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Don’t Blame Texas

As California’s budget battle continues, Republicans and Democrats have engaged in a rhetorical battle regarding the relative merits and demerits of our lovely state and one of the nation’s other megastates, Texas. This debate started after a legislative delegation made up mostly of Republicans went eastward in April to meet with Lone Star State officials to learn about job growth; it has re-emerged as Texas Gov. Rick Perry is being mentioned as a potential GOP presidential hopeful.

“From 2008 to 2010, Texas added more than 165,000 jobs,” said Assemblyman Dan Logue, the Marysville area Republican who organized the fact-finding mission. “During that same time period, California lost 1.2 million jobs. In terms of creating jobs, Texas is clearly doing something right, and California is doing something wrong.”

I read that quotation on the website of Gov. Perry, who is known for his trips to California to encourage our state’s highly taxed and regulated businesses to move to his state, where they are welcomed rather than treated like pariahs. The Los Angeles County city of Vernon, targeted for extinction in the wake of a corruption scandal, has even run ads blasting Texas for trying to steal its businesses.

Despite efforts by a prominent left-of-center California think tank to show that California businesses aren’t leaving the state in droves, California businesses are expanding elsewhere. Corporate executives might prefer keeping the headquarters in picture-perfect San Diego or Irvine or San Jose rather than moving it to dusty El Paso or swampy Houston, but they aren’t creating many new jobs here. Who can blame them?

Everywhere I go, I am met by California taxpayers and business owners who love their state. But they share the stories of their search to go elsewhere—or else their exit plan if things get much worse, economically. Some of this is idle chat, but many people are serious, as the Logue statistics show. Our

Habitat for Humanity Improves Sales and Rises in Homebuilder Ranks During Housing Crisis

Within the organization’s last fiscal year Habitat for Humanity International has celebrated building its 400,000th house and has risen in ranks to be named the sixth largest homebuilder in the United States with 6,032 closings in 2010, according to Builder magazine’s annual survey. Since the nonprofit organization was founded in 1976, its self-help, hand-up model has resulted in rehabbed, repaired or new housing for more than two million people worldwide.

“Our placement on the Builder 100 list is a testament to what can be accomplished when people work together,” said Larry Gluth, senior vice president of U.S. and Canada for Habitat for Humanity International. “So many families in the United States and around the world face an incredible need for affordable housing, and this need only increases during challenging economic times. Habitat works every day to help these families,

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Practice Nets More Benefits for Public Executive

By Tony Saavedra, O.C. Register, OC Watchdog

‘Airtime’ allows workers to receive credit toward pension for years they didn’t work.

Hasan Ikhrata, executive director of the Southern California Association of Governments, recently got a contract extension for another five years. It didn’t come with a raise.

In fact, Ikhrata hasn’t had a raise since he was hired in 2008. But that doesn’t mean he isn’t paid well. His total compensation of $334,890 includes some handsome perks and retirement boosters.

For instance, the agency is paying $44,801 annually for five years to buy extra time on Ikhrata’s retirement package—meaning he’ll get pension money for five years that he didn’t work.

The practice, called “airtime,” is perfectly legal.

And not getting a pay raise works in his favor, because he can buy the extra retirement at bargain prices—knowing that sometime down the road, he’ll get a pay raise that will increase his pension, said Marcia Fritz, head of an organization that is trying to overhaul pensions.

“It’s a complete waste of taxpayer money, and we get nothing in return for it,” said Fritz, head of the California Foundation for Fiscal Responsibility. “It’s a total scam developed by CalPERS so they could get more money.”

Jack Dean, who writes a blog called “Pension Tsunami,” explains it this way: “They’re saying we can’t give you the money now, but you’ll get it later when you retire.”

Added Dean: “These purchased service credit years are underpriced to begin with, and now taxpayers are paying for their purchase? Outrageous!”

Gov. Jerry Brown has mentioned airtime as one of the problems with the state’s pension system.

Ikhrata—as well as all SCAG employees—pays nothing toward his retirement, according to SCAG financial documents. In fact, the agency pays his share at $16,043 a year.

Ikhrata, in an interview with the Watchdog, said that pension overhauls are indeed needed. For instance, he said, SCAG employees, including himself, should pay their share of the pension costs.

“We’re looking into that. I don’t think (the current practice) is sustainable into the future,” he said.

However, Ikhrata defended the practice of airtime.

“Public employees work for a living and airtime is a benefit. I have not had any raises so far......My salary is lower than any executive director at this level,” Ikhrata said. “Public employees worked hard and

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Building Outrage: How Corruption Has Crippled the Construction

Recent weeks have seen several indictments against corrupt construction companies, bringing to light millions of dollars of construction cost overruns that have been passed on to unsuspecting project owners. Barry LePatner explains how this reflects business as usual for the construction industry and provides advice on how owners can take back the building process.

It reads like a story from the recent financial collapse when headlines exposed the corrupt practices of many of the nation’s big financial companies. This time, however, some of those corporate giants are the ones getting fleeced—by a construction company. Unfortunately, says Barry LePatner, the story of how a construction management company and its aligned subcontractors allegedly bilked millions of dollars from their clients is one that has become all too familiar in the construction industry.

“Lehr Construction is alleged to have over-invoiced its clients to the tune of more than $78 million,” says LePatner, author of “Broken Buildings, Busted Budgets: How to Fix America’s Trillion-Dollar Construction Industry” and founder of LePatner & Associates LLP. “The company allegedly entered into agreements with subcontractors who submitted inflated purchase orders to clients, who then paid the inflated amount to the subcontractors. Lehr then, allegedly, pocketed a portion of the overbilling it had passed on to the owner.”

The corruption at Lehr Construction is no exception, notes LePatner. In fact, the New York Times has reported that over the past year, both the district attorney of New York County and state police investigators have called in over a hundred subcontractors in the latest roundup of indictments related to corruption on projects as prominent as the Goldman Sachs and Bank of America headquarters facilities.

“The stories of corruption should warn every major construction project owner of the dangers of placing millions—and sometimes tens and hundreds of millions—into the hands of companies with very questionable business practices,” says LePatner. “But the reality is project after project collapses because owners make the same mistakes.”

LePatner pinpoints three of the most common mistakes, which, unfortunately, have been made by many developers and corporate and institutional owners.

“First, owners don’t properly monitor operations to prevent corrupt practices,” says LePatner. “All too frequently, they believe that merely sending out questionnaires about a company’s finances or prior project successes will serve as appropriate due diligence. Second, they don’t include provisions in their contracts that will compel transparency or serve as safeguards from cost -boosting corruption. And third, they don’t properly do the necessary auditing work during and after a project to provide, for example, inventory controls and assurances that all payments to a construction manager have been made to suppliers, vendors, and subs.

“As long as corruption is allowed to continue, so will the cost overruns that repeatedly bust project budgets, adding between 25 to 50 percent to project costs. And until owners are educated about the costly inefficiencies of the construction industry and take action to protect themselves from corruption, cost overruns will continue to sabotage projects—public and private alike.”

“We are a nation that loves to build,” says LePatner. “But without taking the proper precautions, we do not know how to build well. These widespread reports of corruption don’t affect only private owners. Because of the threat of continued on page 20

Inland Empire Region of Southern California Welcomes SBA’s Pellson Lau

On June 20, Pellson Lau joined the Small Business Administration, Office of International Trade, as the international trade finance specialist. His territory includes Southern California, Nevada, Hawaii, and Guam.

Pellson has over 26 years of diverse banking experience specializing in international trade operations, commercial lending, government-guaranteed loan lending, and credit review/administration. He graduated from USC in the executive MBA program and he possesses a banking diploma from its School of Business in the United Kingdom.

Pellson, working from the U.S. Department of Commerce, Inland Empire U.S. Export Assistance Center located in Ontario. He is anxious to get acquainted with all the lenders in his territory and welcomes calls for assistance with clients needing SBA working capital support.

Pre-Order Your California Pet Lover’s License Plate and Help the Animal Care & Adoption Center

California may have a brand new license plate just for pet lovers. It is the California Pet Lover’s License Plate and it not only looks great and promotes spaying and neutering but it also helps the Rancho Cucamonga Animal Care & Adoption Center. If the plate becomes accepted by the Department of Motor Vehicles (7,500 pre-orders are necessary to start production of a new plate), proceeds from the license plate will provide funding for spay and neuter grants.

Pet overpopulation is the number one problem facing animal shelters across the country and having additional resources to fund low-cost spay/neuter programs would be one more way to fight this problem. “It’s a wonderful opportunity, because the license plate promotes spaying and neutering which is a great educational tool. Plus it will eventually have the potential to fund grants to pay for low-cost spaying and neutering and it gives us the opportunity to win prizes for selling the most license plates,” shared Joe Pulcinella, animal care and services director.

Additionally, municipal animal shelters and companion animal-focused non-profit organizations have been invited to compete for cash prizes by helping to promote the California Pet Lover’s License Plate. Participating organizations will help promote the Pet Lover’s Plate by displaying brochures, hanging banners, and featuring the plate in publications and inserts. All materials are provided free of charge.

Each organization will receive credit for each license plate pre-order generated by that agency. The three shelters and/or non-profit organizations with the greatest number of pre-orders to their credit will win cash prizes totaling $15,000 from the Found Animals Foundation.

Beginning March 1, 2012 shelters and animal groups can also benefit from a second promotion. All new pre-orders will be placed in a drawing. Out of every 100 people who place a new pre-order, one will be randomly chosen to designate the shelter or non-profit organization of their choice as the recipient of a $300 donation. This means organizations participating in the first promotion can win more than a share of the $15,000; the more continued on page 39
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REAL ESTATE NOTES

VOIT REAL ESTATE SERVICES COMPLETES 100,876 SQUARE-FOOT LEASE RENEWAL FOR REUSABLE CONTAINER COMPANY, SUBSIDIARY OF IFCO SYSTEMS N.A.

The Inland Empire team of Voit Real Estate Services has successfully directed the 60-month lease renewal of a 100,876-square-foot industrial building for Reusable Container Corporation, a subsidiary of IFCO Systems N.A., for a total consideration of $1.7 million.

Frank Geraci, Walt Chenoweth, Patrick Wood and Juan Gutierrez of Voit’s Inland Empire office represented the lessee, Reusable Container Corporation, a subsidiary of IFCO Systems N.A. that supplies its customers with reusable plastic containers used to transport fresh products from producers to leading grocery retailers.

“We anticipated that rental rates were going to increase, so we began negotiating with the landlord more than a year before the lease was set to expire in order to solidify a favorable deal for our client,” said Geraci, executive vice president of Voit’s Inland Empire office.

“The Inland Empire industrial market is continuing to improve with ongoing positive absorption and declining vacancy rates, and this transaction is an example of Voit’s ability to leverage the direction of the market in order to produce a positive outcome for our clients.”

The lessor, DCT Industrial of Newport Beach, represented itself in the transaction. The property is located at 8950 Rochester Avenue near the 15 Freeway in the heart of Rancho Cucamonga.

LEE & ASSOCIATES CLOSES ON $9.25 MILLION OFFICE SALE IN ONTARIO

Lee & Associates has closed on the $9.25 million sale of the Empire Corporate Center office building complex located at 800 N. Haven Avenue in Ontario. Lee’s Ontario office represented both the buyer and seller in the transaction. Buyer, TA Realty Advisors, will take over the 80-percent-leased, 81,700-square-foot complex. Regent Properties was the seller.

“This was a case of Lee Ontario servicing both sides of this transaction in order to best meet the needs of all parties involved,” said Barret Woods, principal/senior VP of Lee Ontario, who worked on the deal with fellow Principal/Senior VP Scott Ostlund. “This Class-A office park is perfectly located near two major thoroughfares, in Interstates 10 and 15, as well as the Ontario Airport, the Ontario Mills Mall and more than a dozen full-service lodging options.”

LEE & ASSOCIATES CLOSING INLAND EMPIRE NORTH, INC. CAPTURES MEMORIES WITH LIFETOUCH NATIONAL SCHOOL STUDIOS

Say Cheese!!! Lee & Associates Inland Empire North, Inc. placed Lifetouch National School Studios in the Ridgecrest Plaza located in Victorville. As the economy has shown signs of stabilizing, Lee & Associates continues to bring new businesses to the High Desert. Serving the business community, Donald P. Brown, president/broker, and Elizabeth Brown, executive vice president, both of Lee & Associates Inland Empire North, Inc. conducted this transaction.

Lifetouch National School Studios leased out ±1,620 square feet in the newer built Ridgecrest Plaza. Lifetouch National School Studios captures precious memories continued on page 29
SALES


Sure, Steve Jobs has created products we all love. But his method of creating products without his customers’ input won’t work for most businesses, especially B2B suppliers. Dan Adams offers his advice on how you can create Steve Jobs-quality products with a high likelihood that your customers will buy them.

There’s a famous quote from Henry Ford that Steve Jobs has been known to cite: “If I’d have asked my customers what they wanted,” Ford reportedly said, “they would have told me ‘a faster horse.’” Yes, it reflects a bold product development philosophy. And this closed-door, tell-customers-what-they-want-even-if-they-don’t-yet-know-it approach works well for our modern day King of Innovation (and his development team at Apple, of course). But if you’re tempted to adopt the Jobsian method yourself, Dan Adams urges you to think twice.


“The reality is that the average new product success rate—once the costly development stage begins—is only 25 percent,” he adds. “Generally speaking, for those of us who aren’t Steve Jobs, the practice of developing new products first and then waiting to see if customers buy them is a terribly inefficient use of resources.”

For B2B suppliers, in particular, Adams extols the virtues of first understanding market needs and then developing supplier solutions to meet them. In fact, his New Product Blueprinting—packed full of very practical methods, skills, and tools that have been finely tuned on six continents and in hundreds of industries—centers on this “ask before you innovate” philosophy.

“The good news is that you can conceptualize products you know your customers need before spending a bundle on development and launch,” explains Adams. “And even more good news, this approach does not prevent you from developing exciting, breakthrough products. What’s more, it’s unlikely your competitors are using this approach today, so your competitive advantage can be enormous.”

Here are the key steps to becoming a new product maestro in your own right:

Remember, Steve Jobs deals in consumer goods—a whole different ballgame from B2B products. In describing his iTunes development team, Jobs said, “The reason that we worked so hard is because we all wanted one. You know? I mean, the first few hundred customers were us.”

In contrast, points out Adams, when DuPont developed Kevlar®, they first experimented in applications such as tire cords. They went 10 years before implementing the first field trial in protective body armor, which ultimately became their main market. If you’re selling to other businesses, it’s unlikely you know enough about your customers’ worlds to hit the nail on the head with every product you develop for them.

“Unlike Steve Jobs, who can create successful products based on what he knows he wants and what his Apple employees want, you have to ask your customers what they want,” says Adams. “Otherwise, you risk spending tons of time and money on a product that you think is great, but that ultimately elicits a sleepy yawn from your customers.”

Compare your IQ (Innovation Quotient) to Steve’s and act accordingly. There’s no doubt that you and your team are smart. And in fact, you and your development team may just be as smart as Jobs and his team. But it’s unlikely you’ve worked as hard for as long at mastering the skills needed to develop blockbuster products.

“Just because Reinhold Messner—one of the world’s greatest mountain climbers—climbed Everest without supplemental oxygen, doesn’t mean you can,” notes Adams. “But with training, oxygen, the right team, and an easier route, you might still enjoy the same view. My point is, if you want to win in the marketplace, tip the scales in your favor. Why not avoid unnecessary risks when you can?”

Because these risks can be costly. During a time period that Jobs was absent from Apple, the company had its share of new product flops. You might recall the Newton MessagePad. Or how about the Apple Bandai Pippin, the gaming console technology created by Apple, or Cyberdog, the Internet browser Apple created back in the late ’90s?

“Sure, it would be great if your next three products were MacBook, iPod, and iPad,” says Adams. “But if they are Newton, Pippin, and Cyberdog, will you still even be working at the same company?”

Learn how to attack the right market. When Apple develops a new product for the global consumer electronics market, it can be assured it is pursuing a market that is large, growing, and open to change. Unfortunately, it’s possible—and all too common—for B2B suppliers to pursue far lesser markets.

“If you make adhesives, they could be used in window construction, aircraft interiors, solar panels, and so on,” notes Adams. “Smart B2B suppliers focus their scarce resources on just those market segments with the best prospects for growth, adequate size, reasonable competitive landscape, and so on. You can learn much of this information by doing solid secondary market research. But you often need to spend time interviewing customers in potential market segments as well. Sometimes you’ll find an ‘over-served’ market that is looking only for lower pricing. That’s a good time to ‘bail’ and pursue a different market.”

Uncover customer outcomes. Steve Jobs makes a good point when he says you can’t just ask customers for “the next big thing.” But the next big thing is the “solution,” which is supposed to be the supplier’s area of expertise. The customer’s area of expertise is the “outcome”—what they want to have happen or what they want a new product to do for them. They don’t know how to make it happen. They just know they need it to happen. When you find out what kind of outcome your customers want, you can provide their solution.

