May 2012

Inland Empire Business Journal

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Making “Made in America” Matter
By Rep. Mary Bono Mack

For the first time, America’s staggering $15.2 trillion national debt has exceeded the yearly production of the entire U.S. economy. In order to ensure prosperity for our children, grandchildren and future generations of Americans, I proposed a comprehensive economic plan to President Obama when I took over as chairman of the U.S. House Subcommittee on Commerce, Manufacturing and Trade on Jan. 1, 2011.

At the top of my list was passage of three long-stalled trade agreements with South Korea, Panama and Colombia. I told the President that years of lost opportunities had resulted in lost jobs all across the country. I also told him that we could actually make “Made in America” matter again by increasing jobs through expanded exports and trade.

Three months later, the White House sent Francisco J. Sanchez, Under Secretary of Commerce for International Trade, to appear before my Subcommittee, and he pledged the Administration’s support to get all three trade agreements approved.

Finally, on Oct. 21, 2011, the President signed them into law. But our work is far from finished. Last month, the United States racked up a staggering $47.8 billion trade deficit. While Washington rolls its eyes and wrings its hands, our competitors in Europe and elsewhere are busy signing on the dotted line and quickly moving into promising new markets. We need a con-

U.S. Small Business Administration Announces Small Business Week Awards Recipients

Entrepreneurs and advocates to receive awards at June 5th event, themed “Small Business: Putting America Back to Work”

The U.S. Small Business Administration’s Santa Ana District Office is proud to honor a distinguished group of small business owners and advocates at its annual awards luncheon on June 5, 2012. This year marks the 59th anniversary of the agency and the 49th annual proclamation of National Small Business Week.

The awards’ program pays tribute to the men and women who represent the best of America’s entrepreneurial spirit. This year’s theme is “Small Business: Putting America Back to Work.” According to District Director Adalberto Quijada, “These award winners have triumphed over adversity to increase business opportunities for themselves and others. Across our country, small businesses and champions such as these are persevering to put Americans back to work.”

U.S. Small Business Administration SBA Your Small Business Resource

Wells Fargo Check Presentation at Martha’s Village

To celebrate Wells Fargo Bank’s 160th Anniversary, the bank asked customers using its ATMs in Riverside County during a two-week period at the end of February to choose which non-profit would receive a donation from their continued on page 35

Temecula Festival

Celebrating its 29th year, the Temecula Valley Balloon & Wine Festival offers glorious sunrise balloon launches, afternoons of wine tasting, food pairing, arts and crafts and music, and main stage concerts with top national acts. This year’s lineup includes Phil Vassar, Chris Cagle, Gloriana, Lifehouse, Soul Asylum and Tonic. This year’s festival will be held on June 1-3, 2012.

More than 20 Temecula Valley wineries, over 40 hot air balloons in dawn launches, evening balloon glows, food and wine pairing with chef demon-

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The Changing of the Guard—Connie Ransom Elected New Board President for Sam and Alfreda Maloof Foundation for Arts and Crafts

Connie has had many “lives”—professional artist, teacher, curator, gallery owner, community leader, garden lover, Maloof docent, and now realtor.

A graduate of Reed College, Connie was a studio potter at home for 20 years before obtaining her MFA in ceramic sculpture from Claremont Graduate University in 1984. She even studied with Paul Soldner and Peter Volkous, two artists collected by Sam Maloof. Her work was included in numerous solo and group exhibitions, including one early in her career that was juried by Millard Sheets. After graduate school Connie worked primarily in adobe and porcelain creating installations with an architectural quality.

Her art career took an unexpected turn in 1989 when she and her husband, Roger (an Emeritus Professor of History and Economics at UCR), built a studio in Riverside. It quickly morphed into The Art Works Gallery, a commercial gallery featuring contemporary art and fine craft by Southern California artists. During its nearly 10-year history, the gallery presented 55 major exhibitions, nine art fairs, and more than 125 artist talks and related events.

Connie has participated and served in support roles in numerous organizations and institutions in the Inland Empire, including the Riverside Art Museum, Friends of the Fox Theater, Inlandia Institute, and UCR’s Culver Center of the Arts. She is the current past chair of the Citizens University Committee, an advocacy and support group for UCR.

After closing the gallery in 1999, Connie entered the real estate profession with Beverly Wingate—now Maloof—as her mentor. While Connie had met Sam sometime in the 70s, she did not get to know him until after he and Beverly married in 2001. Thus began a fabulous few years of friendship with the most remarkable man. Connie’s vision is to share Sam’s unique, beautiful, and inspirational message, his work, and the compound with a larger audience. Connie believes that the more people know and understand art—the more they learn about themselves.

Longtime Board President, Joe Unis, steps aside for Ransom. Joe Unis, a dear friend of Sam Maloof’s for over three decades and president of his foundation (SAMFAC) for 10 years, has resigned his leadership role. He will continue to serve on the board of directors. Joe, a radiologist (now on the faculty of Loma Linda), met Sam through art circles that Joe’s wife, Georgette, an artist, continued on page 39
**Winners of NAWSO-IE Amazing Women Event Announced**

April event honored women business owners and community leaders

It was a night of celebrating “Diamonds in Our Own Backyard” as winners of the Amazing Women Event (AWE) were crowned on April 19th. For the 9th year in a row, the National Association of Women Business Owners, Inland Empire Chapter (NAWSO-IE) recognized exceptional women business owners and community leaders. Congratulations to these outstanding women:

**The Business Woman of the Year Award** honors a woman who has demonstrated creative initiative in her business. This honor goes to Lynn Diamantopoulos, president and CEO of Athena Research Group, Inc., which specializes in healthcare, education, and the Hispanic market. Under challenging personal and economic circumstances, Lynn recently reorganized her business, which resulted in improved profitability and a team spirit that propelled Athena forward.

**The Legacy Award** recognizes a woman who has achieved a truly amazing goal that will impact her community for years to come. This honor goes to Cheryl Brown of Black Voice News, co-publisher of Black Voice News since 1980. The Brown family and Black Voice News have been recognized across the country for their tremendous contributions in the press arena. Cheryl is an active community member, having received several awards over the years.

**Community Bridge Builder Award** honors a woman who is deeply committed to her community and demonstrates an amazing passion for her particular cause. This honor goes to Yolanda Carrillo, CEO of the Corona-Norco Family YMCA since 1998, who effectively leads change by finding viable solutions to help with the complex problems in the lives of today’s children, families, and communities.

**The Rising Star Award**

This honor has been given to a woman who is blast a trail which others can follow and use to create their own success. This honor honors a woman who is deeply committed to her community and demonstrates an amazing passion for her particular cause. This honor goes to R.J. Jackson, “The Courage Giver,” who is an international

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### Banks in the Inland Empire

