000 International Quality Registration.

A&R Tarpaulins’ co-founder and industry leader Ralph Weisbart started A&R in May 1976, and retired in 1990. The company is now owned and operated by Vice President Bud Weisbart and his wife of 44 years, Carmen, president. Their 48 employee firm is located in Fontana.

The company remains committed to meeting the needs for technical fabric products for aerospace applications and also for medical, insulation, protective and safety applications. Examples of some of the products manufactured for technical applications include products and services for flight hardware, ground support to various aerospace companies providing satellite launches, architectural products and services for homes and businesses and industrial products for the transportation industry.

In 1998, building from their base of aerospace and industrial products, A&R created a new family of products directed towards business and consumers under the name of AR Industries. This effort began with A&R addressing the needs around the Inland Empire by providing awnings and canopies, pool and spa covers, boat covers and specialized protective covers.
The development features over-standard grade construction materials, metal-clad foam insulation that lines the interior of concrete panels along with lighting and energy management controls that will save more than 4 million kilowatt hours of energy per year. Other building statistics include:

- Site area of more than 1 msf
- 36,000 square yards of concrete
- 3,100 tons (6,188,000 pounds) of steel
- More than 100 miles of electrical wire
- More than 10,000 electrical lamps
- A 60,000 pallet capacity, with the ability to stack up to seven pallets high.

The facility is expected to add 350 new jobs to the area. Construction of the building also resulted in a significant boon in materials purchase and more than 2,000 construction jobs, as well as permanent capital investment to the City of Riverside.

Others responsible on the development team for the facility include HPA Architects (building architect), Fullmer Construction (general contractor), Hunter Landscape (landscaping), Wright Engineering (refrigeration engineer), ATI Architects (insulation engineer), Thienes Engineering (civil engineers) and So Cal Geotechnical (geotechnical engineer), Gartner Refrigeration & Mechanical (refrigeration equipment installation), Clarion construction (insulation).

### Employment Services/Agencies

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<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>City, State, ZIP</th>
<th>Offices E</th>
<th>Employees E</th>
<th># of Searches/Year</th>
<th>Arg., Candidate</th>
<th>Services</th>
<th>Top Local Executive</th>
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<tr>
<td>Amvigor Staffing Services</td>
<td>1401 S. Colorado Ave., Ste. B-158</td>
<td>Upland, CA 91786</td>
<td>1</td>
<td>15</td>
<td>2</td>
<td>200</td>
<td>E., Orange/L.A. Counties</td>
<td>Varies by Skill</td>
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<tr>
<td>Cutting Edge Staffing</td>
<td>47100 Victorville Rd</td>
<td>Adelanto, CA 92300</td>
<td>1</td>
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<td>I.E., Orange Counties</td>
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<td>5170 Palisade Circle</td>
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<td>1</td>
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<td>Halpotes Staffing Services</td>
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<td>9</td>
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<td>JM Staffing</td>
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<td>Man/Vaughton Associates</td>
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<td>1993</td>
<td>6-10 Higher Education</td>
<td>$150,000</td>
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<td>Mgmt. Recruiters, I.E. Agency</td>
<td>19 E. S. State Rd.</td>
<td>Redlands, CA 92373</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1986</td>
<td>200 International Contingency</td>
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<tr>
<td>Olympic Staffing Services</td>
<td>233 E. Concourse St., Ste. 7100</td>
<td>Ontario, CA 91761</td>
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<td>1983</td>
<td>WND</td>
<td>Inland Empire</td>
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<tr>
<td>Resume Recruiters</td>
<td>2910 S. Ashoubted Ave.</td>
<td>Ontario, CA 91761</td>
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<td>2006</td>
<td>50-100</td>
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<td>Riverside Personnel Services, Inc.</td>
<td>3253 Central Ave., Ste. 200</td>
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<td>1</td>
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<td>5</td>
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<td>Spheron</td>
<td>24921 Empire Blvd., Suite A130</td>
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<td>Ontario, CA 91764</td>
<td>1</td>
<td>6</td>
<td>6</td>
<td>1994</td>
<td>nu</td>
<td>All I.E.</td>
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N/A = Not Applicable WD - Would Not disclose - n/a = 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 listings, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to Inland Empire Business Journal, P.O. Box 1976, Rancho Cucamonga CA 91729-1976. Copyright 2011 by IEBJ.
For years venture capitalists and entrepreneurs have been branded by a single line of dialogue uttered by Michael Douglas playing the role of Gordon Gekko in the movie “Wall Street.” The odds are that you’re already thinking of it. That line, of course, is: “Greed is good.”