“Let’s pretend for a moment that Steve Jobs did do market research before he developed products,” says Adams. “And in doing that research, let’s say he interviewed potential Apple customers...
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Be a Benevolent Dictator

His new book, *The Benevolent Dictator*, tells you how he’s reached such great heights. Through scores of specific leadership lessons, this non-traditional, gung-ho guide lays out the leadership methods that can effectively launch a new business and navigate it through the fast-track growth phases that produce tangible success.

Once you’ve made the decision to take your stalled start-up idea off the shelf, blow away the dust, and move it into the marketplace, you’ll need to know what to do (and, just as important, what not to do). Feuer’s book can help. But in the meantime, here are nine of his tested and true tips and insights for getting the job done right:

**You’ll need to rule your startup like a benevolent dictator.** It’s not as scary as it sounds. Feuer assures readers. The “benevolent” part means always putting the entity, the employees, and, most importantly, the customer, first. In other words, you’re focused foremost on doing the right thing for the right reasons, for all stakeholders. The “dictator” piece simply means that somebody in a new venture (i.e., you) has to recognize when debate, conversation, and analysis can’t take you any farther. At that time you have to decide, “We’re taking this fork in the road, for better or worse, and it’s on my head.”

“With both OfficeMax and Max-Wellness, being the benevolent dictator provided the critical leadership necessary to take an idea and transform it into reality as fast as possible,” says Feuer. “Remember, beating the competition is never easy. Someone has to be willing to make the important decisions when it counts.”

If you don’t ask, you won’t get. Whether you’re asking an employee to go the extra mile, asking a vendor for a discounted price, or pitching a business concept to an investor, you have to be willing to put yourself out there. Though most entrepreneurs don’t like asking others for help, they must learn to live with the process, because it’s a stark reality of growing a company.

“Asking is certainly much more difficult than getting; however, it becomes much easier if you can learn how to make a strong presentation and tell your story,” notes Feuer. “Attention, interest, desire, and action are the key elements of selling—you can ask for or tell just about anything as long as you do so honestly and spell out the good, the bad, and the ugly.”

“No” means “maybe.” The word “no” is just a synonym for “maybe.” Feuer writes that this realization led him to train his teams to comprehend that the “no” you receive the first nine times is merely a disguised “maybe”—because the other guy is looking for a reason why not to proceed, or doesn’t understand what you’re asking. It’s only after the tenth time—when the other person hangs up on you or walks out of the room and slams the door—that “no” really means “no.”

“I’ve seen it over and over: Hearing ‘no’ simply means that you haven’t effectively or passionately explained what you need—or adequately expressed how your success will translate to their success,” says Feuer. “Obviously, you’ll have to be tactful. You certainly don’t want to alienate potential investors, customers, or employees by harassing them for a more favorable answer. But you don’t have to take ‘no’ for an answer either.”

Always look at a new idea through your customers’ eyes. Today customers have the power—and they know it. No longer do they have to accept inferior products and dismal service. In our world of almost instant computer-driven communications, blogs, chat rooms, Tweets, Facebook pages, and apps galore, the consumer has come of age. There is a fast-growing movement afoot, and customers of the 21st century will not be denied.

Feuer explains that at OfficeMax he had an army of customer service reps who were trained to do the right thing for the customer the first time around. Still, periodically, tenacious customers who were outraged by a perceived transgression made it their mission to reach the CEO directly. It was during those phone conversations that Feuer truly learned what listening to the customer really meant.

“I would identify myself when I answered my phone, and the irate caller would, many times, launch into histri-onics,” he recalls. “He or she would often suggest I take the angst-causing product and place it where it shouldn’t go and wouldn’t fit. After the ranting and raving stopped, however, I almost always solved the problem by simply saying, ‘I’m very sorry. I apologize. You’re right.’ Listening. That’s all it took.”

“What kind of business you’re running—whether it’s a retailer, software development firm, restaurant, accounting firm, or manufacturer—it’s...continued on page 15
DUFF & PHELPS/INLAND EMPIRE BUSINESS JOURNAL

STOCK CHART

Five Most Active Stocks

<table>
<thead>
<tr>
<th>Company</th>
<th>Current</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watson Pharmaceuticals, Inc.</td>
<td>16,662,070</td>
</tr>
<tr>
<td>Hansen Natural Corporation</td>
<td>10,507,070</td>
</tr>
<tr>
<td>CVB Financial Corp.</td>
<td>7,928,270</td>
</tr>
<tr>
<td>Hot Topic Inc.</td>
<td>7,869,330</td>
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<tr>
<td>Outdoor Channel Holdings, Inc.</td>
<td>6,109,070</td>
</tr>
</tbody>
</table>

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.

Monthly Summary

June 21, 2011

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
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<tr>
<td>Declines</td>
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<tr>
<td>Unchanged</td>
<td>2</td>
</tr>
<tr>
<td>New Highs</td>
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</tr>
<tr>
<td>New Lows</td>
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Notes: (H) - Stock hit fifty two week high during the month, (L) - Stock hit fifty two week low during the month, NM - Not Meaningful
To New College Graduates:
Congratulations, Now Get a Job!

Once the tassels are turned, the graduation parties end, and the finality of your college years sets in, there’s little time to waste in taking your first official step into real-world adulthood. For many college grads that means pounding the pavement to get that first “real” job, at a time when many seasoned professionals are also amongst the job-seeking ranks.

There’s good news and bad news for recent college grads looking for work, says Maribeth Kuzmeski. The good news: They’re more adept than their older counterparts at using the Internet and social media to find job opportunities. The bad news: They lack the networking and communication skills that older professionals have honed over the years.

“Thankfully, networking is a skill that can be mastered with the right motivation,” says Kuzmeski, author of *The Connectors: How the World’s Most Successful Businesspeople Build Relationships and Win Clients for Life* (www.theconnectorsbook.com). “The first step: If you’re a recent college grad, start thinking of yourself as CEO of Me, Myself, and I, Inc. You need to be doing everything you can to get the word out about your brand. That means networking.

“Great networkers are capable of leaving something behind with everyone they encounter—a thought, a memory, or a connection. This is exactly what you need to do if you are in the job market. You need to make strong connections, become a relationship builder. You want to be the first person who comes to mind when someone in your network hears about a great job opening.”

Kuzmeski is an expert at helping businesses and individuals create strong business relationships that will help them get ahead regardless of their profession. Below she offers advice for how you can network your way to a great new job right out of college:

1. Verify your résumé. Use your résumé to showcase how great you are. Think of it this way: If you are the CEO of Me, Myself, and I, Inc., you will need some marketing materials to promote your brand. Your résumé and cover letter will serve as those marketing materials.

2. “Grab the attention of employers by upping the impact of your résumé,” says Kuzmeski. “That might mean bucking the traditional résumé format to include eye-catching (but informative) headlines. Don’t panic if you don’t have any significant job experience to include. Your college years probably yielded more valuable experience than you think. For example, be sure to include information about your internships, relevant class assignments, club leadership positions, etc. Just make sure your résumé is something an employer would want to read.”

3. Build your online résumé using LinkedIn. According to *Jobvite.com’s 2010 Social Recruiting Survey*, 83 percent of employers plan to use social networks to recruit this year. If you aren’t already on business-focused social media sites like LinkedIn, take the time to set up a profile. In fact, LinkedIn is especially important because it is the most commonly viewed source for job seekers and employers. Setting up a profile is simple: Just go to www.linkedin.com, add your picture and a summary of your past job responsibilities, and state what you’re looking for.

4. “Again, if you haven’t had a ‘real’ job yet, it is A-OK to include your internship or volunteer experiences and past responsibilities,” notes Kuzmeski. “As a LinkedIn member, you can also join groups, review books, and proactively connect with potential employers.”

5. Get face-to-face with potential employers! Find a way to get in front of your potential employers. These days it is much harder to show potential employers what you are all about and to forge a connection with them because so much of the pre-hiring process is done online and through email. That is why it is essential that you find a way to communicate with them face-to-face. Dropping off a follow-up note or a résumé is a great opportunity for getting some face time with a potential employer. Another great face-to-face opportunity comes after the interview. To show you paid close attention to everything your interviewer said, stop by her office with an article that you think would be of interest to her or a small gift (e.g., a box of candy) based on some key piece of information—what Kuzmeski calls the “remarkable”—you found out about the interviewer during the interview.

6. “Once you are face-to-face, in an interview or otherwise, focus on having eye contact throughout,” says Kuzmeski. “Lean in, show her you are interested in everything she says, and think before you answer any question. Thoughtful deliberation can be difficult if you’re nervous, but it is critical in answering your potential employer’s questions to the best of your ability. Establishing this face time is sure to set you apart from your job market competition.”

Make an impact by using video. If you really want to capture the attention of a potential employer, record a quick video. Use it to get an interview or as a follow-up after an interview. Here’s how it works: Instead of just emailing a résumé or a post-interview thank-you note, include a link to a video of you. Carefully script your response and record the quick message using a Flip video camera or even a Webcam. Post it on YouTube or some other service and send a link for the video to your potential employer.

Here are some helpful scripting tips for getting the interview:

1. The video should be no longer than one or two minutes.
2. Introduce yourself.
3. Identify the job you would like to be interviewed for.
4. Tell them three things about your background that may make them interested in interviewing you.
5. Thank them for watching the video and ask them for the interview!

“Here’s my caveat,” says Kuzmeski. “Using a video is not an opportunity to show how funny you are. You absolutely have to be professional. And be mindful of the setting. Not only should you look professional, but so should the room where you are filming the video. In other words, don’t film it with your messy bedroom visible in the background. You want the recipient to focus on you and what you’re saying—not your dirty laundry!”

Become a contrarian networker. The difficult first les-
# Commercial Printers

**Name** | **Address** | **City/State/Zip** | **2010 # of Employees** | **Products** | **Press Type** | **Services** | **Top Local Executive** |
--- | --- | --- | --- | --- | --- | --- | --- |

**URS Printing Group, Inc.** | 2077 Research Dr. | Corona, CA 92882 | 29,300.000 | 83 | Folding Cartons, Commercial Printing | 40“ 6 Color, Plus Coating Labels, Digital variable Data, CTP 1-6 Colors | Gene Hanrick | President/Owner | 714-790-2760 | ghannrick@utoprint.com |

**Crown Printers** | 250 W. Redline Ave. | San Bernardino, CA 92401 | 7,053.000 | 32 | Marketing & Advertising, Direct Mail, Catalogs, Brochures | 40” 6 Color, Plus Coating Labels, Digital variable Data, CTP 1-6 Colors | Donna Shorett | President | 88-733-8845-0371 | donna@crownmprint.com |

**Faust Printing, Inc.** | 8656 Utica Ave., Ste. 100 | Rancho Cucamonga, CA 91730 | 6,552.000 | 29 | Catalogs, Magazine, Marketing Materials | 29a/41 6 Color, color coated, 29a/41 6 Color, color perfect | Rose Mary Faust | CEO | 909-981-5794 | info@faustprinting.com |

**Robinson Printing & Mailing** | 42865 Rte. Nido St. | Temecula, CA 92590 | 5,425.000 | 30 | Product Catalogs, Brochures, Packaging, Calendars, Posters, Mailers, Presentation Folders, Stationery, Programs | 4 Color Komori Ryoji Printing | Dave Robinson | President | 951-293-0090-293-0096 | dave@robinsonprinting.com |

**Advanced Color Graphics** | 245 York Pl. | Claren, CA 9171 | 4,000.000 | 19 | Commercial Sheet-Fold Printing, Catalogs, Brochures, Manuals, Packaging | 640 Heidelberg CD with Cutter, Heidelberg SM 102 PZ Perfector, Heidelberg QM 46 Quickmaster | High Quality, Quick Turn, In-House Design, Electronic Pre-Press, Full Bindery | William Alpert | President | 909-625-3811 | william@advancedcolor.com |

**So Cal Commercial Printers** | 4665 Ynez St. | Riverside, CA 92507 | 3,600.000 | 40 | Newspapers, Newsletters, Faxes, Books, Advertising Supplements, Periodicals | Web offset and UV, Goss 8 Units, 22 Units Tenor 4 Color Towers & 2 Color 16 Pages 32 Tab & 64 Book Pages, Rotary Web Printing | Rotary Web Printing, Tabletop, Flexo, Gloss Covers, Bindery, Delivery, Community Newspapers | Mark Lawrence | Owner/President | 760-951-2400 | markjandro@socialcommercialprinting.com |

**Axe Direct Co.** | 948 Villa Rd. | Palm Springs, CA 92264 | 3,500.000 | 30 | Commercial Printing, Digital Asset Management, Creative Design | Offset 5 Color & Aquatone Coating, Full Color Process, Color Lato | In-Line Aquatone Coating, Conventional and Electronic Pre-Press, In-House Bindery, Direct Mail Campaigns | John Szukala | President | 951-784-0795 | johnszukala@axedirect.com |

**Color Tech Printing & Mailing** | 1601 Chicago Ave. | Riverside, CA 92507 | 2,000.000 | 13 | Mailing Service, Catalogs, Posters, Postcards, Brochures, Newsletters, Sales & Marketing Support Material | Komori’s & Ryoji 2.4 & 5 Color, 2 Color Ryoji | Mailing Services, Printing on Plastic & Aqueous Coatings, Variable Data Letter | John Melzer | President/Owner | 760-391-2736 | johnmelzer@printproplus.com |

**Wire & Co. Printing, Inc.** | 644 Cajon Ave. | Colton, CA 92324 | 1,786.725 | 17 | Commercial Printing | 4,2, and 1, Digital and Traditional, Menu Design | Charles Wirz | President | 909-825-6702-6705 | tollen@wireco.com |

**Printing Resources** | 103 West 5th St. | Upland, CA 91786 | 1,350.000 | 10 | Business Cards, Specialty Advertising & Promotional Products | Heidelberg QM 46-2 Ryobi 3302 One, Two & Three Spot Colors (PMS) | Online Ordering System, Automatic Direct Mail Marketing Campaigns, File Trans. via Website | Nancy Dell’Ornai | Owner/President | 909-561-7099-7099 | nancy@dellounai.com |

**Printing & Promotion** | 930 S. Mt. Vernon Ave., Ste. 200 | Colton, CA 92324 | 1,500.000 | 5 | Graphics Design, Offset Printing, High Quality Digital 250, Brochures, Newsletters, Mailings, House, Mailings, Binding, | 4 Color Ryobi-S24 2 Color 3302 | Graphics Design, Mailing, Online Printing | Jon Melzer | CEO | 951-370-0424-0424-3396 | jonmelzer@printproplus.com |

**Performance Marketing** | 1212 Pomona Rd., Ste. 101 | Corona, CA 92877 | 1,222.444 | 4 | Commercial Printing, Specialty Printing, Promotion Printing | 1-Color, Full Color Capability | Graphic Design & Creative Services, Promotional Program Management | Natalie A. Young | President/Owner | 951-733-0275-0275 | natalie@performancepromo.com |

**Copies & Ink** | 10722 Arrow Rd., Ste. 102 | Rancho Cucamonga, CA 91730 | 1,200.000 | 7 | Printing Marketing, Communications Materials, Business Marketing, Collateral, Publications | 2-5 Traditional Color, Digital Press | 4 Color Digital Printing, 5 Color Printing & Binding, Direct Mail Social Integrated Campaigns | William Alpert | President | 909-948-3318-3318-3354 | baltt@copiaandink.com |

**Inland Color Graphics** | 2014 Tandem Way | Norco, CA 92860 | 1,200.000 | 5 | Full Color Printing, Photography, Photo Manipulation, Marketing Design | Heidelberg, Nexpress 4 | High-end, Short Run, 4 Color Collateral, Variable Data-driven 4 Color, Digital & Conventional Photography | Carl Vitullo | President | 951-278-0325-0325-2776 | carl@coopersdirect.com |

**Alphagraphics** | 1016 Archibald Ave. | Rancho Cucamonga, CA 91730 | 1,000.000 | 9 | Design, Copy, Business Printing | 4 Color Zeon DOC240 Heidelberg | Design, One on One Marketing | Tim Main | President | 909-850-0490-0490 | tmain@alphagraphics.com |

**A 2 Z Printing Co., Inc.** | 4330 Van Buren Blvd. | Riverside, CA 92503 | 1,000.000 | 10 | Books, Magazines, Brochures, Advertising, Flyers, Newsletters, Letterheads, Envelopes, Cards, Postcard, Labels, | Heidelberg, Harris, Multi 1250 Ryobi-S24, Roto- V intermittent, In-House Art Dept., Letterpress, Foil Stamping, Union Label, Graphic Design | Allison Dale | President | 951-689-444-444-6367 | general@a2zprinting.com |

I worked hard to make my own small company into a big one but I never could have succeeded if I had faced the avalanche of impediments that our current government hurls down upon this generation of entrepreneurs. The White House’s job creation strategy is to threaten higher taxes on anyone making more than two hundred thousand dollars a year and to appoint yet another council on jobs. Does anyone really believe this will create the jobs this country needs? I certainly don’t. What I do believe is that we must bring together the hard-working men and women who are on the front lines of job creation—small and medium-sized business founders and owners—to light the way to renewed economic growth.