<table>
<thead>
<tr>
<th>Rank</th>
<th>Bank Name</th>
<th>Address (Headquarters)</th>
<th>City, State, Zip</th>
<th>City, State, Zip</th>
<th>Tangible Assets $</th>
<th>% Change</th>
<th>% Tangible Capital</th>
<th>% Tangible Capital Ratio</th>
<th>% Risk Based Capital Ratio</th>
<th>Income $</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>JP Morgan Chase &amp; Co.</td>
<td>270 Park Ave., New York, NY 10017</td>
<td>2,209,240,000,000</td>
<td>7.56%</td>
<td>9.71%</td>
<td>5.84%</td>
<td>15.32%</td>
<td>15,248,000,000</td>
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<td>2.</td>
<td>Bank of America</td>
<td>101 N. Tryon St., Charlotte, NC 28255</td>
<td>2,221,386,576,000</td>
<td>-7.69%</td>
<td>11.21%</td>
<td>7.09%</td>
<td>15.86%</td>
<td>544,551,000</td>
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<tr>
<td>3.</td>
<td>Citibank</td>
<td>399 Park Ave., New York, NY 10047</td>
<td>1,955,592,000,000</td>
<td>-4.22%</td>
<td>8.46%</td>
<td>7.62%</td>
<td>16.89%</td>
<td>10,111,000,000</td>
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<td>4.</td>
<td>Wells Fargo &amp; Company</td>
<td>420 Montgomery St.</td>
<td>1,894,048,000,000</td>
<td>14.85%</td>
<td>8.13%</td>
<td>14.86%</td>
<td>11,762,000,000</td>
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<td>5.</td>
<td>U.S. Bank</td>
<td>425 Walnut St.</td>
<td>350,470,000,000</td>
<td>13.80%</td>
<td>16.74%</td>
<td>6.85%</td>
<td>12.48%</td>
<td>4,715,496,000</td>
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<td>6.</td>
<td>Union Bank, N.A.</td>
<td>401 California St.</td>
<td>88,964,536,000</td>
<td>25.99%</td>
<td>5.24%</td>
<td>8.00%</td>
<td>14.14%</td>
<td>799,896,000</td>
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<td>7.</td>
<td>Bank of the West</td>
<td>100 Montgomery St.</td>
<td>62,408,304,000</td>
<td>3.57%</td>
<td>3.84%</td>
<td>11.88%</td>
<td>15.45%</td>
<td>442,011,000</td>
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<td>8.</td>
<td>City National Bank</td>
<td>555 S. Flower St.</td>
<td>23,303,045,000</td>
<td>9.86%</td>
<td>7.82%</td>
<td>8.38%</td>
<td>14.68%</td>
<td>172,324,000</td>
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Correspondents and Columnists

Quotations on Economy

Economy has frequently nothing whatever to do with the amount of money being spent, but with the wisdom used in spending it.

Henry Ford

Economic independence doesn’t set anyone free. Or it shouldn’t, for the higher up you go, the more responsibilities become yours.

Bernard F. Gimbel

Economy is going without something you do want in case you should, some day, want something which you probably won’t want.

Anthony H. Hawkins

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Exporting Their Way to Success
Roy Paulson, president of Paulson Manufacturing Corp. in Temecula, exports to more than 100 countries. He knows a few things about bringing products to markets abroad, and he is now chairman of the Riverside County Manufacturers & Exporters Assoc. designed to increase the number of companies in Riverside County selling goods outside the U.S. .................. 9

Close-Up: Dr. Margie Ferree Jones, Cal Poly Pomona
A certified sommelier and a certified wine educator, Jones is a professor at Cal Poly Pomona and teaches wine classes—one of the most popular courses on the campus. ........... 10

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Jeni Hinojosa, the social media campaign manager at EMSI Public Relations, gives advice on social media for marketing purposes. She states you need to use all media networks in building an audience. .................. 17

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Sergio Martinez and Sam Pedroza founded Ivy-It to save cities from graffiti while maintaining the product as green sustainable and eco-friendly. .................. 18

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“More Americans Willing to Cross Borders for Health Care” A Pew Research Center poll shows that only 15 percent of Americans believe the nation’s health care system is the “best in the world.” A Gallup poll found that 29 percent of American adults are willing to travel outside the U.S. for medical treatment. .................. 7

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CUCAMONGA MEDICAL
lease off-site parking,” commented Chenoweth.
only through the lower cost lease, but also by eliminating the need to
amount of trailer parking offered by other properties in the market.
in the Inland Empire, as the building provides roughly double the
Chenoweth, who points out that this industrial space was a rare find
ny’s Southern California distribution operations, according to
Services’ Inland Empire represented Steelcase in the transaction.
Walt Chenoweth, Frank Geraci and Juan Gutierrez of V oit Real Estate
was represented by Mike Wolfe and Joe McKay of Lee & Associates.
locations. Their new Ontario facility has 50 dock doors and 85 parking
for medical treatment, polls suggest.
A Pew Research Center poll shows that only 15 percent of
Americans believe the nation’s healthcare system is the “best in the
world.” Additionally, a Gallup poll found that 29 percent of American
adults are willing to leave the country for medical treat-
ment.
“Our health-care system is one with competing interests – finan-
cial profit versus health and well-being,” says J. Thomas Shaw,
author of “The RX Factor” (www.thexrfactor.com), a novel dramatiz-
ing what many see as a crisis in our health-care system. “Believe me,
I am not advocating some sort of communist-based system, but I do
think there is a sort of out-in-the-open conspiracy where true medical
solutions are tossed aside in favor of lucrative prescriptions that treat
only symptoms.”
One of the wealthiest people in the country, Steve Jobs, reportedly
traveled outside the country for treatment after being diagnosed with
pancreatic cancer. The Gallup poll reveals nearly a quarter of
Americans are willing to do the same specifically for cancer diagno-
sis and treatment. Experts attribute these high percentages to a steady
increase in health-care costs and the rough estimate that nearly 48
million Americans remain uninsured, according to the Kaiser
Commission on Medicaid and the Uninsured.
“Contrary to myth, the United States does not have the world’s
best health care,” says physician Timothy Shaw, no relation to J.
Thomas Shaw, in a report by www.healthreformwatch.com. “We’re
No. 1 in health-care spending, but No. 50 in life expectancy, just
before Albania. In Japan, people live four years longer than
Americans. Canadians live three years longer. Forty-three countries
have better infant mortality rates.”
Uninsured Americans are more likely to seek treatment abroad
than those with coverage – 37 percent versus 22 percent, according
to the 2009 Gallup poll.
“In a significant measure, the United States private health system
has changed into ‘Big Business,’” says Timothy Shaw, recounting
several experiences with fellow doctors. “In some measure the
humanitarian emphasis has eroded.”
J. Thomas Shaw says the debate over health care has become a
game of politics and money, leaving the “little guy” to suffer.
But he remains optimistic that the nation can create a world-class
system for all, referencing Thomas Jefferson’s appeal for “unalien-
able rights:” “And for the support of this declaration,” Jefferson
writes, “… We mutually pledge to each other our lives, our fortunes
and our sacred honor.”
There are no “easy answers” to the problem of “Big Pharma,”
Shaw says, referring to the nation’s most powerful pharmaceutical
companies. “They are the entities funding most of the research,
including that of universities. Research without the interests of ‘Big
Money’ would be a good start, perhaps on a grass-roots level.”

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REAL ESTATE NOTES

PROLOGIS LOCKS UP STEELCASE IN 180K-SQUARE-
FEET ONTARIO SPACE
Steelcase Inc, the big, global provider of workplace products, fur-
nishments and services, has inked a new lease for 180.6k square feet of
industrial space at the Crossroads Business Park in Ontario. The
facility, located at 740 N. Vintage Avenue, north of I-10 and east of
I-15, will serve as a new Steelcase distribution center.
Steelcase is relocating a former distribution center in the City of
Industry to the Ontario location as part of its ongoing strategy to fur-
ther streamline the company’s Southern California distribution oper-
ations. Their new Ontario facility has 50 dock doors and 85 parking
spaces for trailers.
The landlord, Prologis, the giant international industrial REIT,
was represented by Mike Wolfe and Joe McKay of Lee & Associates.
Walt Chenoweth, Frank Geraci and Juan Gutierrez of Voit Real Estate
Services’ Inland Empire represented Steelcase in the transaction.
The move will enable Steelcase to further streamline the compa-
y’s Southern California distribution operations, according to
Chenoweth, who points out that this industrial space was a rare find
in the Inland Empire, as the building provides roughly double the
amount of trailer parking offered by other properties in the market.
The facility “helped Steelcase to further lower its operating costs not
only through the lower cost lease, but also by eliminating the need to
lease off-site parking,” commented Chenoweth.