In his book, William H. Draper III, points out many times that there are situations when not even being aggressive is very good, let alone being greedy. Being thorough, knowledgeable, and having a good sense of analytics is much better than blindly charging ahead. As Draper indicates, the most reliable way to become a highly successful venture capital organization is not to follow the guidance offered by “ready, fire, aim.” It does mean following organized, well thought out persistence, and having an adequate amount of working capital.

Draper, who was at one time a senior partner in what became the largest venture capital firm on the West Coast, Draper, Gaither & Anderson, went on to become president of the Import-Export Bank and then head of Sutter Hill Ventures. Sutter Hill became famous as one of the major financial sources for the most successful start-up companies in Silicon Valley. In other words, the man knows whereof he speaks.

Despite this huge amount of experience, he makes amply clear that no one in the venture capital business makes a fortune with every entrepreneur that comes to them with an idea. He tells the story of his son, Tim, who was smart, an electrical engineer, and knew more than a little of what was taking place in Silicon Valley. The father decided to test his son in the fine art of putting deals together. The elder puts it this way: “I can still see Tim peering into the accountant’s book with the name of each company neatly printed on each line. He slowly ran his index finger down the rows. As we went, Tim intoned the name and fate of each company. The first five, as I recall, were as follows: dead, dying, bankrupt, probably won’t make it, and not so good. “Uh-oh,” I said to myself. “And what about the sixth investment, Tim?” I asked, trying to sound upbeat. “He looked up and paused, ‘Home run!’” he exclaimed.

“He had spread the risk over several investments, and even though five of his six had flopped, the sixth—Parametric Technology—covered all the rest and some. Parametric Technology now brings in about $1 billion in revenue each year.”

Draper goes on to say that one major success out of six is usually good, one out of 10 is more common, and is usually not a home run. The point Draper makes is that risk in the venture capital marketplace is always present, and that failure is more prevalent than explosive success.

Although the author makes extensive use of his personal and family’s experience putting deals together, the book offers much more than a series of interesting experiences near the summit of business finance and capitalization. In fact, much of the book follows what he considers to be “five key dimensions”:

- 1. The funders
- 2. The team
- 3. The pitch, the product, and the market
- 4. The deal
- 5. The relationship

The book’s strength rests on the wisdom that Draper shares with readers. He’s plain spoken and doesn’t sugar situations. Yet, he explains things in a way that make you feel that under the relationship between venture capitalist and entrepreneurs there is a subtle awareness of what it really takes to make these deals work.

That’s something to think about when a nation has to pull itself out of an economic situation that has financial land mines scattered everywhere.

—Henry Holtzman
Trust Me...

entirely pure,” says Hamm. “Everyone fails to achieve perfection. So the goal for a leader is to make those wrong choices as rarely as possible; admit them quickly, completely, and with humility; fix them as quickly as you can; and make full recompense when you cannot. Trust is the most powerful, and most fragile asset in an organization, and it is almost exclusively created, or hampered, by the actions of the senior leader on the team.

“A working environment of trust is a place where teams stay focused, give their utmost effort, and in the end do their best work,” he concludes. “It’s a place where we can trust ourselves, trust others, trust our surroundings, or—best of all—trust all three.”

For additional information, visit his web site at www.unusualllyexcellent.com

Pomona Valley...

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million emergency department admissions, almost half of all the emergency admissions studied.

• Medicare patients treated at hospitals recognized with a HealthGrades Emergency Medicine Excellence Award had, on average, a 40% lower risk of death compared to patients treated at non-recipient hospitals.

• On average, for the 12 conditions studied, the percentage of cases admitted through the emergency department increased 2.64% from 2007 to 2009.

• The findings are based on an analysis of more than seven million Medicare patient emergency department records from 2007 to 2009.

For more information visit either www.pvhmc.org or www.HealthGrades.com.

Wine Country...

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Robles wines. Meltzer was not reluctant to share his expertise and opinions with visitors: “Certain wines do a far better job of cleansing the mouth for the most important thing—the next food,” Meltzer explained. “When you bother to cook something eclectic—using herbs and spices and so on—and all you taste is the wine, then you’ve worked hard for nothing. You’ve overmatched your food.”

Meltzer calls himself a wine “purist” because he closely matches his wines and foods. For example, the red zinfandel so prevalent in the Paso Robles area is best served with stews, pasta sauces, barbecue, French country chicken—Meltzer offered a long list of options, giving his visitors plenty of food for thought.

AT A GLANCE
WHERE: Atascadero is midway between Los Angeles and San Francisco along the Central California Coast. The city has several wineries of its own and is minutes away from wineries in Templeton and Paso Robles.