By giving real job creators, whether shopkeepers or software engineers, a voice, they can speak from real-world experience about how to create jobs and why job creation can’t be accomplished from Washington. I believe these business men and women could pay their bills, and yet working through the night, foregoing their own salaries so they could pay their bills, and yet fretting over filing a raft of forms for local, state and government regulators and worrying about bewildering new rules. These are the true job creators and many feel downright abused by a government that ignores them, penalizes them and goes out of its way to impede their businesses.

These job creators want to grow their businesses, they want to hire new employees and they understand that they need to pay fair taxes. But they don’t have a forum, they don’t have a voice, and they are frustrated when academics and life-long government employees—bureaucrats who know nothing about creating jobs—determine policies that could either spur or stifle job growth. The heroes of the American economic dream are the people who take the risks, make the sacrifices, and still maintain the beliefs that propel them to success.

These job creators must tell us what policies they need to grow their business and put America back to work. I am now calling on all business founders, owners and leaders to join me in the ranks of the Job Creators Alliance, a new organization I am proud to help create. Join me in this quest to allow free enterprise to not only heal our wounded economy, but to return us to the economic growth that we need to create jobs across America.

If you want to join the JCA, continued on page 39
### Advertising Agencies In the Inland Empire

#### Listed Alphabetically

<table>
<thead>
<tr>
<th>Agency Address</th>
<th>City/Zip</th>
<th>% Upfront Billing (Fiscal Year 2010)</th>
<th>% Point Spread Other</th>
<th>Top 3 Clients</th>
<th># of Employees/Offices</th>
<th>Inland Empire Companywide</th>
<th>Ye. Est. in In. Bldgs.</th>
<th>Parent Co.</th>
<th>Creative Director Title</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
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<tbody>
<tr>
<td>1. Adgraph Designs</td>
<td>8780 19th St., Ste. 104</td>
<td>$250,000</td>
<td>50</td>
<td>50</td>
<td>Superior Trailer Works, Vertix Water Products, Universal Surveillance Corp.</td>
<td>4/1</td>
<td>1900</td>
<td>Alita Loma</td>
<td>Suzanne Grani</td>
<td>Art Director</td>
<td>(909) 978-7998/(866) 470-5719</td>
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<tr>
<td>2. Dameron Communication</td>
<td>255 N. D St., Ste. 230</td>
<td>N/A</td>
<td>20</td>
<td>80</td>
<td>The Art of California Institute, CA Home Economics Ed. Foundation, La Salle Medical Associates</td>
<td>8/1</td>
<td>1987</td>
<td>San Bernardino</td>
<td>Carl Dameron</td>
<td>Sales Manager</td>
<td>(909) 888-0352</td>
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<td>4. Geographics</td>
<td>4178 Chestnut St.</td>
<td>$1,800,000</td>
<td>50</td>
<td>50</td>
<td>R.C. Transportation Commission, City of Rancho Cucamonga, University of California Riverside</td>
<td>8/1</td>
<td>1983</td>
<td>Riverside</td>
<td>Downing Hassett</td>
<td>Managing Partner</td>
<td>(951) 369-3064/3067</td>
</tr>
<tr>
<td>5. Graphic</td>
<td>1174 Nevada St., Ste. 200</td>
<td>$1,200,000</td>
<td>50</td>
<td>50</td>
<td>City Indian Wells, Supplies Guys</td>
<td>1</td>
<td>1992</td>
<td>Palm Desert</td>
<td>Michael Casey</td>
<td>Creative Director</td>
<td>(760) 344-4583/341-9285</td>
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<td>6. Hyatt Advertising, Inc.</td>
<td>17145 Highway 111, Ste. 2B</td>
<td>$1,200,000</td>
<td>50</td>
<td>50</td>
<td>Arrowhead Credit Union, Loma Linda University of Health Care, California Baptist University</td>
<td>1/1</td>
<td>1977</td>
<td>Redlands</td>
<td>Richard Lee</td>
<td>Creative Writer</td>
<td>(909) 793-3000</td>
</tr>
<tr>
<td>7. J. Brenlin Design</td>
<td>2015 Tandem Way</td>
<td>$250,000</td>
<td>50</td>
<td>50</td>
<td>Avery Demerson, Con Aga/ Lamb Weston, Jaffrey Charriere</td>
<td>10/1</td>
<td>1985</td>
<td>Norco</td>
<td>Jane Brenlin</td>
<td>Creative Director/President</td>
<td>(951) 549-1515/549-1453</td>
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<tr>
<td>8. Jones Agency, The</td>
<td>731 N. Indian Canyon Dr.</td>
<td>$250,000</td>
<td>50</td>
<td>50</td>
<td>Palm Springs Aerial Tramway, Canyon National Bank, Desert Reginal Med. Center</td>
<td>10/1</td>
<td>1958</td>
<td>Palm Springs</td>
<td>Kyle radio</td>
<td>Senior VP/General Manager</td>
<td>(760) 321-1477/778-0320</td>
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<tr>
<td>9. Kiner Communications</td>
<td>8768 Holly Ave., Ste. 200</td>
<td>$1,700,000</td>
<td>50</td>
<td>50</td>
<td>Fantasy Springs Resort Casino, Poma Building Group, American Leak Detection</td>
<td>11/1 n/a</td>
<td>1994</td>
<td>Palm Desert</td>
<td>Steve Johnson</td>
<td>VP Creative Director</td>
<td>(760) 733-0284/733-1780</td>
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<td>10. KMedzine</td>
<td>4178 Chestnut St.</td>
<td>$1,200,000</td>
<td>50</td>
<td>50</td>
<td>City of Fontana, Marketing Firms, Sm-Med Size Corporations</td>
<td>11/1 n/a</td>
<td>1993</td>
<td>Fontana</td>
<td>Marsi VanderVies</td>
<td>Project Manager</td>
<td>(909) 823-5668/565-3655</td>
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<td>11. Lyons Media</td>
<td>1174 Nevada St., Ste. 200</td>
<td>$250,000</td>
<td>50</td>
<td>50</td>
<td>Fontana</td>
<td>11/1 n/a</td>
<td>1993</td>
<td>Fontana</td>
<td>Carl Dameron</td>
<td>CEO</td>
<td>(760) 733-0260/733-1780</td>
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<tr>
<td>14. Performance Marketing</td>
<td>8768 Holly Ave., Ste. 200</td>
<td>$1,200,000</td>
<td>50</td>
<td>50</td>
<td>Fontana</td>
<td>11/1 n/a</td>
<td>1993</td>
<td>Fontana</td>
<td>Carl Dameron</td>
<td>President</td>
<td>(951) 273-7900/273-7905</td>
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<tr>
<td>15. RedVision Media, Inc.</td>
<td>106 E. State St.</td>
<td>$45,000</td>
<td>10</td>
<td>10</td>
<td>Brittoch Electric, Lumens Software, Soren, Mc Adam Christensen CPA</td>
<td>10/1</td>
<td>1999</td>
<td>Rancho Cucamonga</td>
<td>Jon Burgess</td>
<td>President</td>
<td>(909) 768-7092</td>
</tr>
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### Notes
- NA = Not Applicable
- WND = 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 list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91730-1979. Copyright 2011 by IEBJ.
Charter Business Long-Haul Ethernet Extends Customers’ Reach

Long-Haul Ethernet, Layer 3 VPN offer enterprise customers greater connectivity, control and scalability

Charter Business, a division of Charter Communications, Inc. (NASDAQ: CHTR), announced the deployment of its long-haul Ethernet service, the latest enhancement to Charter Business Optical Ethernet service. The long-haul service extends the reach of Optical Ethernet service beyond a metro area, allowing enterprise and carrier customers to seamlessly connect multiple business locations within Charter’s network footprint, regardless of distance. The launch of Layer 3 VPN (Virtual Private Network) service also provides a new Wide Area Network (WAN) option for commercial customers that prefer the additional flexibility and scalability of a layer 3 private network.

Charter Business is among the first cable operators in the country to offer customers’ long-haul, high-capacity Ethernet transport across its nationwide Multi-Protocol Label Switching (MPLS) network. Charters national backbone currently transports more than 300 Gbps of traffic and will now leverage that capability to extend the reach of commercial services.

“Charter Business has provided customers carrier-class Ethernet services for a number of years, and we’re pleased to offer Layer 3 VPN as another networking option,” said Jim Farbelow, major accounts manager for Charter’s West Region. “Charter Business long-haul service is an exciting development for our customers. It enables medium-size to large companies with multiple sites to seamlessly integrate their networks into a single WAN, via either at Layer 2 or Layer 3.”

Companies doing business in smaller communities or businesses with branch offices outside urban areas often have limited options to acquire service from a single provider that connects all locations. Interconnection in these cases sometimes consists of a mix of smaller providers, and this implies higher pricing, Charter’s Ethernet services provide companies like this in its footprint a more cost-efficient option.

“Charter Business serves hundreds of small communities across our footprint, and our powerful network enables enterprise customers in these locations to harness the power of our fiber network, providing carrier-grade, high-capacity service to towns that others can’t reach,” said Farbelow. “Customers want a reliable, scalable and reasonably priced multisite network service available to their locations that is flexible enough to adapt to continued on page 39
Don’t...

continued from pg. 1

state’s population continues to grow, but the new jobs are mainly in the service sector. We’re becoming a two-tier society, and that old-fashioned California entrepreneurial spirit is dying, having the life sapped out of it by regulators and bureaucrats.

Even California’s government retirees are fleeing for all parts of the inter-mountain West, where they can enjoy their six-figure pensions and not have to put up with all the high taxes, high cost of living and other hassles. Californians have always embraced a form of exceptionalism, believing that the normal rules don’t apply out here. But while I love that the old Midwestern and Eastern social mores don’t matter so much on the Left Coast, there’s no escaping the laws of economics.

Entrepreneurs go into the private sector; where they take risks, innovate, and create jobs and fortunes. The private sector fills the public sector’s coffers with cash, whereas the public sector burns through the money on its endless commissions and high salaries, runs up billions of dollars in unfunded retirement liabilities, complains through the money on its endless commissions and high salaries, runs up billions of dollars in unfunded retirement liabilities, complains that it can’t do its job because of tough economic times, and then demands higher taxes. Bad businesses go belly up. Bad bureaucrats never go away and they always lobby for more money. This is a way early, you don’t have to work with a sense of dread and you’re freed up to enjoy the rest of the day. Build some fun into every day.

Feuer explains that he always incorporated this mindset into his business plans, right down to his daily activities. He’d start the day by handling his most difficult or unpleasant tasks first. With those out of the way, he’d take a management walkabout checking with staff members at all levels. Then he’d move on to thinking time, meeting with colleagues, or sometimes just schmoozing, bonding, or focusing on new and better ways to get things done.

“Always try to teach through my own example that the journey for everyone should be as much fun as the destination,” says Feuer. “It’s important to shape your day-to-day work in a way that allows you to have some fun. By getting the hard stuff out of the way early, you don’t have to work with a sense of dread and you’re freed up to enjoy the rest of the day. Build some fun into every day, and you’ll stay refreshed and focused on making your business the best it can be.”

Let “Mother” do the hiring.

Bad hires are not only disruptive to businesses—they’re also expensive. According to a variety of studies, the cost of firing senior- or middle-management personnel can be as high as 300 percent of that person’s annual salary, and in some cases even higher. This includes the cost of finding a replacement, training, and the ancillary emotional and unsettling peripheral and disruptive effects. How can you stack the deck in your favor when making a new hire? Listen to your mother.

“If there is a voice in your head that sounds like your mother and it’s advising you not to hire a certain candidate, the voice is probably just your entrepreneurial instinct telling you to proceed with caution,” says Feuer. “But beyond what I call the Mother Rule, there are ways to get job candidates to reveal their own crucial character traits.

“One way I vet candidates is to ask them to provide a letter of interest outlining why they think they can get the job done, and what it would take to get them to join the organization,” he adds. “This shows me how the candidate thinks and articulates ideas and concepts—and also lets me know if he or she is thorough and has a sense of urgency by getting back to me in a timely fashion.”

Don’t drink your own bathwater.

When success is reached, history tends to be rewritten about who did what and why, and how victory was snatched from the jaws of defeat. At a certain level, this is all well and good. The problem arises when the true story gets filtered down, and the lessons from the experience lose their meaning because they’re not accurate or they’re too vague. This makes it increasingly difficult to apply what you learned to similar future efforts. If something didn’t work and no one remembers why, you’re usually destined to repeat past mistakes.

“Whether you have hit your stride or have reached a milestone, it’s imperative to remember one
“You can encourage customers to dig deeper using interview methods similar to those we developed at Advanced Industrial Marketing,” says Adams. “For example, we have special ‘trigger methods’ to get them out of mental ruts. We have fresh ways for probing their responses. And we have unique observation and customer tour tools to let you see exciting new opportunities.

“When someone says, ‘Don’t just ask customers what they want,’ it doesn’t mean you should isolate yourself deep within the bowels of your company to guess what they want,” he adds. “It means you should get innovative about ways to enter your customers’ worlds and understand the needs they cannot easily articulate on their own.”

Prioritize customer outcomes. What will customers richly pay you for? Only for delivering outcomes that are important and currently unsatisfied. That’s why Adams advises clients to get quantitative—to ask customers to rate how eager they are for certain elements of a new product. For example, you might ask on a scale of 1-10 how important it is to “search for a broad range of music.” Then ask that same customer to rate, on a scale of 1-10, how satisfied they are today with their ability to “search for a broad range of music.” Then focus your product development on outcomes that scored high in importance and low in current satisfaction.

“Most suppliers fail to ask these quantitative questions,” says Adams. “The result is they miss two critical points: The first is that it’s a mistake to let your engineers and scientists work on answers to questions customers don’t care about; secondly, to a certain extent, we all ‘hear what we want to hear’ in customer interviews, so quantitative data is needed to drive out internal bias and wishful thinking.”

Take advantage of the profit motive. Many B2B suppliers completely overlook an enormous advantage they have over consumer-products companies such as Apple: the ability to measure value delivered to their customers. How do you measure the “coolness” of a tiny pod, the convenience of a fast music download, or the bragging rights of owning the latest iPhone model?

But the B2B supplier’s world is different. “I’ve helped B2B suppliers in hundreds of industries,” says Adams, “and their customers are usually in the business of making money. B2B suppliers can help their customers make more money by improving their processes and/or their products. If suppliers are willing to work at this, they can often measure or predict how a new product will let customers a) reduce costs, b) sell higher volumes, or c) sell at higher prices.

“Tools such as value calculators allow attentive B2B suppliers to understand the value their customers will receive from their new product,” he adds. “This teaches the supplier how to precisely ‘tune’ the design of their new product, how to price it, and how to promote it. This may not be as much fun as a new touch-screen phone, but it’s great for the supplier’s bottom line.”

Get creative with the solutions. Truly hearing the voice of the customer is necessary, but not sufficient. Here’s where you can and should emulate Jobs and his team at Apple—in the creativity department. Jobs doesn’t just encourage innovation; he requires it. He wants Apple employees to take risks, give feedback, and constantly think outside the box. Basically, creativity is a must.

“Once your team knows the outcomes customers care about, they need to focus all their creative energy on finding the solutions that result in those outcomes,” says Adams. “This is best done by engaging as many of the right minds as possible and keeping them connected to the outcomes.”
Inland Empire Employment Recovery – A Long, Gradual, Climb
By Beacon Economics

The Inland Empire’s labor markets have not yet turned the corner, and remain one of the weakest in the state. Peak-to-trough, the region lost 13.5% of its total nonfarm employment, compared to a 9% loss in California overall. Recovery is beginning, however. Several sectors have added jobs over the past several months, including transportation, warehousing and utilities, and administrative support. Although there has been little growth in nonfarm payrolls or household employment, the number of unemployed residents has fallen, bringing the unemployment rate down to a seasonally adjusted 13.8% (February 2011). But because there has not been a corresponding increase in household employment, the decline in unemployment is attributed to previously unemployed residents becoming discouraged and dropping out of the labor force. Beacon Economics forecasts that the Inland Empire’s unemployment rate will gradually decline, but doesn’t expect it to fall below double-digits until the first quarter of 2014. Beacon Economics is projecting faster employment growth than forecast in the previous edition of The Regional Outlook – Inland Empire, however, nonfarm employment is still not expected to reach its pre-recession peak until the first quarter of 2015.

Note that the California Employment Development Department (EDD) recently released revised labor market statistics for the Inland Empire. In December of 2010, nonfarm employment was 14,000 higher than previously reported by the EDD. Most sectors saw upward revisions, including retail trade and wholesale trade. The largest negative revision was in administrative support.