PACIFIC HEALTH REALTY SELLS RANCHO
CUCAMONGA MEDICAL
continued on page 15

More Americans Willing to Cross
Borders for Health Care
Expert Says Big Business is Primary Culprit

Despite spending more than any other nation in the world on
health care, Americans are increasingly willing to leave the country
for medical treatment, polls suggest.
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Education: Nearly a billion people entered the 21st century
unable to read a book or sign their names.
Energy: 1.6 billion people—a quarter of humanity live without
electricity.
Water: 1.1 billion people in developing countries have inadequate access to water.
Shelter: 640 million children go to bed each night without adequate shelter.
## Stock Chart

### Five Most Active Stocks

<table>
<thead>
<tr>
<th>Company</th>
<th>Ticker</th>
<th>Current Close Price</th>
<th>Open Price</th>
<th>% Change</th>
<th>Month High</th>
<th>Month Low</th>
<th>Current P/E Ratio</th>
<th>Exchange</th>
</tr>
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<tbody>
<tr>
<td>American States Water Company</td>
<td>AWR</td>
<td>35.61</td>
<td>36.14</td>
<td>-1.4</td>
<td>38.00</td>
<td>30.53</td>
<td>16.0</td>
<td>NYSE</td>
</tr>
<tr>
<td>CVB Financial Corp.</td>
<td>CVBF</td>
<td>11.55</td>
<td>11.74</td>
<td>-1.6</td>
<td>11.97</td>
<td>7.28</td>
<td>14.1</td>
<td>NASDAQGS</td>
</tr>
<tr>
<td>EMRISE Corporation</td>
<td>EMRI</td>
<td>0.57</td>
<td>0.60</td>
<td>-5.8</td>
<td>0.91</td>
<td>0.35</td>
<td>NM</td>
<td>OTCBB</td>
</tr>
<tr>
<td>Monster Beverage Corporation (H)</td>
<td>MNST</td>
<td>63.51</td>
<td>62.09</td>
<td>2.3</td>
<td>65.53</td>
<td>30.76</td>
<td>41.5</td>
<td>NASDAQGS</td>
</tr>
<tr>
<td>Hot Topic Inc. (H)</td>
<td>HOTT</td>
<td>9.91</td>
<td>10.15</td>
<td>-2.4</td>
<td>10.73</td>
<td>6.05</td>
<td>NM</td>
<td>NASDAQGS</td>
</tr>
<tr>
<td>Kaiser Federal Financial Group, Inc. (H)</td>
<td>KFFG</td>
<td>13.73</td>
<td>13.99</td>
<td>-1.9</td>
<td>14.00</td>
<td>11.00</td>
<td>14.1</td>
<td>NASDAQGS</td>
</tr>
<tr>
<td>Outdoor Channel Holdings, Inc. (H)</td>
<td>OUTD</td>
<td>6.91</td>
<td>7.31</td>
<td>-5.5</td>
<td>7.99</td>
<td>5.18</td>
<td>98.7</td>
<td>NASDAQGS</td>
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<tr>
<td>Physicians Formula Holdings Inc.</td>
<td>FACE</td>
<td>3.15</td>
<td>2.99</td>
<td>5.4</td>
<td>6.79</td>
<td>2.54</td>
<td>NM</td>
<td>NASDAQGS</td>
</tr>
<tr>
<td>Provident Financial Holdings Inc.</td>
<td>PROV</td>
<td>10.94</td>
<td>10.93</td>
<td>0.1</td>
<td>11.00</td>
<td>6.90</td>
<td>14.6</td>
<td>NASDAQGS</td>
</tr>
<tr>
<td>Watson Pharmaceuticals, Inc.</td>
<td>WPI</td>
<td>69.36</td>
<td>67.06</td>
<td>3.4</td>
<td>73.35</td>
<td>55.00</td>
<td>33.7</td>
<td>NYSE</td>
</tr>
</tbody>
</table>

### Notes:
- (H) - Stock hit fifty two week high during the month.
- (L) - Stock hit fifty two week low during the month.
- NM - Not Meaningful.

### 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.
Exporting Their Way to Success

By Phil Pitchford

As president of a company that exports to more than 100 countries, Roy Paulson knows a few things about bringing products to markets abroad. Paulson Manufacturing Corp., in Temecula makes and sells public safety equipment to companies around the globe, making it a leader in foreign trade among businesses in Riverside County.

Now Paulson and other local business owners are helping to spread the word about opportunities available to local companies via international business.

Paulson is chairman of the Riverside County Manufacturers & Exporters Association, a new organization designed to increase the number of companies in Riverside County manufacturing and selling them outside the U.S.

“It’s a new world out there for the U.S. business,” Paulson said. “The amount of exporting that we could be doing in this country is absolutely enormous. Why not participate in the growth occurring in other parts of the world? If you are going to sell to Texas, why wouldn’t you sell to Brazil?”

The association is working on its by-laws and introducing itself to potential new members. It meets the first Wednesday of each month on the third floor of the county’s Economic Development Agency offices at 10th and Lime Streets in downtown Riverside. Anyone interested in joining the group is welcome to attend. The Riverside County Economic Development Agency’s Office of Foreign Trade is supplying support services and office space to the association.

The group also enjoys leadership from other business executives around the county with expertise in international trade. Kusum Kavia, co-owner of Corona-based Combustion Associates, which exports most of the power generation units it manufactures, is vice-chair of the group. Kevin Floody, international business manager for K&N Engineering, a manufacturer of automotive parts, is treasurer. The group’s secretary is John Ryan, president of Ryan Systems in Canyon Lake, which is developing products to monitor the temperature of food when it is being shipped.

The association has a database of all the manufacturers in Riverside County and increase the overall manufacturer’s base.

“We’re going to contact every one, and they can join the organization for free,” Paulson said. “Our overall goal is to consider trading goods outside of the U.S.

Robert Field, Assistant County Executive Officer/EDA (left) presents a Certificate of Appreciation to Roy Paulson, president, CEO of Paulson Manufacturing in Temecula for his participation in the Inaugural Manufacturers’ Day Event held at the County Seat.

Paulson has recently accepted the position as chairman of the newly organized Riverside County Manufacturers & Exporters Association established to help local businesses currently and considering trading goods outside of the U.S.

“Why not participate in the growth occurring in other parts of the world?”

—Roy Paulson

“People are always concerned that joining a new organization will mean added responsibilities for them,” he said. “But we’re trying to let people know that our organization can help you make money.”
You spent your early career primarily working in the hotel and beverage industries. When did you come to Cal Poly Pomona?

I came in January 1990 and I never left! I like to say I came with the first Collins building as it opened around that time. Actually, I did not initially interview for a teaching position, but for a purchasing job that was open. However, I was really hoping I could squeeze my way into a teaching position – and somehow the faculty who interviewed me agreed by giving me a quarterly position to teach. I must have convinced them that I knew something about purchasing because my first assignment was to teach purchasing and supervision. That same quarter, I also taught wines, beers and spirits. While the purchasing class went well, I was better suited for the wine courses as I had worked for several years in a wine bar and had also been one of the graduate teaching assistants for the wine course in graduate school at Cornell. Most importantly, the wine course is where my heart is, and I have dedicated myself to learning everything I can about the subject and to continuously improve what and how I teach the class.

The Wines, Beers and Spirits and Wines of the World courses are among the most popular at the college and they attract students from across campus. What benefits do students gain from taking these classes?

I hope that they gain a lifelong appreciation for wine in both professional and social settings. And, the results haven’t disappointed me. I have students, typically in their 30s and 40s, now thanking me for exposing them to the word of wine, beer and spirits. Most of them think of wine as a pleasurable avocation, but I have also had many former students pursue careers in the beverage business. The introductory course is taken by students from many majors. In this introductory class, we try to set them up to better understand a restaurant setting for when they are interviewing or dining for professional purposes.