WHAT: The Paso Robles Wine Country is not as well-known as Napa, but coming on strong. In addition, San Luis Obispo County has great beaches and scenic seaside villages.

WHEN: Year-round.

WHY: The area is easily accessible from L.A. or San Francisco and offers some of California’s best coastal scenery.

HOW: For more information on Atascadero and Paso Robles wineries, phone the Atascadero Chamber at 805-466-2044 or visit www.atascaraderochamber.org. For more information on the Carlton Hotel, phone 805-461-5100 or visit www.thecarlton.com. For more information on San Luis Obispo County, phone 800-6734-1414 or visit www.sanluisobiscounty.com.

How to...

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ers one person. If you and your spouse both want Medigap coverage, you must each buy a separate policy.

• Any standardized Medigap policy is guaranteed renewable, even if you have health problems. This means the insurance company can’t cancel your policy as long as you pay the premium.

Although some Medigap policies sold in the past covered prescription drugs, Medigap policies sold after Jan. 1, 2006, aren’t allowed to include prescription drug coverage. (If you want such coverage, you can join a Medicare Part D prescription drug plan, offered by private companies approved by Medicare.)

David Sayen is Medicare’s regional administrator for California, Arizona, Nevada, Hawaii, and the Pacific Trust Territories. You can get answers to your Medicare questions 24/7 by calling 1-800-MEDICARE or online at www.medicare.gov.

Five...

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BC has worked diligently to meet the needs of San Bernardino County low-income residents. Our organization is charged with serving over 850,000 low-income families and individuals, elderly, home- less and disadvantaged residents annually in 78 San

The Engagement...

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How to Keep...

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in an event like an object. It’s a skill that you work on and grow… and when your audience is one click away from “changing the channel,” you’d better figure out how to get and keep attention throughout. If you’re not, you’re going to be like a television playing in the background, not the main focus of the person you’re trying to reach.”

So there you have it. Know your audience, give a great presentation, make it fun and different, and be a great presenter.

Think you can do it?


If you would like to become a supporter of CAPSBC and our Annual Gala, please call (909) 723-1517 or email nmerrill@capsbc.sbcounty.gov or visit our website at www.capsbc.org.

Save the Date!

Click to download the Date as an ICS file

The Engagement 2012 Gala will be held on May 11, 2012.

Did You Hear the Latest News? You Can Stearn Post Call The Monthly Coupons Zenil Foundation Success Story

The Coupon Industry is hot (up 79% of the United States population now consoome coupons), here is another strong entry in the coupon game box.
Executive...

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at more than $600 million. He brings extensive expertise in project management and inter-agency coordination throughout the state.

In addition, Jim has spent several years in the development and delivery of project management curriculum for the Department of Transportation, Caltrans. The courses he has developed have been instrumental in preparing department managers and staff for professional certification, as well as meeting statewide transportation delivery challenges.

Jim holds a bachelor of science degree in engineering, is a licensed civil engineer, and a credentialed project management professional.

- JPL Operator Moves From Compton to Ontario

A third-part logistics provider has locked up a five-year lease on an Ontario distribution facility and will move there from Compton in about a month, according to a statement from Grubb & Ellis, which represented the tenants.

Interlog USA and its subsidiary, American West Worldwide Express, will move to a 286,000-square-foot warehouse in the 5700 block of East Jurupa Street.

The move to Ontario will allow American West Worldwide Express to expand its West Coast operations. The company does international and domestic logistics work and also operates a less-than-load trucking operation.

- Voit Names Robert Osbrink as its Executive Managing Director

Voit Real Estate Services, a forward-facing commercial real estate organization, has hired Robert Osbrink as its executive managing director for the Inland Empire and Voit’s other regions, according to Robert D. Voit, founder and chairman of Voit Real Estate Services. The appointment is part of a strategic effort to bolster Voit’s leadership team.

Prior to joining Voit, Osbrink worked in increasing positions of management at Grubb & Ellis, including serving as co-CEO of the publicly held Grubb & Ellis Company, an international commercial real estate firm, for four years.

“As Voit continues to grow platform of services throughout the Western United States, Bob Osbrink will take an important role in overseeing the continuing success of our strong team of managing directors,” said Voit.

In his new role, Osbrink will use his 38 years of commercial real estate experience to provide strategic guidance to Voit’s 10-office brokerage operations.

- The University of Redlands Named Again a “Green College” and “Tree Campus”

The University of Redlands has been named for the second year as one of the most environmentally respon-continued on page 7
Imagine a trip to the vineyards of Tuscany where you will drive through a sun-drenched region with vine-clad hillsides, stopping off to visit wineries where fascinating local craftsmen toil at their labor of love. At night you will retire to your villa, a shrine of elegance and testament to good taste.