Consumer Spending Slowly Picking Up

The Great Recession hit the Inland Empire hard, in particular because of the region’s exposure to the collapse of the sub-prime mortgage market. In the fourth quarter of 2010, nearly half of all mortgages in the two-county region were underwater. Housing woes continue to be the major reason for the Inland Empire’s slower recovery. Quarterly taxable sales declined peak-to-trough by 27.7%, the largest decrease in Southern California. Spending has picked up, and taxable sales in the fourth quarter of continued on page 39

Fighting for Fiscal Responsibility
By Office of Assemblyman Mike Morrell, Sixty-Third District

On June 15th, the Democratic majority in the California State Legislature passed a budget filled with gimmicks.

Fast forward and you will find that what the legislative Democrats and Governor Brown finally agreed upon was ultimately more of the same. No Republican votes and many gimmicks, a rosy picture painted by a budget dependent upon $4 billion in assumed revenue that only exists in theory.

I am deeply disappointed that instead of curbing California’s massive spending problem, this budget continues to rely on the ‘realignment’ of spending. ‘Realignment’ is government-speak for shifting, transferring, and borrowing money from one government program to another. ‘Realignment’ does nothing to address the serious nature of our state’s budget crisis, it only prolongs it.

This budget highlights the need for California to adopt real solutions, rather than merely pushing its fiscal insolvency onto future generations. The budget requires substantial pension reform, pro-business policies for job creation, and a limit on spending. We need courageous leadership from Sacramento to help California live within its means. A sound budget with real reform is the first big step toward assuming this leadership.

Furthermore, the legislature’s budget highlights the need for my Assembly Bill 998. This would require budget language to be available online for public view 72 hours before any votes can be taken. Accountability in every area of government will ensure Californians receive the representation the United States Constitution ensures them.

Thankfully, in spite of tremendous pressure my Republican colleagues and I held the line against tax and fee increases saving Californians $58 billion and we continue to remain united toward a solution that requires fiscal responsibility. I am happy to say that the taxes and fees established in the last budget are set to expire, placing an extra $1,000 per year back into the pockets of taxpayers to invest in their families and businesses, not government.

As we know, Governor Brown vetoed the legislature’s first budget within a matter of hours. Unfortunately now, the governor’s deal with his colleagues is so far removed from fiscal responsibility that our situation remains dire. Fortunately, we’ve won a big battle this time around, holding out for a no tax increase budget. Over the next six months I will devote myself to building an infrastructure that will lead California back to economic prosperity by:

1) Getting an answer from the Democratic speaker as to why legislators received a budget that is more than 1200 pages long less than two hours before the vote.
2) Continuing to fight to pass AB 998 which will make it mandatory that our budget is posted online for public review 72 hours prior to a vote.
3) Seeking the legal opinion of our attorney general to uphold the rule of law and protecting the interests of the people by keeping proposition 25 free of partisan
### SBA Lenders Serving the Inland Empire

**Ranked by loans funded ($Amount) (Riverside & San Bernardino Counties)**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>SBA Loans Funded</th>
<th>Number of SBA Loans Offered</th>
<th>Types of Loans Offered</th>
<th>SBA Loans Funded: Inland Empire Companywide</th>
<th>Top Local Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDC Sm. Bus. Finance Corp.</td>
<td>$40,821,000</td>
<td>65</td>
<td>Yes</td>
<td>No</td>
<td>1 Mike Owen</td>
</tr>
<tr>
<td>EDF Resource Capital, Inc.</td>
<td>$24,473,000</td>
<td>76</td>
<td>No</td>
<td>Yes</td>
<td>1 Jim Arzcelo</td>
</tr>
<tr>
<td>Tomesula Valley Bank</td>
<td>$21,333,500</td>
<td>18</td>
<td>Yes</td>
<td>No</td>
<td>1 Dan Stake</td>
</tr>
<tr>
<td>Wells Fargo Bank SBA Lenders</td>
<td>$20,622,500</td>
<td>60</td>
<td>Yes</td>
<td>Yes</td>
<td>4 Steven W. Doss</td>
</tr>
<tr>
<td>Enterprise Funding Corp.</td>
<td>$10,180,000</td>
<td>12</td>
<td>No</td>
<td>No</td>
<td>1 Jeffrey C. Serramoka</td>
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<tr>
<td>Bancorp</td>
<td>$6,806,200</td>
<td>29</td>
<td>Yes</td>
<td>Yes</td>
<td>20 Lydja Fiscorono</td>
</tr>
<tr>
<td>US Bank</td>
<td>$6,643,700</td>
<td>15</td>
<td>Yes</td>
<td>Yes</td>
<td>30 Christopher Otto</td>
</tr>
<tr>
<td>California Bank &amp; Trust</td>
<td>$4,594,500</td>
<td>14</td>
<td>Yes</td>
<td>Yes</td>
<td>6 Andrea Ellis</td>
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<tr>
<td>Community Bank</td>
<td>$5,002,200</td>
<td>12</td>
<td>Yes</td>
<td>Yes</td>
<td>5 Deborah G. Gallagher</td>
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<tr>
<td>Security Bank of California</td>
<td>$3,354,500</td>
<td>7</td>
<td>Yes</td>
<td>Yes</td>
<td>4 James Robisson</td>
</tr>
<tr>
<td>CTL Small Business Lending</td>
<td>$3,044,600</td>
<td>7</td>
<td>Yes</td>
<td>No</td>
<td>0 Julie Johnson</td>
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<tr>
<td>First California Bank</td>
<td>$2,702,200</td>
<td>4</td>
<td>Yes</td>
<td>Yes</td>
<td>3 Cq Kuan</td>
</tr>
<tr>
<td>Southland Econ. Dev. Corp.</td>
<td>$2,635,000</td>
<td>3</td>
<td>No</td>
<td>No</td>
<td>2 James R. Davis</td>
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<tr>
<td>Pacific Western Bank</td>
<td>$2,289,500</td>
<td>4</td>
<td>Yes</td>
<td>Yes</td>
<td>8 Kirk Kemp</td>
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<tr>
<td>AMPAC TRI State CDC</td>
<td>$1,909,000</td>
<td>2</td>
<td>Yes</td>
<td>Yes</td>
<td>1 Hilda Kennedy</td>
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<tr>
<td>BHB Bancmor USA</td>
<td>$1,834,000</td>
<td>4</td>
<td>Yes</td>
<td>Yes</td>
<td>6 Manuel Orueza</td>
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<tr>
<td>Rabo Bank</td>
<td>$1,449,000</td>
<td>17</td>
<td>Yes</td>
<td>No</td>
<td>9 Keith Gold</td>
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<td>Hannon Bank</td>
<td>$1,330,000</td>
<td>2</td>
<td>Yes</td>
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<td>1 Jae S. Yoo</td>
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<tr>
<td>California Center Bank</td>
<td>$1,317,000</td>
<td>8</td>
<td>Yes</td>
<td>Yes</td>
<td>1 Chris Kong</td>
</tr>
</tbody>
</table>

**Notes:**
- **NA** = Not Applicable
- **WND** = 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 list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Copyright 2011 by IEBJ.
To New... continued from pg. 10

son that many college grads must learn about networking is that it is not the equivalent of asking, “Will you hire me?” The goal of effective networking is, instead, to build a mutually beneficial relationship with someone who may never even be able to give you a job, but might know someone who can.

“It’s what I call contrarian networking,” says Kuzneski. “Before you start networking, create a game plan. First, think about which contacts are the most important to you and which are the closest to you. Remember, these will not necessarily be the people you think might be able to give you a job on the spot. Of those contacts, consider who the best connectors are. Who knows the people you want to know? By connecting with other great connectors, you are able to widen your reach. You expand your opportunities.”

Network to the people you know. Sometimes the most obvious connections are the ones most easily ignored. When you are building your network or considering who might be able to help you in your first big job search push, don’t forget about the fruit closest to the ground.

“Again, think about the people close to you, who might have huge networks of their own,” says Kuzneski. “For example, maybe your mom is or used to be a teacher. She’s had contact with tons of parents over the years who just might be working at a company that could hire you. Or maybe your cousin has a job in a completely different field, but he has a huge network of friends on Facebook. You never know how a great opportunity will present itself. Don’t count anyone out of your networking efforts, especially those who are the closest to you and therefore the most willing to help.”

Let them do the talking. (You ask the questions!) When you’re first starting out, networking can be a sweaty-palm-inducing, nerve-racking experience. Be careful not to allow your nerves to lead to nervous chatter. There’s nothing worse than coming away from a great networking opportunity realizing that you can’t remember a single person’s name or a single helpful thing that was said. Always be prepared to listen and arm yourself with a (mental) list of icebreakers:

- How did you get started in this industry?
- Where did you grow up? Do you still have family there?
- How are your kids? What are they up to?
- I’ve been wanting to ask this of someone with more experience than me. What do you think about…? (Complete this question with something from current events, your town or city’s local news, or a recent event in your industry. Remember, it is always a good idea to avoid topics that can lead to contentious conversations such as religion, politics, etc.)

Once the conversation is flowing freely, then you can move on to more in-depth business questions:

- What’s the best thing that has happened to your business this year?
- What’s one thing you’ve done that has really changed your career?
- What will you never do again in business?
- What’s your biggest challenge?
- What makes a good client for you?
- What do you find is the most effective way to keep a client happy?

“After he answers you, it’s always a good idea to follow up with a secondary question that encourages him to tell you more,” Kuzneski adds. “The more he talks and you listen, the more he will like you because you are showing... continued on page 28

Oceanideside Welcomes Families With Buckets of Fun for “Running with the Grunion” — The Ultimate Southern California Experience

City’s California Welcome Center Offers Children Complimentary “Grunion Packets”

Oceanideside, San Diego’s North Shore, is giving families another fun reason to visit this summer by celebrating the summer arrival of the grunions. For a limited time, families who visit Oceanideside’s California Welcome Center can pick up complimentary “Grunion” packets that include a plastic bucket for catching the fish and a tip sheet with information on where to find the grunion and their seasonal beach visits.

Each June, July and August, the beaches of Oceanideside play host to thousands of slippery fish who land on its shores after nightfall. Grunions leave the water at night to spawn on beaches beginning on nights of the full and new moons. Spawning typically takes place over four consecutive nights. As waves break on the beach, grunions swim as far up the beach as possible making for an awe-inspiring sight.

“You haven’t had a complete Southern California beach experience until you’ve experienced running with the grunion,” says Leslee Gaul, CEO of Visit Oceanideside. “Kids love that they get to stay up past bedtime and troll the beach at night looking for the fish. It’s one of those thrilling natural experiences that the entire family will remember for a long time.”

Grunions arrive typically between the hours of 9:30 p.m. and 2 a.m. depending on the tides. The best sightings are typically on the second and third nights of the four-night period. Grunions can only be caught with bare hands. Adults 16 and over must have a fishing license to catch grunions.

Expected dates for the 2011 summer grunion season are: July 1-4; July 15-18; July 30-August 2; August 13-16. For more information on the 2011 grunion schedule visit: www.dfg.ca.gov/marine/grunion_schedule.asp#runs.

The Visit Oceanideside CVB/California Welcome Center Oceanideside is conveniently located just off Interstate 5 at 928 North Coast Highway. Families can drop in anytime during business hours to pick up the Grunion Packets. The Welcome Center also features a variety of souvenirs and logo wear for visitors to purchase and helpful staff who can provide more information on what to do during their visit. For more information, please call (800)350-7873 or visit www.visitoceaneside.org.

Inland Empire... continued from pg. 14

To meet the various export financing needs of small business enterprise, SBA has designed three types of EWCP loans namely, Single Transaction-Specific Loan, Transaction Based–Revolving Line of Credit and Asset Based Loans (ABL). Single Transaction-Specific Loan is a non-revolving loan that supports a specifically identified single export transaction. The term of the Transaction-Specific Loan generally should not exceed one year. SBA may, on a case-by-case basis, approve a longer loan term (up to 36 months) to allow for an extended trade and production cycle.

Transaction Based–Revolving Line of Credit supports either multiple export transactions or a specifically identified export transaction on a continuous basis during the term of the loan. The term generally does not exceed one year but can... continued on page 39
Building...

continued from pg. 3
cost overruns, state govern-
ments have become reluctant to
take on much-needed infra-
structure projects, decisions that
could lead to future economic
and security problems for the
country. It’s time for owners of
all kinds to take back the build-
ing process."

LePatner’s law firm—which
is the only law firm in the nation
exclusively devoted to the rep-
resentation of owners on con-
struction projects—provides
forensic analysis and due dili-
genence for its clients through its
wholly owned affiliate,
Proactive Integrity Associates
LLC. LePatner offers the fol-
lowing advice for owners who
want to avoid the losses and
embarrassment that come with
hiring contractors bent on com-
mittig fraud:

Stage One: The Planning
Process

Don't assume hiring
unions will protect you. Many
owners hide behind the belief
that if they retain union contrac-
tors, who are bound by so-
called "project labor agree-
ments," that there are rules to
set in stone the costs for the
work to be done. "Nothing
could be further from the truth,"
says LePatner. "While a project
labor agreement may establish
the rates and benefits for every
category of worker on a project,
to avoid corruptions such as fic-
titious invoices and kickbacks,
owners must employ greater
steps to protect their project
budgets."

Perform a background
search on your construction
team. For owners, the contract
bidding process should include
thorough questionnaires that
require bidders to answer ques-
tions about their businesses,
their ownership, and their histo-
y, including jobs worked, liens
filed, criminal, civil, and admin-
istrative inquiries, and other
similar information. At a mini-
mum, owners should verify
licenses and business registra-
tion of a bidder and conduct
public records searches to
uncover any history of litiga-
tion, criminal convictions, fail-
ure to pay taxes, undisclosed
conflicts of interest among the
project team, and other matters
that would call into question the
integrity or business practices
of a bidder.

Owners may also want to do
a search of news articles to see
if past reports of wrongdoing by
certain bidders exist. In addition
to conducting the public record
and open source research
described above, more in-depth
investigation may be warranted
depending on the size of the
project. A further layer of dili-
genence includes in-depth inter-
views by investigators and/or
project management staff of
prior customers of a bidder,
construction managers and
design professionals who have
previously worked with the bid-
der, opposing parties in litiga-
tion, former employees, and
other industry and confidential
sources of information regard-
ing the bidder. These interviews
can provide real-life perspective
regarding how well the bidder
performs its work and interacts
with owners and other team
members.

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As Transportation Needs for Seniors Stretch Community Resources, a Transit Agency and a Non-profit Have Found a Solution

Community Based Transportation Service in Claremont is Newest Adaptation of Successful TRIP Volunteer Driver Model

The Pomona Valley Transportation Authority (PVTA) and Community Senior Services (CSS), a non-profit agency in Claremont have introduced an innovative volunteer driver transportation service that targets the aging in place, stranded without options dilemma that is increasingly becoming a senior mobility challenge, as reported in a recent article by Transportation for America.

According to George L. Sparks, PVTA administrator, “The ‘Get About’ service is the primary transportation resource for seniors and individuals with disabilities in the Pomona Valley.” He says, “Travel to communities outside of the Pomona Valley for shopping and to a neighboring county for medical services has long been a need identified as an important transportation issue by both the community and PVTA.” Sparks says that the distance involved made most options prohibitively expensive.

Sparks says, “Another challenge faced by PVTA was to provide service to riders who, because of physical frailty or cognitive disability, were unable to use a door-to-door service like Get About without an escort. After reviewing many other approaches, it became clear to PVTA that a volunteer driver program was the most cost effective, convenient and humane way of addressing the two most pressing needs identified by both PVTA and our riders.”

Sandee Hayden, director of Community Connections says, “We know that a friend may help once or twice when asked for assistance with transportation, but when mileage reimbursement is available, they will help more often.

“We knew that it would take a community to make a volunteer driver program possible,” Hayden said. Sparks says, “The initial impetus for Community Connections came from the results of community transportation forums that included social service agencies, health care providers, cities and other community groups. These groups remain engaged in the program by serving on the project steering committee, the eligibility determination committee and by acting as a referral network for both riders and potential volunteers.”

PVTA and CSS reviewed several volunteer driver programs before settling on the TRIP model which we found through the Beverly Foundation. The TRIP volunteer driver program was started and has been operating in Riverside County since 1993 by the Independent Living Partnership (ILP). Last year the Riverside service provided 92,843 one-way trips and 1.3 million miles of escorted transportation at a $5.74 cost per trip to ILP.

Sparks says, “Probably the biggest obstacle to starting a program like this is finding the initial funding necessary to get started. It is sometimes difficult to get traditional funding sources for transportation to appreciate that volunteers can be...continued on page 22
As...

continued from pg. 21

a legitimate way to serve their clients.”

Hayden says: “The 2009 Federal Transportation Authorities call for projects, specifically recognized Volunteer Driver Programs, provided the source for funding our TRIP based volunteer driver program, and Community Connections, a partnership with PVTA, CSS, TRIP and our community, was launched in December 2010.”