You are a Certified Sommelier, a Certified Wine Educator, and have passed the advanced course for the Wines and Spirits Educational Trust. You are a national board member with the Society of Wine Educators. You also work closely with the Guild of Sommeliers and the Court of Master Sommeliers to offer Level One and Level Two Master Sommelier exams at the college—did all that in addition to teaching your class. How do these affiliations create opportunities for you, students and alumni?

I want our beverage curriculum to be state-of-the-art and the top in the nation. To achieve that, you have to take an active role in such organizations as the Society of Wine Educators and affiliate with professional organizations where possible. You have to put yourself out there, stay current, and be open to learning. I take advantage of as many opportunities as I can. Last year, I traveled to Bordeaux to attend the Bordeaux Wine School, and I have taken students on the Banfi Scholastic Scholarship program in Italy. I have been involved in the Los Angeles International Wines and Spirits Competition and the L.A. County Fair Wine Education Program at the Fairplex for over a decade. I am also lucky enough to judge for one or two wine competitions each year. Understanding what the industry expects of experts is key for me, and for our students and alumni. The sommelier designations are well known in the industry and provide great additions to resumes; as such, I encourage and help earnest students to earn the sommelier certification and other notable designations.

You are instrumental in producing Horsehill and Zinfandel Vineyards Zinfandel and Rosé wines with Jon McPherson at South Coast Winery and the College of Agriculture. Even though our rosé regularly takes home gold medals and, in one case, earned a best of class medal, we sometimes get flack for making a “pink” wine. How do you respond to that type of criticism?

First of all, rosé can be fantastic, and Horsehill Rosé can be a perfect pairing. On a hot summer day with the right food, there’s nothing better than a glass of Horsehill. We teach that wine is made in the vineyard and at this time, the vineyard gives us excellent rosé. Some day we may have red Zinfandel, but for now it is better to make the best wine we can from what the grapes give us. We have a great winemaker helping us showcase this generous vineyard gift. The College of Agriculture has done an absolutely fantastic job to welcome these wonderful old vines from the De Ambrogio Ranch.

You are also the college’s liaison to the Club Managers Association of America’s (CMAA) Business Management Institute (BMI). What is BMI and how often do they frequent campus?

CMAA is known for offering great professional development education. We are one of six partner universities that offer a course within the Business Management Institute, and we have been doing it since 1991. The course we offer is Leadership Principles and approximately 40 club managers attend a five-day, 40-hour seminar series focusing on what leadership is and how to hone their skills. We love having club professionals on campus, and we hear that the product we provide is timely and rewarding.

Why does CMAA seek out The Collins College as a partner?

CMAA believes that partnering with universities is essential in keeping their professional development rigorous and current. Most of The Collins College faculty, who teach in this program, have been doing it for many years, and we consistently receive excellent marks from the participants. We are proud to be on the list with Georgia State, Michigan State, Cornell, UNLV and University of Houston.

Each fall, you also work on continued on page 39
<table>
<thead>
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<th>Firm Address</th>
<th>City, State, Zip</th>
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<td>Best Box &amp; Krieger, LLP</td>
<td>3390 University Ave., 5th Floor, Riverside, CA 92501</td>
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<tr>
<td>Lewin &amp; Britts, LLP</td>
<td>650 East Hospitality Ln., Ste. 600, San Bernardino, CA 92409</td>
</tr>
<tr>
<td>Thompson &amp; Colegate, LLP</td>
<td>3610 Fourteenth St./P.O. Box 1299, Riverside, CA 92502</td>
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<tr>
<td>Lobb &amp; Cliff</td>
<td>1325 Spruce St., Ste. 300, Riverside, CA 92501</td>
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<tr>
<td>Varner &amp; Brandt, LLP</td>
<td>3750 University Ave., Ste. 610, Riverside, CA 92506</td>
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<tr>
<td>Fullerton, Lomann, Schafer &amp; Dominick, LLP</td>
<td>215 North &quot;D&quot; St., San Bernardino, CA 92410-1712</td>
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<tr>
<td>Robison &amp; Sorell</td>
<td>1930 Market St., Riverside, CA 92501</td>
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<td>Atkinson, Andelson, Loyda, Remo &amp; Ronco</td>
<td>3391 14th St., Ste. 420, Riverside, CA 92501</td>
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<tr>
<td>Law Offices of Herbert Halif</td>
<td>209 W. Bonita Ave., Claremont, CA 91711</td>
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<tr>
<td>Chibyuketsu, Grossberg &amp; Cloosue</td>
<td>9314 Haven Ave., Ste. E, Rancho Cucamonga, CA 91730</td>
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<td>Rest, Klein &amp; Sturics</td>
<td>3633 E. Inland Empire Blvd., Ste. 400, Ontario, CA 91761</td>
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<tr>
<td>Schlchte, Shevlin &amp; Shomberger, ALC</td>
<td>901 E. Tahquitz Crest Way, Ste. 100, Palm Springs, CA 92262</td>
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<tr>
<td>Covington &amp; Crowe, LLP</td>
<td>1113 West Fifth St., Ste. 300, Riverside, CA 92501</td>
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<tr>
<td>Cramball, Wade &amp; Law</td>
<td>1403 Harri Ave., Ste. 710, Rancho Cucamonga, CA 91730</td>
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<tr>
<td>Knobbe, Martin, Olson &amp; Bear, LLP</td>
<td>5043 Emith St., Ste. 700, Riverside, CA 92506</td>
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<tr>
<td>Bell, O'reck &amp; Watnne, Inc.</td>
<td>1533 Spruce St., Ste. 100, Riverside, CA 92501</td>
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<td>Caldwell, Kennedy &amp; Porter</td>
<td>15478 W. Sand St., Victorville, CA 92392</td>
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<tr>
<td>Callas &amp; Heine</td>
<td>942 W. Football Blvd, Upland CA 91786</td>
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<tr>
<td>Hobstein, Taylor &amp; Unit</td>
<td>3390 University Ave., 5th Floor, Riverside, CA 92501</td>
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<tr>
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<td>Fleetwood Enterprises, Yeager-Skanska, San Bernardino Hospital</td>
</tr>
<tr>
<td>Business, Civil Litigation, Real Estate, Taxes, Estate Planning, Probate, Corporate, Insurance</td>
<td>Doscow of San Bernardino National Orange Show Bananal Foundation Associate St. Bernardino Medical Center</td>
</tr>
<tr>
<td>Condemnation &amp; Water Law, Civil, Business &amp; Tax Litigation, Real Estate &amp; Business Law, Tax, &amp; Estate Planning, Probate</td>
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<td>Civil Litigation, Commercial &amp; Business Litigation, Wrongful Termination, Product Liability, Bad Faith Litigation, Personal Injury Class Actions</td>
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<td>Workers' Compensation, Personal Injury, Asbestos Litigation</td>
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<td>Municipal, General Civil Litigation, Real Estate, Tax, Employment, Estate Planning, Probate, Family, Bankruptcy, Business Law, Bankruptcy</td>
<td>Cara Colina Bobch, Hospital, City of Houston, City of Riverside/Realdevelopment,1 Chaffey Joint Unified School Dist., Coach Sports, J. Filippi Winery, WUBS</td>
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<td>Medical Defense, Corporate Defense, Medical Malpractice, Product Liability, Insurance Coverage</td>
<td>Insurance Companies, Auto Companies, 1 County of Riverside, County of Los Angeles,3 Financial Companies</td>
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<tr>
<td>Intellectual Property Law, Patents, Copyrights, Trademarks, Related Litigation</td>
<td>Loma Linda University Medical Center, Alfred Health, Inc.</td>
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<tr>
<td>Real Estate, Estate Planning, Probate &amp; Trust, Administration, Family Law, Personal Injury, Civil Litigation, Business Formation &amp; Transitions, Corporations</td>
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<tr>
<td>Workers' Compensation, Personal Injury</td>
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<td>Personal Injury, Workers' Compensation, Family Law</td>
<td>Insured Workers, General Public</td>
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<table>
<thead>
<tr>
<th>Local Managing Partner Title</th>
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<tbody>
<tr>
<td>Patsy Hanover</td>
<td>Office Manager</td>
</tr>
<tr>
<td>John L. Sofrinthal</td>
<td>Manager</td>
</tr>
<tr>
<td>John Bend</td>
<td>Manager</td>
</tr>
<tr>
<td>John L. Dietrich</td>
<td>Office Manager</td>
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<tr>
<td>John S. Lowenthal</td>
<td>Manager</td>
</tr>
<tr>
<td>William L. Conley</td>
<td>Office Manager</td>
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<tr>
<td>John B. Vines</td>
<td>Managing Partner</td>
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<tr>
<td>Robert I. Vines</td>
<td>Managing Partner</td>
</tr>
<tr>
<td>Danielle Johnson, Esq.</td>
<td>Office Manager</td>
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<tr>
<td>Frank Liscanski</td>
<td>Managing Partner</td>
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<tr>
<td>Sharon Kashefi</td>
<td>Office Manager</td>
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<tr>
<td>Michael H. Trenhol</td>
<td>Office Manager</td>
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<tr>
<td>Brian Orecch &amp; Watnne</td>
<td>Office Manager</td>
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<tr>
<td>Fayndy Kangad</td>
<td>Office Manager</td>
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<tr>
<td>Michelle Gout</td>
<td>W. Steven Heise</td>
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<tr>
<td>Brian C. Unitt, Esq.</td>
<td>Managing Partner</td>
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* N/A = Not Applicable * WND = Would not Disclose * na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1299, Rancho Cucamonga CA 91729-1299. Copyright 2012 by IEBM.
International Trade Key to Recovery in the Inland Empire