Now imagine driving just a few hours from Los Angeles or San Francisco and finding much of the same experience. Paso Robles wineries are fast becoming just such an alternative for sophisticated travelers who are often surprised to find such an exquisite getaway so close to home.

To be sure, Paso Robles is not going to become a world-class destination like Tuscany anytime soon—instead of well over a thousand wineries in Tuscany, you’ll find just about 80 in the Paso Robles area. And the overnight accommodations in the immediate area are limited compared with, say, the Napa Valley. Still, there are many inns and lodges within an hour’s drive in places like Cambria, Pismo Beach and San Luis Obispo and, of course, the nearby Pacific coastline is an attraction all of its own.

Happily we discovered the perfect complement to touring the local wineries—an extraordinary hotel called the Carlton that was completely refurbished and re-opened for business in the last few years. This hotel is located in the heart of the wine country, taking up the better part of a city block in quaint downtown Atascadero.

The Carlton Hotel is a “boutique” hotel, capitalizing on the growing popularity of boutique lodgings both in major cities and—with the Carlton as a case in point—sometimes out in the hinterlands. The term has come to symbolize luxury and a higher level of personalized service than many larger hotels. Like the Carlton, most boutique hotels pay a lot of attention to detail and target business travelers as well as affluent leisure travelers.

The Carlton originally opened in 1929 and was a magnet for celebrities such as Jack Benny, Bette Davis, Fred McMurray and Dick Powell. The aging hotel was renovated by local entrepreneur David Weyrich with the idea that it would reclaim its past glory by creating 52 individually designed guestrooms with such features as marble bathrooms, deep whirlpool baths, oversized bath towels, high thread-count cotton sheets—well you get the picture.

From the moment we walked into the hotel, the feeling was more like a swank downtown San Francisco hotel than a country inn. Our guestroom seemed regal—period furnishings decorated the spacious interior while the luxurious draperies and bedding added to the upscale feeling. An oversized bath area offered both the whirlpool bath and shower and a dressing area larger than most. In summary, the Carlton has added the special touches that separate the “nice” hotels from the truly “luxurious” lodgings.

But we digress. The hotel was a pleasant surprise for us, but visitors come to Atascadero and nearby Paso Robles mainly for the stunning combination of wineries and picturesque scenery. We spent a day traveling the rolling hillsides of both areas, searching out various wineries, both large and small. We probably are a bit unusual—we enjoy just visiting the wineries and chatting with the winery employees and do not make a point to taste in every winery we visit. But we did taste a few and found that the wine tastings were often free compared with other regions we’ve visited where every winery charges for the service.

Local winery maps will help you quite a lot as you seek out the wineries—actually they are something of a necessity considering the rolling hilltopography and many country roads. Our preference was to read through the local winery guidebooks and pick out wineries that seemed especially interesting—then go directly to those. Maybe a more efficient approach would be to just start driving and stop at whatever wineries are on your way. Either way, there are wineries here of all sizes, from larger corporate entities to Mom and Pop operations that are little more than a spare room with a few wine vats.

The smaller wineries we visited was the Casa de Caballos Vineyards where we talked with Scott Tobin, son of the winery’s founder Dr. Thomas Morgan. While in residency at the Orange County Medical Center, Dr. Morgan experimented with fruit and berry wines as a hobby. Originally he and his wife, Sheila, just made enough wine for themselves and friends but it soon became apparent that they couldn’t drink all that they produced. Today the winery has grown from one acre of grapes to six acres, and when you visit their scenic vineyards you get a bonus: it’s also part Arabian horse farm, satisfying one of Sheila’s lifelong passions.

Over at Turley Wine Cellars, visitors get a chance to taste what has become a “cult wine”—a wine that is in limited supply and often higher priced than many competitors. We learned that Turley, which produces wines elsewhere in California, bought the old Pesenti Winery in 2001 because David Turley wanted the 80-year-old Zinfandel vines on the property. The winery does small batches of 3,000 cases or so for each of its vineyards, creating an excellent variety and high demand for the product.

When we stopped at Wild Horse Winery, pourer Kyle Coots was more than willing to talk with us about the growing demand for the Wild Horse products. The winery started in the mid-80’s and has grown to be one of the top producers on the Central Coast—seven different wines altogether. Tastings at the Wild Horse are free.

On a previous trip we stopped by EOS Estate Winery just east of Paso Robles on Highway 46, where we watched Stan Melzter put on what amounted to a clinic on Paso reds. Continued on page 39.