Community Connections, mirroring the TRIP model, provides door-through-door service to riders and helps with socialization for home bound isolated seniors and individuals with disabilities. Already, only 2 months after beginning to provide rides, Community Connections is now serving 37 riders, who previously were unable to make the trips they needed.

According to Hayden, “Most of our riders tell us they just want to go shopping or run errands, much like they were able to do when they were drivers” and Community Connections makes that possible. The service provides mobility with dignity, and restores personal independence.

When asked what advice she would give to other communities to be successful in starting a TRIP model volunteer program, Hayden says. “Community is the solution to providing transportation for seniors and individuals with disabilities. Be resourceful, be patient and call upon your community partners to support the development of a volunteer drive program.”

According to Richard Smith, executive director of the Independent Living Partnership (ILP) that operates the original TRIP Program in Riverside County, “TRIP is a low-cost, community based transportation service that can be started and operated in almost any community, rural, suburban and in big cities too.” He says, “The success story of Community Connections should encourage communities across the country that are facing dwindling resources and burgeoning community transportation needs to think seriously about starting and operating a TRIP service too.” ILP has created a website at TRIPtrans.org for the purpose of detailing the model and also to assist other communities to implement the proven program.

The Pomona Valley Transportation Authority (PVTA) is the community transit provider for the Pomona Valley. PVTA is a joint powers agreement and was formed by the voluntary cooperation of the cities of Claremont, La Verne, Pomona and San Dimas.

New Freedom funds are a grant program of the U.S. Department of Transportation that seeks to reduce barriers to transportation services and expand the transportation mobility options available to people with disabilities beyond the requirements of the Americans with Disabilities Act to overcome existing barriers for greater participation in society.
and we are grateful for the generosity of our donors, volunteers and advocates who have joined our efforts to help families obtain safe, decent and affordable homes and to strengthen communities.

The Builder 100 list is an annual compilation of the largest homebuilders in the country. In 2009, Habitat ranked No. 8 on the list with 5,294 closings, which marked the first time the organization made it into the top 10. Habitat’s 2010 increased number of home closings was due in part to the organization’s Neighborhood Revitalization Initiative (NRI). Through NRI, Habitat affiliates seek to purchase and rehabilitate foreclosed properties to turn them into affordable housing in partnership with low-income families and to strengthen neighborhoods affected by the current housing market.

Pomona Valley Habitat for Humanity, a local affiliate of the international organization is currently beginning its first rehabilitation project in Rancho Cucamonga under this new funding source. The organization has been working with the City of Rancho Cucamonga, who hopes to help reduce blight caused by abandoned foreclosed properties, and expects to begin rehab work on one identified property before the end of the year.

“Rehabilitating foreclosed homes with government money is a strategy that Habitat for Humanity International has encouraged,” said Gluth. That way, local affiliates and their volunteers stay active during the economic downturn when fundraising in the private sector is difficult.

“The current economy has expanded the need for, and the interest in, the work of Habitat for Humanity, but it has also led to a decline in our fund-raising support,” said Jody Gmeiner, president/CEO of Pomona Valley Habitat for Humanity. “Many of our past donors have come from the construction and banking industries—both of which have been hard hit the last few years. We are more likely to receive discounted materials and services, rather than sponsorship of the entire construction of the house and donated materials that we used to receive during the housing boom.”

To supplement fund-raising efforts Habitat for Humanity has also adopted a social enterprise with its ReStores (established to be a self-sustaining funding source for Habitat affiliates). The ReStore sells donated materials including new and gently used furniture, appliances, lumber, hardware, vintage and unique items to the public. Currently there are over 700 home improvement stores across the United States providing local communities with low-cost building and home improvement materials and offering proceeds to enhance the Habitat for Humanity mission to end substandard housing worldwide.

Pomona Valley Habitat for Humanity opened a ReStore at 4609 Holt Boulevard, Montclair in December 2009. Many of the volunteers are attracted to Habitat for Humanity because they want to work hands on. For Pomona Valley Habitat for Humanity their Montclair ReStore has also helped serve as a place to attract volunteers during down times in their construction projects. High unemployment in the local region has attracted a large number of skilled volunteers who have lost their jobs.

“In addition, the ReStore serves as a location for a weekly volunteer orientation. Every Saturday at noon interested individuals can come to learn about the local Habitat for Humanity affiliate and current activities they can assist with. “Throughout our history we have seen time and again that an affordable, safe and decent home is the gateway to better health, greater family stability and improved educational opportunities in every country where we work,” said Jonathan Reckford, CEO of Habitat for Humanity International. “We are pleased that even in this difficult economy, Habitat for Humanity has been able to help an unprecedented number of families around the world have a better place to live. We are seeing great results from focusing not only on building individual houses, but also on repairing and rehabbing homes and creating partnerships that emphasize total community development.”

In fiscal year 2010, Habitat for Humanity served a record 74,960 families worldwide through a combination of new construction, rehabilitation and repairs. Habitat also helped an additional 6,355 families establish legal rights to a house or land, and provided more than 46,964 individuals with technical assistance ranging from legal help to construction advice or training.

Habitat for Humanity is built on the concept of building communities; the tradition of barn-raising is evoked in each Habitat for Humanity build. The model is a true community partnership, where most often redevelopment agencies provide the land and Habitat for Humanity engages churches, businesses, civic groups, and literally thousands of people in the advocacy, fund-raising and construction needed to complete the home.

Under the Habitat for Humanity model homebuyers must meet income guidelines; have decent credit; be able to make a monthly mortgage (with no profit, no interest); and agree to put in hundreds of hours of sweat equity building...
Lehr Construction pleaded guilty to charges related to bid rigging in the late 1990s that resulted in overcharging clients tens of millions of dollars. One of Lehr’s principals, Howard Lazar, reportedly pleaded guilty to attempting to bribe a city inspector in the 1970s.

Demand transparency. Transparency is the key to maintaining integrity in the construction process from bidding to billing to timely completion. Project owners should have the right to obtain and review all financial and accounting documentation relating to their project, including that of the subcontractors. If possible, direct electronic access with proprietary software that manages all aspects of the retention, performance, and payments to the contractors and subcontractors should be provided. This access not only will provide the owner with the information needed to detect overbilling, fraud, waste, and abuse, but it will set a tone with the project team that the owner is serious about preventing cost overruns and will be watching the team closely throughout the process.

Know who’s doing your building. Through carefully tailored contracts, owners should be given the right to approve all subcontracts for their project. Doing so allows the owner to perform due diligence on the subcontractors and ferret out those who are unqualified or unscrupulous. “A requirement that all contractors and subcontractors use owner-approved contracts will ensure that the right to audit extends to the subs,” says LePatner. “Control over the team members and contractual arrangements also helps to prevent unwarranted and surprise liens from being filed for unpaid subcontractor costs.”

Stage Two: The Building Process

Perform surprise onsite inspections. Although due diligence and contract language can go a long way toward protecting the owner from corruption and cost overruns, they are not a substitute for ongoing monitoring of a project. One overt tool that can be used during the project is surprise onsite inspections. During these inspections, owners should verify the number of workers onsite and the types of work being performed. Equipment should be spot-checked to make sure those items for which the owner is paying are actually onsite and are actually being utilized. Not only will such onsite inspections help to identify potential issues not readily apparent from the accounting and project documentation, but they will further reinforce an atmosphere of transparency, owner oversight, and respect for the integrity of all team members.

Reviews should be conducted of general conditions charges and change orders to ensure that the owner is not being charged under general conditions for an item or cost that was to be included in the fixed-price contract. Unfortunately, this kind of double billing is fairly common and is often not detected by owners unfamiliar with construction industry practices. It also is helpful to monitor contract compliance of fees and charges based on a percentage, such as the construction management fee or mark-up, to make sure the fees are not inflated.

“Any work being performed on a time and materials basis should be subject to additional scrutiny,” notes LePatner. “Owners should perform spot verification of contractor and subcontractor payrolls to ensure that the amounts charged to the owner were actually paid to the laborers, tax authorities, unions, continued on page 26
Are we required by law to give paid days off on national holidays?

Q: The 4th of July is approaching and our company is looking for ways to cut costs. Are we required by law to pay our staff, even if they don’t work on that holiday? Must we pay our skeleton crew extra if they come in to work?

A: Although most people take paid public holidays for granted, there is no state or federal law requiring private employers to pay workers for those days off. Still, the marketplace norm is to give paid days off for many public holidays.

From that point onward, however, employer policies diverge. Some states have special holidays that they hold near and dear (Patriot’s Day in Massachusetts, for example). It is totally at the discretion of the employer whether employees who do not work on any declared holiday will receive their usual compensation—or even an unpaid day off. That said, you may want to weigh your potential savings against the de-motivating effects your cost cutting will have.

As for your skeleton crew, employers are not required to pay more than regular wages to employees who must work on a holiday; however, most employers provide additional compensation of some sort. You might pay for hours worked at 1.5 to 2.5 times regular pay, or pay for hours worked and give compensatory time off.

Save the Date

Wednesday
Oct. 19th

Inland Empire’s Largest Mixer
“The Ultimate Business Networking Event”
(909) 560-2800
www.largestmixer.com
Location:
Ontario Convention Center
2000 E. Convention Center Way, Ontario, CA
909.963.3000

Four Winning Strategies for Dealing with Difficult Co-workers:

1. Hire a Hit Man.

2. Move to Where There Are No Difficult People.

3. Pretend They Simply Do Not Exist.


Know when it’s time to pull the plug. One of the biggest dilemmas for any entrepreneur, CEO, or business owner is to know when enough is enough. There are peaks and valleys in virtually every company and industry. The trick for an owner is to understand these vacillations and know when it’s time for you to sell—to the highest bidder, of course.

“The key to fulfillment and continued success is knowing how and when to reinvent one’s business and even personal life,” says Feuer. “It’s all about looking for that new twist or turn that might ignite a new burning in the belly.”

“That time arrived for me when I decided to sell OfficeMax,” he adds. “The company had been—in my mind anyway—something I did for almost 16 years but not who I was. I was thrilled that what I did employed 50,000 people and did business in every state but Vermont, with international operations in China, Japan, Brazil, and Mexico. At the end of the day, I knew that my team and I had built OfficeMax to fulfill its promise of ‘serving its customers, creating opportunities for its employees, and building value for our shareholders.’ With this realization, I knew it was time for me to move on.”

Know how to put lightning back in the bottle again and again. It is absolutely possible to be a repeat entrepreneurial success. Most successful second-act players have honed their instincts and skills and created a series of methodical steps that they follow. They understand how to get from A to Z while minimizing pain and wasted motions and maximizing available capital. Experience has taught them where to spend the most time and effort to ensure that they meet or beat both others’ and their own expectations.

“Like many successful entrepreneurs and operators at this stage, I live to work rather than work to live,” says Feuer. “I love the challenge, thrive on naysayers telling me it can’t be done, and get great satisfaction in proving the pessimists wrong. I won’t presume to understand the psychological reason why anybody does anything, but the simple answer for me is that I put lightning back in the bottle because I know I can. There’s nothing more gratifying to me than starting from scratch and building a meaningful and relevant business, and if it’s a giant, so much the better.”

“Navigating a start-up venture is about as close as you can get to a 24/7 ride on the world’s scariest roller coaster,” says Feuer. “Every morning, when the entrepreneur gets out of bed, it’s showtime. And every evening, when that same would-be tycoon restless drifts off to sleep, he says a silent prayer, giving thanks for the fact that he’s survived the preceding 18 hours or so and asking to be granted the strength to fight another day.”

“If that sounds like an exhilarating life to you—and if you’re prepared to lead and to put the interests of your customers and employees ahead of your own—why not go for it?” he concludes. “Take a chance. Pull the trigger. Start building something great. It doesn’t matter what’s going on in the economy. If you’re feeling that burning in the belly, there will never be a better time than now.”

Visit www.benevolentdictator.biz for additional information.
Building... continued from pg. 24

or insurance carriers. Review of cancelled checks, on a sample basis, can provide much of the needed verification.”

Beware of the hidden “costs” of insurance. Some contractors use insurance costs as a profit center at the expense of owners. During the project, periodic reviews should be conducted of insurance policies, riders, and endorsements to verify coverages, as well as to document payment (through cancelled checks) to insurance carriers.

“Often, owners and their representatives are provided what is widely known as an ACORD form, which is a seemingly official-looking document provided by a contractor’s insurance broker,” says LePatner. “The ACORD form may list all insurance coverages, but this form is not evidence of the actual insurance policies and endorsements being issued by an insurance company. Some corrupt contractors may use these costs to collect the full value of insurance premiums from owners and then never actually buy the policies.”

Stage Three: The Close-out Process

Look out for last-minute charges. At the end of the project, owners should require a confirmation from the contractor, subcontractors, and any other team members that no additional costs or fees exist. It is customary to obtain waivers of liens at the time final payments are made. Again, a great way to ensure there has been no wrongdoing is to review and verify cancelled checks to make sure all subcontractors were paid the amount the general contractor or construction manager charged to the owner. Any discrepancies should be considered red flags and investigated further.

“The forensic monitoring procedures conducted throughout the project should be completed on the final payment requisitions, with particular attention paid to any last-minute change orders or fees,” says LePatner. “No retainage (the 10 percent held back from all contractors on each requisition) should be released until the owner and its examiners are convinced that all charges are appropriate and properly authorized.”

The above procedures may seem like overkill to some, but they shouldn’t when you consider how contractors win projects. The reality is that construction companies are hired through “low ball” bidding, meaning they bid at or below cost to win a project. Then they use unnecessary claims and change orders to run up their profit. It’s a practice that happens throughout the construction industry—on projects big and small—and one that will likely only increase as recession-starved construction contractors fight for business.

“Most companies, hospitals, school boards, local governments, and other real estate developers can ill afford to have it reported publically that corrupt contractors were employed on a large-scale project,” says LePatner. “When this occurs, it is necessary to identify why preventive mechanisms, such as the ones discussed above, weren’t put in place to avoid such wholesale theft of millions. When this occurs, it is necessary to identify why preventive mechanisms, such as the ones discussed above, weren’t put in place to avoid such wholesale theft of millions. When this occurs, it is necessary to identify why preventive mechanisms, such as the ones discussed above, weren’t put in place to avoid such wholesale theft of millions. When this occurs, it is necessary to identify why preventive mechanisms, such as the ones discussed above, weren’t put in place to avoid such wholesale theft of millions. When this occurs, it is necessary to identify why preventive mechanisms, such as the ones discussed above, weren’t put in place to avoid such wholesale theft of millions.

Going forward, owners have a choice,” he concludes. “They can continue to avoid challenging the construction industry that has long lived with a reputation tarnished by repeated corruption, or they can practice the kind of self-help that will provide peace of mind and cost savings worth millions—and sometimes tens of millions of dollars—to their bottom lines. The choice is obvious—but again, it is a choice that few owners, going forward, can afford to get wrong.”

For more information, please visit www.TooBigToFall.com and www.BarryLePatner.com.

Rancho Cucamonga City Manager Announces Retirement

Following 33 years of distinguished service to Rancho Cucamonga, 22 years of which as city manager, Jack Lam, announced his retirement effective Aug. 31, 2011. Lam was originally hired as the City's first community development director in 1979 and then was appointed city manager in 1989. Lam has worked nearly 41 years in local government; in large and small communities, in Northern and Southern California.

Lam was intensely involved during the formative years of the City, overseeing the development of the first General Plan and related development standards and development impact fee structures. In the ensuing years, Lam helped shepherd the City through several economic downturns, from that of 1991 through the most recent. Under Lam’s leadership, the City carefully built up reserves, eliminated unfunded liabilities, improved its credit rating to AA, improved organizational efficiency, developed a comprehensive succession planning and employee excellence program known as Team RC, and dramatically enhanced and expanded the services and amenities available to the residents of Rancho Cucamonga.

Gresham Savage Adds Two New Attorneys

Gresham Savage, with offices in Riverside and San Bernardino Counties, announces the addition of two new attorneys:

Laura E. Hock

Laura Hock joined the firm as an associate in the litigation department and a member of the Labor & Employment Law Practice Group. Hock has experience with employment law issues requiring knowledge of federal laws and regulations, including Title VII retaliation, sexual harassment, and hostile work environment claims.

Prior to joining Gresham Savage, she clerked for two years for United States District Court Judge Stephen M. McNamee in Phoenix, Arizona, where she handled half of the chambers’ civil caseload. While at Pepperdine University School of Law, she externed for the Honorable Charles McCoy, Jr. of the Los Angeles Superior Court. Additionally, she was selected as a literary citation editor for the Pepperdine Law Review, and served as research assistant to the dean of the law school.