An Export Promotion Partner Memorandum agreement between California State University, San Bernardino’s President Karnig and Undersecretary of Commerce Sanchez was signed during a ceremony at the DoubleTree Hotel meeting in Ontario. CSUSB’s agreement is with the U.S. and Foreign Commercial Service, International Trade Administration and U.S. Department of Commerce. The partners will work together to increase awareness of exporting and foreign trade among the U.S. business community, particularly small- and medium-sized businesses, and the general public. They will cooperate on promotional activities and programs, including direct mail campaigns and trade show appearances.

Administration and U.S. Department of Commerce. The partners will work together to increase awareness of exporting and foreign trade among the U.S. business community, particularly small- and medium-sized businesses, and the general public. They will cooperate on promotional activities and programs, including direct mail campaigns and trade show appearances.

The program hopes to educate the public about the economic benefits of exporting, including growth and job creation, as well as create awareness of the resources provided by the U.S. Commercial Service.

CSUSB’s role in the partnership

continued on page 38

Riverside Law Firm’s Trust and Will Litigation Blog Listed as “Best in Law Blogs” for Tenth Time

In November, 2010, the Riverside based law firm of Albertson & Davidson, LLP launched the first law blog in California focusing on trust and will litigation. Since that time, the firm has posted over 100 articles and video on the topic of trust and will litigation, with a number of those posts, 10 to be exact, catching the attention of LexBlog Network’s Best in Law Blogs honors.

Albertson and Davidson’s latest offering, entitled “The Empty Will: Why a California Will or Trust May Not Control Your Asset After Death,” was named by the LexBlog Network as one of the best blog posts. This is the tenth time that articles posted on the firm’s law blog have received this honor.

The LexBlog Network helps to create and support nearly 6,000 authors of legal blogs through the nation. On any given day, there can be in excess of 160 law-related posts on LexBlog supported legal blogs.

Two of those authors, Keith A. Davidson and Stewart R. Albertson, contribute to the Albertson & Davidson Trust, Estate and Probate Litigation law blog. “We write all of our own articles from beginning to end, that way people see the expertise we have and the view we want to share,” says partner Keith A. Davidson. “And posts like ‘The Empty Will’ help to shed light on a very confusing area of trust and will law.”

Davidson is currently an adjunct professor, along with partner Stewart R. Albertson, at Chapman Law School where the pair jointly teach the wills and trusts course every year.

Albertson refers to his firm’s law blog as “a consumer’s best resource for trust and will litigation. Of course, there aren’t many trust and will litigation resources to choose from, but we are trying to change that by making our knowledge available for everyone to read and, hopefully, understand.”

The students, faculty and associates of both American Career College and West Coast University thank Rick John, “RJ” for his partnership with us and his extraordinary work locating exemplary campus locations. We congratulate RJ for his recognition, again as the top producer for Daum Commercial during 2011!
### Employment Services/Agencies

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

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Number of Offices</th>
<th>Inland Empire Office</th>
<th>Year Established</th>
<th>Inland Empire Specialities</th>
<th>Top Local Executive</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staffmark</td>
<td>8</td>
<td>1986</td>
<td>2 Million States</td>
<td>2 Skills</td>
<td>N/A</td>
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<tr>
<td>AdecO Employment Services</td>
<td>5</td>
<td>WND</td>
<td>1986</td>
<td>14 Countries</td>
<td>Skilled, Light Industrial, Accounting, Management, Technical, Temp, &amp; Direct Hire</td>
<td>Melinda Campbell</td>
<td>(909) 464-0146/093-851</td>
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<tr>
<td>Manpower Inc. of San Bernardino</td>
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<td>4400</td>
<td>1979</td>
<td>WND</td>
<td>Skilled, Direct Hire, Training Assessment Services</td>
<td>Evelyn Wilcox</td>
<td>(909) 930-0555/930-0561</td>
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<tr>
<td>Select Personnel Service</td>
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<td>1990</td>
<td>N/A</td>
<td>Skills, Industrial, Clerical, Technical, etc.</td>
<td>Maggie Munoz</td>
<td>(909) 930-0555/930-0561</td>
</tr>
<tr>
<td>Princeton Corporate Consultants</td>
<td>8</td>
<td>420 W. Baseline Rd., Ste. C</td>
<td>1971</td>
<td>WND 600,000</td>
<td>Medical Devices, Pharmaceuticals, Plastics</td>
<td>Howard Tarlow</td>
<td>(909) 625-8007/651-0515</td>
</tr>
<tr>
<td>Robert Half Accountants</td>
<td>9</td>
<td>3633 Inland Empire Blvd., Ste 955</td>
<td>1986</td>
<td>22 WND 250,000</td>
<td>Worldwide, Contingency, Skill</td>
<td>Carla Joya</td>
<td>(909) 982-6336/650-9691</td>
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<tr>
<td>Advantage Staffing</td>
<td>10</td>
<td>130 S. Mountain Ave., Ste. K &amp; L</td>
<td>1986</td>
<td>22 WND 250,000</td>
<td>San Bernardino, Riverside Counties, Peck for Service</td>
<td>Carla Joya</td>
<td>(909) 982-6336/650-9691</td>
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<td>Exact Staff Inc.</td>
<td>11</td>
<td>10535 Foothill Blvd., Ste. 301</td>
<td>1989</td>
<td>22 WND 250,000</td>
<td>Varies by Skill</td>
<td>Carrie Bay</td>
<td>(909) 464-8846/464-5707</td>
</tr>
<tr>
<td>Ajilon Professional Staffing</td>
<td>12</td>
<td>5600 Concourse Dr., Ste. 210</td>
<td>1986</td>
<td>22 WND 250,000</td>
<td>Varies by Skill</td>
<td>Steve Sorenson</td>
<td>(760) 245-1460/998-7111</td>
</tr>
</tbody>
</table>