Michael Rivera

Michael Rivera joined the firm as an associate in the Transaction Group. His practice focuses on assisting clients with the acquisition and lease of commercial real property. Rivera has extensive experience drafting, reviewing and negotiating retail, office and industrial leases, purchase and sale agreements for improved and unimproved real estate, and development agreements. He has represented landlords and tenants in all types of retail, industrial, and office leases, and in all aspects of the leasing process, including the negotiation of leases, work letters, extension agreements, termination and work out agreements, SNDAs, estoppel certificates and related documents.

Prior to joining Gresham Savage, he was in-house counsel at a national restaurant company where he conducted due diligence and negotiated space leases, ground leases, purchase and sale agreements, general contractor contracts, access agreements and other real estate and construction contracts, and he was in-house at a full-service real estate development firm where he negotiated office, retail, and industrial leases and handled real estate transactional matters for the company’s portfolio.

EXECUTIVE NOTES
Some years ago, in an interview computer author David Pogue (Mac for Dummies) told me that in the future everything would be out there on the Net. There would be no more loading up the hard drive with expensive programs and info. It would all be “out there” for us to access any time and anywhere.

Well, the future is here. Steve Jobs has introduced iCloud. It is actually an upgrade of past Apple systems such as .MAC and MobileMe. This new system, however, is much more generic and at the same time grander. Basically a web service “out there” somewhere hosts all of your programs and files. Remote machines run everything for you from e-mails to word processing to complex data analysis programs. As Jobs said at his recent presentation, “We’re going to demote the PC and the MAC to just a device. We’re going to move the hub, the center of your digital life, to a cloud.” This changes everything. And yet it changes nothing. We have already been using forms of cloud computing. People playing video games with people in a tent in Iraq are connecting in some “out there” system. People who use such web programs as Yahoo and Gmail use a “cloud,” a server that functions as a remote hard drive. (Those of us with AOL still have programming loaded into our hard drive. That’s sooo 20th Century.)

Think of this as putting your money into a bank instead of a shoebox under the bed. Or, as one website describes it, “If you only need milk, why buy the whole cow?” Consider, you have apps all over your smartphone. You hit ESPN and you are connected to their scoreboard. (Hey look! My Indians are in First Place!) You also connect just as quickly to Facebook or Twitter or your e-mail account. Stocks and You- Tube come up just as fast. No longer do you have to wait for that little spinning wheel on your desktop before the program opens up. It’s already opened up in the cloud, or on the remote server. All you have to do is connect to it.

Is there a downside to this miracle or modern computing science? Of course. There always is. In this case, privacy is easier to compromise. If I can log in from various locations, so can my archenemies. Lex Luther will finally learn Superman’s secret identity plus the location of the Fortress of Solitude. Your ex-wives may find you. Client priva- cy becomes shaky. Some form of authentication or authorization will be necessary. (And you thought you had trouble remembering your password on Amazon!) Then there are the legal issues. Who owns your data? You do in your own machine. But if it’s stored in some rack of computers in an underground site in Wyoming, who’s to say the people you pay to store it don’t have some rights. Have you ever lost a storage locker full of furniture because you fell behind on payments? And of course, all of those IT and computer maintenance companies will become obsolete when streamlined systems control everything.

But let’s go back to the fun part. All of your games and iTunes and apps are automatically available on all of your computers. At least all of the compatible ones. I have older computers at home that simply will not run newer operating systems and applications. So what do I do? Toss them? I think I still owe on them. Many of these questions may have to be answered sooner rather than later. Apple’s iCloud does not launch until this fall and it may be that like .MAC and MobileMe before it, the bugs still aren’t worked out.

In the meantime, just to prove his point, Jobs is introducing a new and improved operating system for the Mac desktop. The new system, (I think it will be OS 10.7) will be called LION, in keeping with the endangered species lineage that has been running for a while. It will NOT be available in stores in environ- mentally imperfect packaging. It will only be downloaded and for only $29.95. Just think of it. No more standing in line at midnight with the rest of the Trekkers and Gleeks to buy the newest Apple thing. Now you can do it in the privacy of your mother’s attic.

And by the way, you can throw out your old iPhone 4 from last year. The new iOS5 and the equally new iPhone 5 will also be out soon. And, yes, you can stand in line for them, under the cloud of Steve Jobs.

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**Advertising Agencies In the Inland Empire**

Listed Alphabetically

| Agency Name | Address | City/Zip | $ Oper. Billings | % Print | % Broadcast | Top 3 Clients | # of Employees | Yr. Est. in Inland Empire/Companywide | Top Exec. | Creative Director | Title | Phone/Fax | E-Mail Address | Client Privacy |
|-------------|---------|---------|-----------------|--------|------------|---------------|---------------|-------------------------------------|----------|-----------------|-------|------------|-----------|--------------|---------------|----------------|
| RKR Media Associates, Inc. | 12, 2345 Jefferson Ave. | Murrieta, CA 92562 | $2,400,000 | 40 | 25 | Toyota of Temecula | 15/1 | 2001 | Murrata | Jacob Meyers | Creative Director | (951) 677-7681 | jacob@kemedia.com | Judy Zaffir | President |
| Winter Advertising Agency | 51217 Pala Rd., Ste. 201 | Temecula, CA 92592 | $2,400,000 | 35 | 15 | City of Ontario | 1/1 | 1995 | Temecula | Mary Winter | Owner/Designer | (951) 693-4900 | mary@winteradagency.com | Mary Winter | Owner/Designer |

N/A = Not Applicable WND = Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Copyright 2011 by IEBJ.

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To New...

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genuine interest in him. Pretty soon, he will be asking you questions, and a valuable business connection will have been made!”

Be prepared to pitch yourself in 15 seconds. You’re probably entering the job market eager to share your qualifications, experiences, and passion for your new career. But the hard reality for many college grads is that no one (except for your mom!) wants to hear that much about your accomplishments. Kuzmeski says that when you are networking and getting the word out about yourself, you should resist the urge to give a 10-minute introduction about yourself. Instead, prepare a short, 15-second elevator pitch that hits on your high points and top skills. Think about what’s unique about what you have done and what will help you stand out from a crowd of other job seekers.

“The key to an effective pitch is keeping it short while still including your biggest wins,” Kuzmeski explains. “For example, I’ve had great success with the following pitch about myself: ‘Hi! My name is Maribeth Kuzmeski. I own a marketing consulting firm, Red Zone Marketing, which employs six people who are all focused on helping companies find more business. I’ve worked with an NBA basketball team, with U.S. Senators, financial advisors, and mutual fund companies. I’ve even closed a sale while upside down in an aerobatic biplane at 7,000 feet above ground.’ I find that it is hard for most people to walk away without asking me about that last part or which NBA team or U.S. Senators I’ve worked with. Be creative and think about how you can frame your accomplishments in a way that gets people’s attention.”

Get involved in organizations that are connected to your profession. Job fairs can be great ways to get in front of potential employers, but you might not want to focus only on companies you know are hiring. In order to meet people within your industry who might have the potential to hire you, attend trade shows and seminars and join organizations or associations connected to the profession you’d like to enter.

“These events and organizations provide great opportunities to help you get your name out,” says Kuzmeski. “Again, you might not find someone who is going to hire you on the spot, but you will have the chance to meet people who have the potential to hire you in the future. Take hard copies of your résumé to these events. The more people within your industry or profession who know you the better.”

Be a mover and a shaker. The next time you attend a networking event or even just a party, force yourself to get outside your comfort zone. Don’t just hang out with the people you already know. Make it a point to introduce yourself to new people and find out as much as you can about them. The more you move around from group to group the more connections you will be able to make. “It’s all about expanding your opportunities,” says Kuzmeski. “If you are at a party or event with friends, sure, you might have a great time spending the entire evening with them, but you won’t have networked to the best of your ability. By getting outside of your normal fishbowl, you can expand your connections.”

Always be networking. You don’t have to be at an event or party or working your social networks to build your connections. “We all run into people everywhere in our day-to-day lives, but very few of us capitalize on all those great connections,” says Kuzmeski. “For example, next time you’re on an airplane, instead of listening to your iPod, playing on your iPad, or reading the whole time, get to know the person next to you. Network at social gatherings or strike up a conversation with the person...continued on page 30

“Time Out”
With Bill Anthony

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

COMING AUGUST!!
### Certifed Public Accountant Firms

**Ranked by Number of CPA's in the Inland Empire**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th># CPA's in LE</th>
<th># Partners in LE</th>
<th># Offices in LE</th>
<th>Industries and Specialties</th>
<th>Top Local Executive</th>
<th>Telephone/Fax</th>
<th>E-Mail Address</th>
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<tbody>
<tr>
<td>Reiss, Jackson, &amp; Co.,</td>
<td>17. 164 W. Hospitality Ln., Ste. 6A San Bernardino, CA 92408</td>
<td>5</td>
<td>1</td>
<td>3</td>
<td>Tax, Estate Planning, Financial Statements, Business Consulting, Accounting, Full-service, Litigation Support</td>
<td>Frederick Reiss</td>
<td>(909) 890-3533/890-3543</td>
<td><a href="mailto:fred@reissjackson.com">fred@reissjackson.com</a></td>
<td>San Bernardino, CA 92408</td>
<td>12</td>
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<tr>
<td>GYL Decauwer</td>
<td>19. 8577 Haven Ave., Ste. 306 Rancho Cucamonga, CA 91701</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>Small &amp; Medium Sized Business Growth Wealth Management, Tax Planning, Business Succession Planning, Primary Industries, Construction, Manufacturing, Distribution, Non-Profits, Restaurants, Dairy</td>
<td>Stephen C. Williams</td>
<td>(909) 948-0990/948-5653</td>
<td><a href="mailto:steve@gyldecauwer.com">steve@gyldecauwer.com</a></td>
<td>Rancho Cucamonga, CA 91701</td>
<td>19</td>
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<tr>
<td>Blecker Burr, CPA</td>
<td>21. 9600 Lime St., Ste. 612 Riverside, CA 92501</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>Business Consulting &amp; Growth Development, Tax Planning &amp; Preparation, Elder Care Services, Audits of Non-Profits, Restaurants, Dairy</td>
<td>Richard Blecker</td>
<td>(951) 781-6480/369-0788</td>
<td><a href="mailto:richard@bleckerburrcpas.com">richard@bleckerburrcpas.com</a></td>
<td>Riverside, CA 92501</td>
<td>5</td>
</tr>
<tr>
<td>Business Management CPAs, Inc.</td>
<td>22. 801 E. Tahquitz Canyon Way, Ste. A202 Palm Springs, CA 92262</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>Tax Return, Bookkeeping, Estate Planning</td>
<td>Tim D’Attile</td>
<td>(760) 325-6515</td>
<td><a href="mailto:tm@bizmgmtcpas.com">tm@bizmgmtcpas.com</a></td>
<td>Palm Springs, CA 92262</td>
<td>2</td>
</tr>
<tr>
<td>Thrall, Lavaty, &amp; Bassel, CPAs</td>
<td>23. 300 N. Mountain Ave. Upland, CA 91786</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>Retail, Construction, Manufacturing, Services and Professional, General Business Accounting and Individual, Business and Estate Tax Preparation and Planning</td>
<td>John Russell</td>
<td>(909) 946-7760/946-4941</td>
<td><a href="mailto:jrrussell@ci.com">jrrussell@ci.com</a></td>
<td>Upland, CA 91786</td>
<td>4</td>
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**Note:**
- N/A = Not Applicable
- WND = Would not Disclose
- na = not available

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To New... continued from pg. 28

“Remember, always be prepared to sell yourself. Provide what I call a simple, repeatable statement of value. That’s something you can say to someone that you know will trigger her interest and that will be easy for her to repeat to others. By creating a statement like this, those you connect with can easily pass along information about you. They might say, ‘I just met this recent college grad named Mike on a plane. He said he programmed and sold two iPhone apps while he was in college. Here’s his résumé.’ Or, ‘I met this promising young teacher named Sarah at my church. She spent two semesters teaching English at a school in Costa Rica…’ You get the picture. When you start to think about all the networking possibilities that are open to you, it’s easy to see that your opportunities are endless.”

Don’t be afraid to pick up the phone. While communicating electronically is often the method of choice for young people, in your job search and networking efforts there will be times when that simply isn’t appropriate. “Admittedly, this can be a tough call to make even for seasoned professionals,” says Kuzmeski. “My rule of thumb is to match whatever method of communication your potential connection is using. If a business-owner friend of your dad’s gives you a call to discuss possible opportunities with his company, call him back. Don’t email, even if he left you his email address in the voice-mail message. And when you do start going on interviews, ask your interviewers if it is okay to give them a call if you have any questions after the interview. Then if you have a legitimate question, make a call. You might also consider calling after hours to leave a thank-you voicemail. It is a nice way to let them hear your voice and make a call. You might also consider calling after hours to leave a thank-you voicemail. It is a nice way to let them hear your voice and enthusiasm without taking up too much of their time.

“Entering the job market for the first time is certainly daunting,” says Kuzmeski. “Add to that challenge for today’s college graduates are the millions of experienced professionals who are also looking for work. But by focusing on networking, you open yourself up to many more opportunities than just the ones you see on job boards or those being offered at your local job fair. I truly feel that there are only six degrees of separation between everyone in the world—or at the very least the U.S. Every time you make a new connection, you get that much closer to getting your dream job.”

When Mexican... continued from pg. 35

To be fair, the problem with Chevy’s is the problem with many ethnic restaurants in Southern California. If you’ve been to that country, you know the food is just not the same prepared here. Even New York “style” cheese cake in Ontario is never going to be as good as, say, Junior’s in Brooklyn. Am I telling you to not eat at Chevy’s? Certainly not. Take the kids. Take the gang from the office. Have a great time. The staff there can’t do enough to serve you. Just don’t go looking for a true night in Mexico.

Fighting... continued from pg. 17

politics.

4) Reducing costly regulation to our state’s business community.

The goal is to protect the voter’s interests, not Sacramento’s, and once again instill confidence in our political system. As the governor and legislature continue down this road frequently traveled, I will continue to promote the principles of liberty and fiscal responsibility to meet this goal in Sacramento.

As always, I’ll keep you posted...

America’s... continued from pg. 1

2. Texas
3. North Carolina
4. Georgia

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SBA Lenders Serving the Inland Empire

continued from page 18

<table>
<thead>
<tr>
<th>Company Name</th>
<th>SBA Loans Funded ($Amount)</th>
<th>Number of SBA Loans Funded</th>
<th>Types of Loans Offered:</th>
<th>Number of Offices: Inland Empire</th>
<th>Top Local Executive</th>
<th>Title/Phone/Fax/E-Mail Address</th>
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<tbody>
<tr>
<td>Arrowhead Central CU</td>
<td>$1,209,000</td>
<td>8</td>
<td>Yes</td>
<td>2</td>
<td>Daniel Marciante</td>
<td>CFO/VP, SBA Dept. Manager</td>
</tr>
<tr>
<td>20. 421 N. Sierra</td>
<td></td>
<td></td>
<td>No</td>
<td></td>
<td></td>
<td>(909) 743-7228/(959) 381-7382 <a href="http://www.arrowheadcu.org">www.arrowheadcu.org</a></td>
</tr>
<tr>
<td>San Bernardino, CA 92401</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Wildcatters State Bank</td>
<td>$1,136,000</td>
<td>6</td>
<td>WND</td>
<td>2</td>
<td>Anna Chung</td>
<td>Exec. VP, SBA Dept. Manager</td>
</tr>
<tr>
<td>21. 320 Wildcatter Blvd., Ste. 510</td>
<td></td>
<td></td>
<td>No</td>
<td></td>
<td></td>
<td>(213) 637-9742/(909) 383-7302</td>
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<tr>
<td>Los Angeles, CA 90010</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
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<tr>
<td>Mission Oaks National Bank</td>
<td>$925,000</td>
<td>5</td>
<td>Yes</td>
<td></td>
<td>Steve Waldon</td>
<td>Senior VP, SBA Dept. Manager</td>
</tr>
<tr>
<td>22. 41530 Enterprise Circle South, Ste. 202</td>
<td></td>
<td></td>
<td>No</td>
<td></td>
<td></td>
<td>(951) 719-1235/719-1229 <a href="mailto:swalden@missionoaksbank.com">swalden@missionoaksbank.com</a></td>
</tr>
<tr>
<td>Temecula, CA 92590</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
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<tr>
<td>Sunrise Community Bank</td>
<td>$675,000</td>
<td>2</td>
<td>No</td>
<td>1</td>
<td>Stu Bailey</td>
<td>President</td>
</tr>
<tr>
<td>23. 41-990 Cook St., Ste. 701</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
<td>(760) 346-6139/(562) 846-8700 <a href="http://www.sunrisecommunitybank.com">www.sunrisecommunitybank.com</a></td>
</tr>
<tr>
<td>Palm Desert, CA 92211</td>
<td></td>
<td></td>
<td>No</td>
<td></td>
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<tr>
<td>Citibank</td>
<td>$358,000</td>
<td>1</td>
<td>Yes</td>
<td>62</td>
<td>Michelle Dole</td>
<td>Senior Credit Officer</td>
</tr>
<tr>
<td>24. 320 N. Harbor Blvd., Ste. A</td>
<td></td>
<td></td>
<td>No</td>
<td></td>
<td></td>
<td>(626) 283-3510/(714) 525-9997 <a href="mailto:rudy.cabadas@citi.com">rudy.cabadas@citi.com</a></td>
</tr>
<tr>
<td>Fullerton, CA 92832</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
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<tr>
<td>Citizens Business Bank</td>
<td>$350,000</td>
<td>2</td>
<td>Yes</td>
<td>12</td>
<td>Vince Gotti</td>
<td>SBA Sr. Vice President/Manager</td>
</tr>
<tr>
<td>25. 701 N. Haven Ave.</td>
<td></td>
<td></td>
<td>No</td>
<td></td>
<td></td>
<td>(909) 481-7132/(714) 726-3284 <a href="mailto:sbfi@citibank.com">sbfi@citibank.com</a></td>
</tr>
<tr>
<td>Ontario, CA 91764</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
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<tr>
<td>Commerce Bank of Temecula Valley</td>
<td>$300,000</td>
<td>2</td>
<td>No</td>
<td>1</td>
<td>William Domenico</td>
<td>President/CEO</td>
</tr>
<tr>
<td>26. 25220 Hancock Ave., Ste. 140</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
<td>(993) 971-7489/(973-7481 <a href="http://www.commercebank.com">www.commercebank.com</a></td>
</tr>
<tr>
<td>Murrieta, CA 92562</td>
<td></td>
<td></td>
<td>No</td>
<td></td>
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<tr>
<td>City National Bank</td>
<td>$260,000</td>
<td>2</td>
<td>Yes</td>
<td>1</td>
<td>Bruce Fleming</td>
<td>Senior VP</td>
</tr>
<tr>
<td>27. 3484 Central Ave.</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
<td>(800) 722-5945/(213) 6714-4164 <a href="mailto:sbh@citibank.com">sbh@citibank.com</a></td>
</tr>
<tr>
<td>Riverside, CA 92506</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inland Community Bank</td>
<td>$260,000</td>
<td>2</td>
<td>No</td>
<td>3</td>
<td>James Cooper</td>
<td>President/CEO</td>
</tr>
<tr>
<td>28. 3999 Island Empire Blvd.</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
<td>(909) 481-8700/(921-7599 <a href="http://www.inlandbank.com">www.inlandbank.com</a></td>
</tr>
<tr>
<td>Ontario, CA 91764</td>
<td></td>
<td></td>
<td>No</td>
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<tr>
<td>Mirus Bank</td>
<td>$257,000</td>
<td>1</td>
<td>Yes</td>
<td>5</td>
<td>Henry Ha</td>
<td>FVP Manager</td>
</tr>
<tr>
<td>29. 3235 Wildcatter Blvd.</td>
<td></td>
<td></td>
<td>No</td>
<td></td>
<td></td>
<td>(213) 432-4890/(858) 854-1092 <a href="mailto:henry.ha@mirusbank.com">henry.ha@mirusbank.com</a></td>
</tr>
<tr>
<td>Los Angeles, CA 90010</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Union Bank of California</td>
<td>$205,000</td>
<td>6</td>
<td>No</td>
<td>15</td>
<td>Anne Leavitt</td>
<td>Branch Manager</td>
</tr>
<tr>
<td>30. 168 W. Euclid Ave.</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
<td>(909) 963-6531/(731-7135 <a href="mailto:jannice.warren@ubob.com">jannice.warren@ubob.com</a></td>
</tr>
<tr>
<td>Upland, CA 91786</td>
<td></td>
<td></td>
<td>No</td>
<td></td>
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</table>

SBA = Not Applicable WND = Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omission and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Copyright 2011 by IEBJ.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>City, State, Zip</th>
<th>$ Value Premiums Written LE 2010</th>
<th>Number Premiums Written LE, 2010</th>
<th>Coverage Offered</th>
<th>Headquarters Year Established</th>
<th>Top Local Executive</th>
<th>Title</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hub International</td>
<td>1282 W. Arrow Hwy.</td>
<td>Upland, CA 91785</td>
<td>$335,000,000</td>
<td>WND 80</td>
<td>Business Insurance, Personal Insurance, Employee Benefits, Life, Health</td>
<td>Chicago 1910</td>
<td>Kirk Christ</td>
<td>President</td>
<td>(951) 779-8578/78-8502</td>
<td><a href="mailto:kirk.christ@hubinternational.com">kirk.christ@hubinternational.com</a></td>
</tr>
<tr>
<td>Orion Risk Management</td>
<td>2220 W. Arrow Circle, Ste 250</td>
<td>Corona, CA 92880</td>
<td>$120,000,000</td>
<td>80,000,000</td>
<td>All Commercial Lines of Insurance</td>
<td>Corona 2001</td>
<td>Lawrence Brown</td>
<td>President</td>
<td>(951) 736-9473/951-736-9478</td>
<td><a href="mailto:lbrown@orionrisk.com">lbrown@orionrisk.com</a></td>
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<tr>
<td>Hamilton Brewart Insurance Agency</td>
<td>1301 E. Arrow Hwy.</td>
<td>Upland, CA 91785</td>
<td>$110,000,000</td>
<td>1,200</td>
<td>Commercial Property &amp; Liability, Workers’ Compensation, Personal Auto &amp; Homeowner, Group Life &amp; Health</td>
<td>Upland 1976</td>
<td>Derek Brewart</td>
<td>President</td>
<td>(909) 981-5210/985-3448</td>
<td><a href="mailto:dbrewart@hamiltonbrewart.com">dbrewart@hamiltonbrewart.com</a></td>
</tr>
<tr>
<td>Alliant Insurance Services, Inc.</td>
<td>735 Carnegie Dr.</td>
<td>San Bernardino, CA 92408</td>
<td>$59,968,000</td>
<td>3,038</td>
<td>Business Insurance, Employer Benefits</td>
<td>New Port Beach 1927</td>
<td>Charles Shunklin</td>
<td>Senior Vice President</td>
<td>(909) 886-9601/866-2013</td>
<td><a href="mailto:cshunklin@alliantinsurance.com">cshunklin@alliantinsurance.com</a></td>
</tr>
<tr>
<td>Cumbre Insurance Services</td>
<td>3335 E. Concourse Blvd., 92808</td>
<td>Ontario, CA 91764</td>
<td>$42,000,000</td>
<td>1,750</td>
<td>All Commercial Lines of Insurance</td>
<td>Ontario 1986</td>
<td>Ruben Medina</td>
<td>President</td>
<td>(909) 444-2456/444-2491</td>
<td><a href="mailto:ruben.ruben@cumbreinsurance.com">ruben.ruben@cumbreinsurance.com</a></td>
</tr>
<tr>
<td>Amorilli, Rosenbaum, &amp; Assoe, Inc. Svcs.</td>
<td>2101 Yuma St.</td>
<td>Victorville, CA 92395</td>
<td>$33,500,000</td>
<td>33,500,000</td>
<td>Property &amp; Casualty, Workers’ Compensation, Commercial Lines, Personal Insurance</td>
<td>Ontario 1987</td>
<td>Anthony Amorelli</td>
<td>President</td>
<td>(909) 760-9917/76-596</td>
<td><a href="mailto:anthony@amorelliinsurance.com">anthony@amorelliinsurance.com</a></td>
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<tr>
<td>ISU Insurance Services- ARMAC Agency</td>
<td>1717 Yuma St.</td>
<td>Victorville, CA 92395</td>
<td>$31,000,000</td>
<td>10,000</td>
<td>Workers’ Compensation, General Liability, Business Insurance, Employee Benefits, Bond, Personal Insurance</td>
<td>Victorville 1962</td>
<td>Ryan McKechnie</td>
<td>President/CEO</td>
<td>(760) 302-7098/341-1467</td>
<td><a href="mailto:info@isu-armac.com">info@isu-armac.com</a></td>
</tr>
<tr>
<td>Davis &amp; Groscher Ins. Services, Inc.</td>
<td>470 E. Highland Ave.</td>
<td>Redlands, CA 92373</td>
<td>$30,000,000</td>
<td>WND 42</td>
<td>Packages, Auto, Workers’ Compensation, Excess Liability, Surety, Benefits &amp; Commercial Lines of Insurance</td>
<td>Redlands 1924</td>
<td>Peter D. Davis</td>
<td>CEO</td>
<td>(760) 733-2374/736-5183</td>
<td><a href="mailto:pdavis@davisandgroscher.com">pdavis@davisandgroscher.com</a></td>
</tr>
<tr>
<td>ISU Willingham &amp; Fredrick</td>
<td>2469 Pomona Rd.</td>
<td>Corona, CA 92804</td>
<td>$21,000,000</td>
<td>23</td>
<td>Small Commercial &amp; Personal, Benefits, Life</td>
<td>Corona 1975</td>
<td>Bill Frederick</td>
<td>Owner</td>
<td>(951) 544-4444/278-6664</td>
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<tr>
<td>Raintree Insurance Agency, Inc.</td>
<td>232 E. Airport Dr., Ste. 110</td>
<td>San Bernardino, CA 92405</td>
<td>$20,000,000</td>
<td>20,000,000</td>
<td>Commercial Insurance, Workers’ Comp, Personal Lines, Life, Group Health</td>
<td>San Bernardino 1921</td>
<td>Holly A. Fitch</td>
<td>Owner/President</td>
<td>(909) 841-2644/841-3588</td>
<td><a href="mailto:ro@raintreeins.com">ro@raintreeins.com</a></td>
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<tr>
<td>Uniek &amp; Associates Insurance Agency</td>
<td>239 N. “D” St.</td>
<td>San Bernardino, CA 92405</td>
<td>$14,000,000</td>
<td>WND 4</td>
<td>Commercial, Personal, Life, Health, Bonds, All Insurance Coverages Offered</td>
<td>Redlands 1940</td>
<td>Burt Gross</td>
<td>Owner</td>
<td>(909) 900-9707/900-9237</td>
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<tr>
<td>Dan Smith Insurance Agency, Inc.</td>
<td>14950 Circle Dr.</td>
<td>Victorville, CA 92395</td>
<td>$4,500,000</td>
<td>1,500</td>
<td>Auto, Home, Business, Commercial, Rental, Motorcycle, Bikes, Bonds, Life, Medical/Dental, Long Term Care</td>
<td>Victorville 1917</td>
<td>Margy Smith</td>
<td>Owner/CEO</td>
<td>(760) 245-5344/246-3967</td>
<td><a href="mailto:margy.smith@dansmithinsurance.com">margy.smith@dansmithinsurance.com</a></td>
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<tr>
<td>Don Torres Farmers Agency</td>
<td>243 Cajon St.</td>
<td>Redlands, CA 92373</td>
<td>$2,500,000</td>
<td>WND 3</td>
<td>Full Service, Personal, Commercial, WC, Bond, Mutual Funds, Life</td>
<td>Redlands 1984</td>
<td>Loreta Torres</td>
<td>Manager</td>
<td>(909) 329-973-9718</td>
<td><a href="mailto:dtorres@farmersagent.com">dtorres@farmersagent.com</a></td>
</tr>
<tr>
<td>Hann Insurance Agency</td>
<td>57380 29 Palms Hwy.</td>
<td>Yucca Valley, CA 92284</td>
<td>$2,300,000</td>
<td>WND 3</td>
<td>Property, Casualty, Life</td>
<td>Yucca Valley 1977</td>
<td>Philip Smith</td>
<td>WND Owner</td>
<td>(760) 365-9744/365-2669</td>
<td><a href="mailto:philsmith@hanninsurance.com">philsmith@hanninsurance.com</a></td>
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<tr>
<td>Joseph Insurance Service</td>
<td>3694 Sunnyvale Dr.</td>
<td>Riverside, CA 92506</td>
<td>$2,046,000</td>
<td>1400</td>
<td>Personal Lines</td>
<td>Riverside 1981</td>
<td>Cheryl Joseph</td>
<td>Owner</td>
<td>(951) 683-0773/842-7870</td>
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When Planning Your 2011 Advertising Budget, Consider...

THE INLAND EMPIRE BUSINESS JOURNAL

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2011 EDITORIAL SCHEDULE

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<td>• Personal/Professional Development</td>
<td>• Environmental</td>
<td>• Largest Companies</td>
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<tr>
<td>• Employment/Service Agencies</td>
<td>• Expansion &amp; Relocations</td>
<td>• Small Package Delivery Services</td>
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<td>• Health &amp; Fitness Centers</td>
<td>• Women in Commercial Real Estate</td>
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<tr>
<td>• Caterers</td>
<td>• Who’s Who in Banking</td>
<td>• Credit Unions</td>
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| September       |             |       |
| • Mortgage Banking | • Health Care & Services | • Largest Banks |
| • SBA Lending | • Airports | • Largest Hotels |
| • Independent Living Centers | • Who’s Who in Building Development | • Golf Courses |

| October         |             |       |
| • Lawyers/Accountants-Who’s Who | • Telecommunications | • Internet Services |
| • HMO/PPO Enrollment Guide | • Office Technology/Computers | • Long Distance/Interconnect Firms |
| • Economic Development Temecula Valley | • International Trade | • Copiers/Fax/Business Equipment |
| • Financial Institutions (2nd Quarter, ’11) | • Holiday Party Planning | • Private Aviation |

| November        |             |       |
| • Retail Sales | • Human Resources Guide | • Commercial R.E. Development Projects |
| • Industrial Real Estate | • Executive Gifts | • Commercial R.E. Brokers |
| • Commercial R.E./Office Parks | • Building and Development | • Fastest Growing I.E. Companies |
| • Educational Services Directory | • New Communities | • Mortgage Companies |
| | | • Title Companies |

| December        |             |       |
| • Financial Institutions (3rd Quarter, ’11) | • Health Care | • 2012 “Book of Lists” |
| • Top Ten Southern California Resorts | • Professional Services Directory | • Business Brokerage Firms |
| • Temporary Placement Agencies | | |
COMMUNICATION

How to Deliver a Presentation
By Richard Bonar

In today’s world the ability to communicate effectively can make the difference between moving your career path forward or being stuck in a rut. Quite honestly, we are judged more by how we look vs. what we say. By that I mean, do I present myself in a confidence, self-assured manner? The listeners can determine very quickly if we are at ease with ourselves in the situation. Here are a few tips that may help you in the design and delivery of your next presentation.

1) Don’t memorize—Never memorize your presentation. Your audience will know you have a canned speech when they hear one. Have key points, and limit yourself to two or three coherent sentences. You can adapt to your audience.

2) Use evidence—Tell the story of a past client. By using an anecdote it’s easier to organize your thoughts and give tangible evidence of your product’s success.

3) Know more—Know more about the subject than you can use. By knowing as much as you can about the subject, you have the ability to adapt your presentation to your audience.

4) Run it by a colleague—Rehearse your presentation by conversing with colleagues. By simply talking with a coworker you can find out what works and what doesn’t.

5) Don’t imitate others—It will take time before you can master a sales presentation. Don’t cut corners by imitating others, you will come across as fake. Be yourself and be comfortable—it will come across to your audience.

Richard Bonar is president of Dale Carnegie of the Inland Empire. Dale Carnegie is a global company with local delivery of soft-skills training solutions that are essential to the success of all businesses, such as Effective Communications & Human Relations/ Professional Sales, High Impact Presentations and Customer Service. Their fully accredited programs are available to open enrollment or custom onsite delivery. If you have any business related questions or would like advice on other workplace issues, visit our web site at www.ie.dalecarnegie.com or email us at rbonar@dalecarnegie.com 909-938-3422.

Habitat... continued from pg. 23
their own or other Habitat houses. Income limits vary between 30 and 50 percent of the median income, and their final mortgage payments factor principal, insurance and property tax payments at no more than 30 percent of their monthly gross income. This year, Pomona Valley Habitat for Humanity affiliate had its third family (in its 20-year history) make their last monthly mortgage payment, proving the Habitat for Humanity model is truly helping families achieve the American dream of homeownership.

In 1976, when Habitat for Humanity was organized, the world had just over four billion inhabitants; this year, the statisticians tell us, the global population will pass the seven billion mark. The need for simple, decent affordable housing will be around for a long time.

To make a donation, volunteer or for more information on Pomona Valley Habitat for Humanity visit HYPERLINK “www.habitatpv.org” www.habitatpv.org.
RESTAURANT REVIEW

When Mexican Just Isn’t Quite Mexican

By Joe Lyons

Make no mistake.
Chevy’s is a nice restaurant.
I liked it.
But as it happened we were
three guys out on the town,
looking for the kind of Mexican
food we have all enjoyed at one
time or another down in ol’
Mexico. The fact of the matter is
that Mexican restaurants here in
the Inland Empire are designed
to cater to the Euro-tastes of the
population.