---

### Staff Leasing Companies Serving the I.E.

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

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Number of Offices: Inland Empire</th>
<th>Inland Empire Office</th>
<th>Year Established: Inland Empire</th>
<th>Inland Empire Headquarters</th>
<th>Specialties</th>
<th>Top Local Executive</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select Personnel Services</td>
<td>6</td>
<td>1985</td>
<td>50%</td>
<td>WND Santa Barbara</td>
<td>Clerical, Light Industrial, Engineering/Tech</td>
<td>Steve Sorenson</td>
<td>(760) 245-1460/998-7111</td>
<td><a href="http://www.selectstaffing.com">www.selectstaffing.com</a></td>
</tr>
<tr>
<td>Amvigor Staffing Services</td>
<td>2</td>
<td>1984</td>
<td>$1,000,000</td>
<td>100%</td>
<td>Engineer, Administrative, Legal, Industrial, IT, Scientific &amp; Technical</td>
<td>Vijay Telikkar</td>
<td>(909) 929-5079/20-5040</td>
<td><a href="mailto:amvigor@yahoo.com">amvigor@yahoo.com</a></td>
</tr>
<tr>
<td>Princeton Corporate Consultants</td>
<td>1</td>
<td>1986</td>
<td>$2,300,000</td>
<td>N/A</td>
<td>Medical Device, Pharmaceutical</td>
<td>Howard Tarlow</td>
<td>(909) 625-3078/625-0931</td>
<td><a href="http://www.princetonconsultants.com">www.princetonconsultants.com</a></td>
</tr>
</tbody>
</table>

---

**Notes:**
- N/A = Not Available
- WND = Would Not Disclose
- The information in the above list was obtained from the companies listed. The basis for our knowledge is the information supplied to us 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 2012 by IEBJ.
## Environmental Companies Serving the Inland Empire

### Listed Alphabetically

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Billings ($ Millions)</th>
<th>Regional Breakdown %</th>
<th>Year Founded</th>
<th>Headquarters City/State</th>
<th>Specialties</th>
<th>Clientele</th>
<th>Top Local Exec.</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Aerial Information Systems</td>
<td>112 First St., Redlands, CA 92373</td>
<td>$1.4</td>
<td>15%</td>
<td>1975</td>
<td>Redlands</td>
<td>Geographic Information, Data Base Creation, Automation, Aerial Photography, ANA Analysis</td>
<td>Government, Cities, Utility, Companies, Private, Consulting Firms</td>
<td>Yoshi Hara</td>
<td>(909) 734-9403</td>
<td><a href="mailto:Yoshi.Hara@aisinc.com">Yoshi.Hara@aisinc.com</a></td>
</tr>
<tr>
<td>2. TRC</td>
<td>231-A Technology Dr., Irvine, CA 92618</td>
<td>WND</td>
<td>25%</td>
<td>1991</td>
<td>Irvine</td>
<td>Environmental Consulting</td>
<td>Environmental Consulting, Remediation Contracting</td>
<td>Major Oil Companies, Aerospace, Municipalities</td>
<td>Chris Vencic</td>
<td>(949) 720-4953</td>
</tr>
<tr>
<td>3. Group Delta Consultants</td>
<td>4201 Santa Ana St., Ontario, CA 91761</td>
<td>$8.3</td>
<td>25%</td>
<td>1994</td>
<td>Anaheim</td>
<td>Environmental Construction</td>
<td>Soil &amp; Groundwater Assessments</td>
<td>Local Gov't</td>
<td>John Di Natale</td>
<td>(909) 687-4308</td>
</tr>
<tr>
<td>4. Applied Planning, Inc.</td>
<td>3817 Pine Ave., Ste. A, Chino Hills, CA 91709</td>
<td>$1.2</td>
<td>0%</td>
<td>1997</td>
<td>Ontario</td>
<td>Environmental Documentation</td>
<td>Cultural &amp; Biological Developers</td>
<td>Public Agencies, Principal</td>
<td>Ross Geller</td>
<td>(909) 974-6397</td>
</tr>
<tr>
<td>7. Tetra Tech</td>
<td>1360 Valley Vista Dr., Diamond Bar, CA 91765</td>
<td>WND</td>
<td>10%</td>
<td>1984</td>
<td>Diamond Bar</td>
<td>Solid Waste Management &amp; Engineering</td>
<td>Environmental Phase I &amp; II Assessments</td>
<td>Public Agencies, Private Developers, Government Agencies</td>
<td>Bryan S. Stirek</td>
<td>(909) 571-7440</td>
</tr>
<tr>
<td>8. C.J.J., Incorporated</td>
<td>1355 E. Colton Dr., Colton, CA 92324</td>
<td>$8.66</td>
<td>10%</td>
<td>1964</td>
<td>Colton</td>
<td>Environmental Phase I &amp; II Assessments, Environmental Site Investigation</td>
<td>Environmental Site Investigation &amp; Remediation</td>
<td>Lending Institutions, Private Developers, Government Agencies</td>
<td>Robert Johnson</td>
<td>(909) 824-7108</td>
</tr>
<tr>
<td>10. Converse Consultants</td>
<td>10191 Corporate Dr., Redlands, CA 92373</td>
<td>$25</td>
<td>50%</td>
<td>1992</td>
<td>San Diego</td>
<td>Environmental Geoengineering, Site Investigation, Remediation, Asbestos, Air Quality, Geological &amp; Hydrogeological Studies, Soils &amp; Materials Testing</td>
<td>Environmental Consulting, Remediation</td>
<td>Commercial/Industrial, Residential Financial Institutions, Local State and Federal Agencies</td>
<td>Habib Quazi</td>
<td>(714) 786-6765</td>
</tr>
<tr>
<td>11. Earth Systems Southwest</td>
<td>79811 Country Club Dr., Indio, CA 92203</td>
<td>$7.6</td>
<td>10%</td>
<td>1969</td>
<td>Indio</td>
<td>Environmental Consulting, Environmental Site Investigation, Construction Monitoring</td>
<td>Environmental Site Investigation &amp; Remediation</td>
<td>Engineers, Developers, Indian Tribes</td>
<td>Scott Stromer</td>
<td>(760) 345-1803</td>
</tr>
<tr>
<td>12. AECON</td>
<td>1441 E. Colton Dr., Ste. 100, Colton, CA 92324</td>
<td>$1.3</td>
<td>16M</td>
<td>1970</td>
<td>Long Beach</td>
<td>Environmental Studies &amp; Remediation Services</td>
<td>Environmental Site Investigation &amp; Remediation</td>
<td>Department of Defense, Commercial/Industrial, Utilities, Municipalities</td>
<td>John Thune</td>
<td>(714) 564-2024</td>
</tr>
<tr>
<td>13. Gabriel Environmental Services</td>
<td>PO Box 166, Redlands, CA 92373</td>
<td>$1.5</td>
<td>10%</td>
<td>1991</td>
<td>Redlands</td>
<td>Environmental Consulting, Environmental Site Investigation, Construction Monitoring</td>
<td>Environmental Consulting, Environmental Site Investigation</td>
<td>Property Management Companies, Banks, Developers</td>
<td>Hanli Gabriel</td>
<td>(951) 545-0257</td>
</tr>
<tr>
<td>16. Leslie Irish</td>
<td>700 E. Redlands Blvd., Ste. U, Redlands, CA 92373</td>
<td>$1.2</td>
<td>0%</td>
<td>1997</td>
<td>Riverside</td>
<td>Archaeology, Biology, Paleoecology</td>
<td>Archaeology, Biology, Paleoecology</td>
<td>Utilities, Developers, Tribal Government</td>
<td>Leslie Irish</td>
<td>(951) 681-4928</td>
</tr>
</tbody>
</table>

* * * 

NOT Applicable WND - Would not Disclose: na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, PO Box 1979, Rancho Cucamonga, CA 91729-1979. Copyright 2012 by IEBL.
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Real Estate...

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PROPERTY

Pacific Health Realty LLC recently sold Kindred Hospital Rancho, a 98.2k square foot hospital and medical office building in Rancho Cucamonga. The property is located at 10841 White Oak Avenue, south of Foothill Boulevard and east of Haven Avenue.

Built in 1996, Kindred Hospital Rancho is comprised of a single-story, long-term acute care (“LTAC”) hospital building consisting of 55 beds with an attached three-story medical office building. Both the hospital and medical office building are currently occupied and operated by Kindred Healthcare, a major healthcare service provider operating hospitals, nursing rehabilitation centers and sub-acute care facilities throughout the United States.

John Wadsworth, vice president and director of Healthcare Properties, Tom Lagos, senior vice president, and El Warner, associate vice president, represented the seller, while the buyer reprised itself. The price was not disclosed. 

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Executive Notes

Citizens Business Bank Announces New Promotion

Christopher D. Myers, president and CEO of Citizens Business Bank, has announced the promotion of Rick Brauer to the position of vice president and manager of the bank’s Central Valley agribusiness department in Bakersfield.

Prior to his promotion, Brauer served as a vice president and manager for the Rosedale Business Financial Center as well as the Ming Business Financial Center in Bakersfield. Brauer joined Citizens Business Bank in October of 2009 with the acquisition of San Joaquin Bank. He was at San Joaquin Bank for 18 years working as a center manager. Prior to his appointment with the former bank, Brauer was a center manager in Delano, CA for American National Bank, where he provided agribusiness financing for area growers.

More on Citizens Business Bank

CVB Financial Corp., parent company of Citizens Business Bank, was recently recognized by Forbes as the 11th Best Bank in America.

“We are honored to be recognized among the top in our industry,” commented Chris Myers, president and chief CEO. “Many financial factors contributed to our success in

continued on page 59
### Environmental Companies Serving the Inland Empire

**Listed Alphabetically**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Billings ($ Millions) 2011</th>
<th>Regional Breakdown % or $ (Millions)</th>
<th>Key Founded Headquarters No. Employees</th>
<th>Specialties</th>
<th>Clients</th>
<th>Top Local Exec., Title, Phone/Fax, E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leighton Consulting</td>
<td>17781 Cowan St., Suite 140</td>
<td>$3</td>
<td>15,000,000</td>
<td>Irvine, CA 92614</td>
<td>1996</td>
<td>Environmental Engineering &amp; Construction Services, Remediation Technologies</td>
<td>Private Developers, Public, Oil Mfg. Industries</td>
</tr>
<tr>
<td>Lilburn Corporation</td>
<td>1905 Business Center Dr</td>
<td>$1.5</td>
<td>0%</td>
<td>San Bernardino, CA 92408</td>
<td>1989</td>
<td>Mine Reclamation Planning, Land Use Permitting, Landfill Assessments &amp; Permits, EIRs</td>
<td>Public Agency, Private, Landowners, Utilities, Waste Management Companies</td>
</tr>
<tr>
<td>Mander Remediation, Inc.</td>
<td>1905 Carnegie Rd.</td>
<td>$55</td>
<td>30%</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>1980</td>
<td>Asbestos, Mold &amp; Lead Abatement, Facility Decontamination, Environmental Remediation</td>
<td>Commercial-Industrial Properties, Aerospace, Utilities</td>
</tr>
<tr>
<td>Moler, Inc.</td>
<td>560 N. Park Center, Suite 102</td>
<td>WND</td>
<td>50%</td>
<td>Santa Ana, CA 92706</td>
<td>1982</td>
<td>Toxicology/Risk Assessment, Industrial Hygiene &amp; Safety, Envr. Eng., Envr. Health Sr., Training, Asbestos, Geotechnical, City of San Bernardino</td>
<td>IVDA, Riverside Waste Management, ARCO, Fleur Load-Balanced Plant, Project Managers</td>
</tr>
<tr>
<td>Michael B. Shumway Associates</td>
<td>250 E. Carnegie Dr., Suite 100</td>
<td>$13.5</td>
<td>5%</td>
<td>San Bernardino, CA 92408</td>
<td>1998</td>
<td>Natural Resources Mgmt., Wetland &amp; Water Issues, CEQA/NEPA, Cultural &amp; Palaeontological, Air Quality &amp; Noise Studies</td>
<td>Public &amp; Private Developers</td>
</tr>
<tr>
<td>Onyx Environmental Services</td>
<td>3352 Ocean Dr</td>
<td>$66.2</td>
<td>65%</td>
<td>Huntington Beach, CA 92649</td>
<td>1973</td>
<td>Collection, Transportation, Treatment &amp; Disposal</td>
<td>Aerospace, Public Utilities, Private Business</td>
</tr>
<tr>
<td>PCR Services Corp.</td>
<td>233 Wihlade Blvd., Suite 103</td>
<td>WND</td>
<td>50%</td>
<td>Santa Monica, CA 90401</td>
<td>1974</td>
<td>CEQA/NEPA Documentation, Consultants, Air Quality, Environmental Acoustics, Biological, Cultural Resources Mgmt., Res., Commercial, Real Estate, Health Care, Manufacturers</td>
<td>Educational Entertainment, Museums, Landfills, Superficial Sites, Roads, Waterworks</td>
</tr>
<tr>
<td>Atkins</td>
<td>12301 Wilshire Blvd., Suite 430</td>
<td>$12.6</td>
<td>50%</td>
<td>Los Angeles, CA 90025</td>
<td>1968</td>
<td>Environmental Documentation, Planning, Resources Management</td>
<td>Local Governments, Law Firms, Private Industry</td>
</tr>
<tr>
<td>RES Environmental Inc.</td>
<td>431 Via La Luna, Suite 4B</td>
<td>WND</td>
<td>50%</td>
<td>Colton, CA 92324</td>
<td>1986</td>
<td>Regulatory-Compliance Monitoring, Air Toxics Testing, PM-10 Particulate Testing, Air Quality Instrument Repair, Weather Forecasting</td>
<td>Landfills, Testing, Oil Refineries, Industries, Government &amp; Regulatory Agencies</td>
</tr>
<tr>
<td>SCS Engineers</td>
<td>19300 Fourth St., Suite 200</td>
<td>$146</td>
<td>0%</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>1989</td>
<td>Environmental Assessments &amp; Remediation, Solid Waste Management, Stormwater Management, Developers, Government Agencies, Redevelopment Agencies, Banks, Attorneys, Land Owners, Gas Stations, Car Dealerships, Government &amp; Regulatory Agencies</td>
<td>Sustainable management, Environmental Health, Air Quality, Waste Management, Pollution Control</td>
</tr>
<tr>
<td>Tetra Tech, Inc.</td>
<td>34 W. Hospitality Ln., Suite 100</td>
<td>WND</td>
<td>50%</td>
<td>San Bernardino, CA 92410</td>
<td>1966</td>
<td>Environmental Science &amp; Engineering, Remediation Waste Mgmt. &amp; Remedi, Ground Mgmt. &amp; Remedial, Landfill Mgmt.</td>
<td>DOE, U.S. Airforce, EPA LA, County of San Bernardino</td>
</tr>
<tr>
<td>TRC</td>
<td>21 Technology Dr</td>
<td>$568</td>
<td>0%</td>
<td>Irvine, CA</td>
<td>1969</td>
<td>Environmental Assessment/Remediation, Biological &amp; Cultural Resources, CEQA/NEPA, Protocoled Species</td>
<td>City, County &amp; State Agencies, Private Sector, Land Owners, Developers</td>
</tr>
<tr>
<td>Ultracom Environmental Services</td>
<td>100 Pacifica, Sante Fe</td>
<td>$3.2</td>
<td>95%</td>
<td>Irvine, CA 92618-7443</td>
<td>1994</td>
<td>CEQA/NEPA, Technical Assessments (Biological, Air Quality)</td>
<td>Public Agencies, Private Co.</td>
</tr>
<tr>
<td>Waste Management - Inland Empire</td>
<td>800 S. Temescal St.</td>
<td>$65</td>
<td>0%</td>
<td>Corona, CA 92879-2039</td>
<td>1955</td>
<td>Solid Waste Collection, Processing &amp; Disposal</td>
<td>Municipal</td>
</tr>
</tbody>
</table>