We began with margaritas.
We all agreed that the water-
melon one was pretty good, but
even locally, the Mission Inn
puts out a better “maggy” with
better Grand Marnier.
Tableside guacamole should
have been great. It was spooned
right out of the avocado, with
lemon and cilantro. But it was
just not very spicy. I don’t mean
hot. A couple of drops of hot

could have done
that. It just
didn’t jump
out at us.

Then we
turned to the
entrées.
I went
with a person-

al favorite, steak quesadilla.

Good. Yes. But you can take
a tortilla and some cheese and
meat and microwave it at home
and pretty much get the same
results.

The two guys that I was with
went with the Mexican Grill; a

ollection of meats done
Mexican style, supposedly. As
they described it to me, the bar-
bequed ribs were no different
than you might find at Tony
Romà’s. Grilled chicken tastes
like grilled chicken everywhere.

Even baby
harp seal
tastes like
grilled chick-
en, or so they
tell me.

So did
any of the
meat taste
Mexican?

Fair question.
The answer is no. Adding
some refried beans and some
Spanish rice still didn’t help it
measure up.

The best part of the dinner,
oddly enough, was dessert. All
of us agreed that the flan was
outstanding. Strange, consider-
ing that flan is a pretty bland
dish. It’s just a carmel covered
custard dish. So why was it so
good at Chevy’s?

To give Chevy’s their due
they are very proud of their

automatic electronic, super-high
tech gas powered tortilla shell
maker that roles them off right
there in the middle of the restau-
rant. It is quite a site. It may not
be what you want to consider as
the latest advancement in 21st
century culinary technology, but
it’s fun to watch. A lot of

Mexican-“style” restaurants
here in the Inland Empire have
the old-fashioned, hand-rolled
ones with some guys banging
them out on a flat metal grill.

The worst problem at
Chevy’s was not the disappoint-
ingly bland food, but the exces-
sively loud music piped into the
restrooms. We could hardly hear
each other talk.

Maybe that was the idea.
Serve bland food, and fix it
so no one knows that the other
guy wasn’t happy either.

continued on page 31
Red Bull Leases Property in Victorville

International beverage company Red Bull has inked a five-year lease for a 12.5k-square-foot industrial property within Southern California Logistics Centre (SCLC) in Victorville. The company plans to use the facility, located at 13644 George Boulevard, as a regional warehouse and distribution center for Red Bull’s line of energy drinks.

“SCLC continues to grow as a premier destination for multinational food and beverage companies,” said Brian Parno, chief operating officer of Stirling Development, the managing partner of SCLC master developer Stirling Capital Investments. “The facility provides Red Bull with optimal flexibility to meet its regional warehousing and distribution needs.”

Kyle Kehner and Robin K. Dodson of Cushman & Wakefield represented Red Bull in the transaction. Stirling was represented in-house by Anita Tuckerman. Red Bull joins an extensive roster of multinational food and beverage companies at SCLC that includes Dr Pepper Snapple Group, Sparkletts®, ConAgra Foods and Plastipak.

SCLC has witnessed a substantial increase in leasing activity in 2011, attributed to a stabilizing national economy and improving market conditions. Recent leases encompass approximately 600k square feet of industrial and office space for Sparkletts® Water, Emby-Riddle Aeronautical University and a multinational confectionery company.

SCLC is master planned for 60m square feet of commercial and industrial development and is undergoing a 6.5 million-square-foot first phase. Approximately 3m square feet has been constructed to date.

Public Relations Firms in the I.E.

Listed Alphabetically

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<th>Address</th>
<th>2010 Gross Income:</th>
<th># of Employees:</th>
<th># of Offices:</th>
<th>Year established</th>
<th>Top 3 Clients</th>
<th>Specialties</th>
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<td>Midwest, Southeast, West</td>
<td>Public Relations, Media Relations</td>
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<td><a href="mailto:jroeder@nflc.com">jroeder@nflc.com</a></td>
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<td>Public Relations, Advertising, Marketing, Sales</td>
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<td><a href="mailto:janine@perryadvertising.com">janine@perryadvertising.com</a></td>
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<td>Public Relations, Marketing</td>
<td>Patrick J. O’Reilly</td>
<td><a href="mailto:ploreilly@kiner.com">ploreilly@kiner.com</a></td>
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<tr>
<td>American Leak Detection</td>
<td>La Quinta</td>
<td>$6,600,000</td>
<td>15</td>
<td>3</td>
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<td>General Electric, Lowe’s Home Improvement, Mojave Water Agency</td>
<td>Public Relations, Media Relations, Government Relations</td>
<td>Erika Z. Byrd</td>
<td><a href="mailto:erika@publicityunlimited.com">erika@publicityunlimited.com</a></td>
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<td>Kathleen McEntee</td>
<td><a href="mailto:kmce@kmce.com">kmce@kmce.com</a></td>
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</table>
A Cathedral City-based group dedicated to supporting cancer survivors received a $25,000 grant from H.N. and Frances C. Berger Foundation.

Gilda’s Club’s mission is to create welcoming communities of free support for everyone living with cancer - men, women, teens and children - along with their families and friends. Their innovative program is an essential complement to medical care, providing networking and support groups, workshops, education and social activities.

For more information on Gilda’s Club in Cathedral City visit www.gildasclub.org.

Bankers teach children about saving money. Learning to manage money can be a challenge for adults. That is why Canyon National Bank has designed a program to help teach kids the value of a dollar early on.

The first “Teach the Children to Save” community outreach program was launched by the bank and team leaders James Gibson, Linda Waller, Roger Dibble, Chad Jones, Sandy Miller, Sandi Goodall, Elena Adame and Mike Smith.

The bank donated a paid workday to employees who volunteered, giving them time to visit schools and talk to kids about the program.

The financial experts developed a “talk and teach” program for six Coachella Valley schools. Each child received a certificate of participation and brochures on savings accounts and how to become a successful saver.

For more information about Canyon National Bank visit www.canyonnational.com.

A $20,000 grant from a Federal Home Loan Bank was donated to a Coachella-based nonprofit group, Rancho Housing Alliance. Rancho Housing Alliance helps families in the Coachella area by providing shelter to or services to help make their homes safer.

For more information about Rancho Housing Alliance visit www.dace-rancho.org/Rancho_HousSvcs.htm
By Susan H. Shearouse; AMACOM Books, New York, New York; 2011; 264 Pages; $17.95.

Learning to identify and resolve conflict is a manager’s continuous task. That’s because conflict resolution is an ongoing condition on the best run teams, whether they’re sports, business, government, or non-profit organizations. The reason for this, according to author Susan Shearouse, should be obvious on its face: teams are composed of people.

Shearouse, who holds a master’s degree in conflict resolution, defines the situation this way: “Conflict is the primary cause that’s especially true when she is spent unproductively.
• “Over 65 percent of staff time is spent unproductively.
• “High incidence of performance problems are over data or processes (how things get done), or it may be over resources (the money and time, most of us work our way through them effectively. We all also hit the wall on occasion.”

Helping readers avoid “hitting the wall” is precisely the goal of the book. On the whole, author Shearouse, achieves that goal in a way that’s interesting, easy to read, and effective. That’s especially true when she points out that unresolved conflict is the primary cause productivity problems. Here are just a few examples:

• “42 percent of a manager’s time is spent addressing conflict in the workplace.
• “Lost revenue from generally, interests are less apparent in a conflict than demands or proposed solutions. Therefore, in a contentious moment, first identify your own interests…. And then try to understand the interests of the other person.”

As one last item, Shearouse addresses the issue of using Facebook, Twitter, and other social networks as a vehicle to resolve differences. She comments: “The public forum is not a healthy place to discuss or resolve conflicts…. Far too many people are otherwise privy to what is best kept as a private conversation. The potential for trust to be broken, the opportunity to be misinterpreted by others, and the possibility of the conversation landing in the hands of the wrong people are multiplied. Don’t ever go there.”

“Conflict 101” is far more than a primer. It’s a banquet of “how to” information for the price of decent lunch for two.

-- Henry Holtzman

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

2. “Strengths Finder 2.0: A New and Updated Edition of the Online Test from Gallup’s Now, Discover Your Strengths,” by Tom Rath (Gallup Press...$22.95)(2) Discover your strengths and integrate them with your career.
3. “The Little Book of Leadership: The 12.5 Strengths of Responsible, Reliable, Remarkable Leaders That Create Results, Rewards, and Resilience,” by Jeffrey Gitomer & Paul Hersey (John Wiley & Son...$22.00)(3)
4. “EntreLeadership: 20 Years of Practical Business Wisdom from the Trenches” by Dave Ramsey (Simon & Schuster...$26.00)(4) Experienced advice on business leadership.
6. “The Millionaire Messenger: Make a Difference and a Fortune Sharing Your Advice,” by Brendon Burchard (Morgan James...$21.95)(5)
8 “Car Guys vs. bean Counters: The Battle for the Soul of American Business,” by Bob Lutz (Penguin Group...$26.95)(*) A case study of the rise, fall, and the rising future of GM.
10. “Win: The Key Principles to Take Your Business from Ordinary to Extraordinary,” by Frank I. Luntz (Hyperion...$25.99)(9) How biggest slump in decades can help you increase market share.

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

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possible. But remember, this often means engaging those who work outside your company."

"I leave you with a sort of caveat," says Adams. "The new product development process that I've laid out might look neat and orderly, but in fact, it is often like a messy kitchen as the meal is being prepared. It won't be unusual during the process for your scientists to invent great new technology before finding a home for it—think Post-It® Notes or Scotchgard™. Do you just leave those products quivering on the lab bench since customers didn’t ask for them? Absolutely not.

"Conduct interviews in promising market segments without mentioning your technology," he concludes. "If customers give you outcomes that are a good match with your technology, that's wonderful! Otherwise, look for different technology for that market—or look for another market if your mandate is to find a home for this technology. Give your new products the best chance possible to help you prosper. If you are a B2B supplier, a good start is to enter your customers' world so you can understand it as well as Steve Jobs understands what he wants in his next phone."

For more information, visit www.newproductblueprinting.com.

The Taj Mahal...

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asked, "How do I know I can trust that the tables will be set?" And he answered, "Don't trust me madam, trust God!" Who could argue with that? Everything ordered finally arrived intact and in good shape as promised.

When to go

The most comfortable months to visit Agra are December through March. April through November has temperatures going into the nineties although the evenings do cool down. Avoid Fridays, when the lines are unusually long due to being open for prayers. Early morning or evening offers less crowding and a stunning view of the Taj glowing in the light of the dawn or twilight.

Where to stay

The Mughal Sheraton/Agra offers one of many lovely places to stay in Agra, viewing distance of the dome of the Taj and a short buggy ride from the Taj entrance. Then there is the very elegant (expensive) Hotel Amarvilas... Elephant and camel rides await you at the hotel's ornate entrance, beautiful gardens surround the property, and there are very good restaurants on both properties.

How to get there

There are airlines, express trains, buses and limousine services and from Delhi that will take you to Agra for a one day excursion or leave you there to enjoy the wonders of Agra and the Taj. As I continue to maintain—a reliable, experienced travel consultants are worth their weight in gold and will get the best service, packages and rates available.

Camille Bounds is the Travel Editor for Inland Empire Business Journal she is also the Travel Editor for the Western division of Sunrise Publications.
A white jewel enclosed in a frame of dark cypress, the Taj Mahal seems to float over the hot, flat Indian plain. Its distinctive silhouette mirrored in the placid surface of a long reflecting pool, is instantly identifiable, since the shimmering tomb is one of the most frequently photographed structures in the world.

An enduring testament to love

Built by the 17th century Mogul Emperor Shah Jahan as a mausoleum for his beloved wife Mumtaz Mahal, the tomb complex survives as an enduring testament to their devotion for one another. Mumtaz Mahal, the high-born beauty who bore her royal husband 14 children during the 19 years of their marriage (and who died in 1631 giving birth to the last), lies in a white marble sarcophagus at the very heart of the tomb. Her adoring husband, who ended his years as a prisoner of his usurper-son, is buried alongside his queen.

A visual cliché of our time

Everyone has seen photographs of the Taj Mahal. Frontal views of the renowned Indian monument have become one of the great visual clichés of our time. The massive, bulbous central dome, the four slender minarets, the shimmering marble, the long reflecting pool, the manicured gardens all seem too unreal and perhaps, too beautiful for adequate description and proper appreciation. But there is much more to the Taj than majestic loveliness.

The greatest love story

The world’s best known mausoleum celebrates one of the greatest love stories of all time—that of the 17th century Mogul emperor, Shah Jahan, and his queen, the “Chosen One of the Palace,” Mumtaz Mahal. As a 16-year-old prince, according to legend, the future “King of the World” fell in love with Mumtaz at first sight and defied convention by seeking her hand in marriage; he waited five years to make her his favorite third wife. In their 19 years of married life, the queen gave Shah Jahan 14 children. She ruled at his side almost as an equal. Her death in childbirth of their 14th child, in 1631, the fourth year of the emperor’s reign, left him wild with grief but determined to build history’s finest monument to the love of a man for a woman.

Rich, cruel and sensual

Back of this romantic tale is an even more intriguing saga, that of the Mogul conquerors who had swept into North India only a century earlier. By the time of Shah Jahan, they had established an absolute monarchy that is compared to that of his contemporary Louis XIV, the Sun King half a globe away in France.

The Mogul court, located at Agra, Delhi, Lahore, or in tented encampments used during the dynasty’s frequent military campaigns, was incredibly rich, cruel and sensual as well as omnipotent on the vast subcontinent. As descendants of Tamerlane and Genghis Khan, the Moguls delighted in bloody combat, savage sports, and hideous tortures of their victims. Brother fought brother for the throne; it was the law of “takht ya takhta,” “throne or coffin.” Less than a century after Shah Jahan was deposed by his ruthlessly ambitious son, the dynasty was in irreversible decline. By the beginning of the 19th century, all of India was ripe for conquest by Great Britain.

The grandest blunder—and a possible myth that did not happen

For a time, it seemed as if the Taj, like the Moguls who had built it would vanish. A scheme to dismantle the tomb and cart its marble back to England for sale was abandoned only because of lack of prospective purchasers. The famous grounds became overgrown; the desecrated tomb, a place for picnics and midnight trysts. Only in the 20th century has the Taj been restored to something of its former glory, standing now as a timeless enduring monument to a vanished empire and to a memory of a great love.

Exquisite craftsmanship

The handiwork of Agra’s craftsmen is exquisite. A special kind of marble inlay, in the style of the work at the Taj, is executed on table tops, and jewelry and trinkets boxes. We visited a factory that did this type of work. Men sit on the floor in a dark musty room, with a lath like instrument cutting and polishing stones for the inlay work. The amazing part of this is how they accurately cut the stones to fit the cut out pattern on the marble, they seem to eyeball everything with what seems to be no set measurements. There are carved teak figurines, ivory statues, marble carvings, semi-precious stone inlays, metal, wood and leather work, wool carpets and cotton rugs. I picked up some tiny ivory and alabaster trinket boxes with the inlay designs of the Taj. They made delightful gifts.

Trust God!

Heavier pieces, tables and carvings were sent by boat and took four months to arrive. There were moments of great misgiving and feelings like I would never see the lovely pieces I had purchased. I thought back to the question I had posed to the little shop-keeper that had sold me a nest of beautifully carved tables, I

continued on page 39
Payday Loan Bill Advances

We thought you might be interested in seeing campaign finance numbers related to the Senate Committee on Banking and Financial Institutions vote on AB 1158, the payday loan bill that has now passed through the Assembly (49-16, with 15 members not voting) and the Senate Committee on Banking and Financial Institutions (5-0, with 2 members not voting). The bill would raise the cap on how much payday lenders are allowed to loan a customer at one time (from $300 to $500).

Over the past two election cycles, the author of AB 1158, Charles Calderon, received more in direct campaign contributions connected to Payday/Title Loan interests ($31,450), who support the bill, than any other member of the Assembly serving in the 2009-2010 or 2011-2012 legislative session. Below are a few sound bytes from Assemblyman Calderon during the Senate Committee on Banking and Financial Institutions hearing.

“We [legislature] can help people, we can try and protect them as much as we can. But we can’t protect them in every instance, and maybe we shouldn’t be trying to—maybe we should allow them to protect themselves.”

“These kinds of decisions as to whether or not they need the money and whether or not they’re willing to agree to these terms to get the money because they have no other choice, it is their choice to make. And we shouldn’t be making that choice for them. And they understand the consequences.”

“And that it’s a debt trap—you know what, I’ll concede that that’s a debt trap just like every other loan I’ve taken. The whole notion of a loan is to keep you in debt. That’s how you make money out of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken. The whole notion of a debt trap just like every other loan I’ve taken.

Campaign Contributions from Payday/Title Loan Interests to Members of the Senate Committee on Banking and Financial Institutions aligned with their vote on AB 1158:


Top 10 Recipients of Contributions from Payday/Title Loans Interests:

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<td>Noreen Evans</td>
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<td>Juan Vargas</td>
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Top 10 Contributors from Payday/Title Loans:

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• Outplacement of laid-off workers
• Hiring tax credits

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