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How to Build a Better Mousetrap With Social Media

Ever play the game Mouse Trap? The goal is to build a contraption that’s set into motion when a player turns a crank. The crank spins gears that push a lever that smacks a boot that kicks a bucket that spills a marble that rolls down a chute, hits a pole … well, you get the idea.

In the end, it catches a mouse – if you’re lucky.

Seeing how media has evolved reminds me of Mouse Trap. Get a mention in a newspaper article and find an online link to share on Twitter. Your followers retweet it to their followers, who post it on Facebook, where someone finds it and mentions it on a talk-radio fan page and, before you know it, you’re a guest on a show!

Of course, that’s a simplified scenario with a dream outcome, but it gives you the picture.

Connecting these different platforms integrates your publicity with social media. At EMSI Public Relations, we have Jeni Hinojosa, our social media campaign manager, turning the crank. She writes and posts blogs and comments, and tweets updates, on behalf of our clients’ own social networking sites, I visit blogs, websites and fan pages of people with similar interests. I comment on their content in hopes of engaging their audience in a conversation that ultimately brings new traffic to our clients’ websites.

Here’s a for instance: We have a client whose message involves maintaining healthy romantic relationships. I found a great article on this topic and shared it with a comment on other sites. The article prompted conversations and I stayed involved in the discussion.

When it seemed appropriate, I shared a link to our client’s blog. In this case, she got new followers on Facebook and Twitter through that one action.

Another strategy I use is promoting our clients when they’re featured in traditional media, such as newspapers, radio and TV, which all seem to have an online presence. We recently had a client who was also on board for our talk radio campaign. I promoted her upcoming interviews to her friends and followers. Then I visited the stations’ websites for links to their Twitter accounts and Facebook pages. I joined their networks, friended their friends, and plugged the upcoming interviews there, too, e.g. “I’m so excited to be chatting with host’s name here on Friday about topic here.”

As a result, this client made lots of new connections among the stations’ listeners.

These are all strategies anyone can use; all they require is time and imagination. To help ensure your success, here are some tips:

• Don’t over-promote yourself. That’s the No. 1 rule. People are turned off by those who seem interested only in selling a book or product. A good rule of thumb is to make sure 80 percent of your content is light, interesting, informative or fun.

• Don’t bury your followers in an avalanche of content. Limit Facebook status updates and Tweets to three or four a day.

• People new to social media often regard those with similar content as rivals or competitors. Actually, these can be your new best friends. When you promote Chef Shane’s cooking blog, he’ll likely tweet about the great chocolate cake recipe on your website. Become a partner in sharing with online personalities where messages are similar to yours and you’ll soon have a vast support network.

Integrating publicity and social media takes some thinking, some effort and, as Jeni says, some creativity. But isn’t that always true when you’re trying to build a better mouse-trap? And this marketing costs nothing—not with free Wi-Fi available almost everywhere you turn.

For additional information, visit www.emsincorporated.com.

Hope Recovery Center, Inc.

1st ANNUAL BENEFIT GOLF TOURNAMENT

HIDDEN VALLEY GOLF CLUB

Saturday May 12th
12:30 PM

$500 TEAM SPONSORSHIP
Includes: Golf for 4, dinner and concert, 2 “Champion for Hope” tee box signs and a tee sponsorship

$150 PER PLAYER
Includes: Dinner and concert, FREE return round of golf

$50 TEE SPONSORSHIP
Advertise your business or show your families support

During dinner relax and enjoy the amazing local jazz of Vaughn Fohle from Sex 4 Good Productions

After dinner Matt Rogers - American Idol finalist and host of Lifetime’s “Camping Home” along with singer & songwriter Bryon Bas will entertain you with their inspiraional, country sound

Please join us for this incredible event. All proceeds will support Hope Recovery in their efforts to provide help, Hope & Healing to those struggling with: Huts, Habits & Addictions.

To sign up or for more info call: 503.680.9031 or go to the website at www.HopeRecoveryCenterInc.org
Ivy-It—Battling Graffiti Using Eco Friendly Products

Ivy-It Inc. was founded in 2009, in the city of Claremont by Sergio Martinez and Sam Pedroza. The initial purpose of the products was to deter the destruction effects of graffiti while maintaining the product as green sustainable and eco friendly. Martinez had a background in real estate development, while Pedroza’s background was in civic policy as a councilman for the city of Claremont.

They decided that the municipalities and public agencies would be a perfect target due to their constant battles with graffiti and their ever tightening graffiti budgets. Ivy-It figured that if they could save the cities money in their graffiti abatement budget, then they could survive through the recessionary startup period.

After the expected trials and tribulations, the product took off. Cities like Anaheim and Lynwood quickly adopted it as a graffiti deterrent tool. Other cities followed suit. The various industrial strength products also changed. Due to the fact that Ivy-It products are made of 100 percent recycled polyethylene and maintenance free, the cell tower industry purchased it to replace their live walls. They save money on water, maintenance and elevated graffiti abatement cost.

Commercial clients like Ruby’s solicited Ivy-It products for aesthetics—lush green all year benefits. Commercial businesses need to attract and preserve as much customer loyalty as possible. Customers need to feel safe in stores where graffiti and vandalism is minimal. Ivy-It provides creative and practical solutions to deterring graffiti which ultimately provides creative and practical solutions to deterring graffiti which ultimately aids in customers feeling calm and safe.

Ivy-It Inc. has also used their products to cover traffic service boxes, traffic poles, fence screening, unsightly mechanical boxes, and even wrap graffiti target ed palm trees on street median in the city of Lynwood. The products are easy to install requiring fasteners, screws, and zip ties, depending on the installations. Pricing ranges from $25 for their 6 foot by 1 foot strand to $10 per square foot for their 1 foot by 1 foot tiles with wholesale and distributor pricing available.

Ivy-It Inc. set out to produce a nonexistent industrial strength, outdoor resistant, recycled product, that would be easy to install. Now the obstacle is to keep the research and development team—creating new and improved products in deterring graffiti and beautifying areas.

Real Estate...

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Palm Springs Mixed-Use Property Sells For Over $2 Million

Las Palmas Villas, a 35k-square-foot, mixed-use property located in Palm Springs, recently sold for $2.073 million ($59/sf). Located at 140 West Via Lola, the property features four retail stores on Palm Canyon Drive, and 38 apartment units consisting of 18 singles, 18 one-bedroom and two two-bedroom units. The property was constructed in 1953, and has two on-site laundry rooms, a swimming pool, and ample parking for both the retail and apartments.

Clive Isaacs, an investment specialist in Marcus & Millichap’s Encino office, had the exclusive listing to market the property on behalf of the seller, a private investor. The buyer, a partnership, was also secured and represented by Isaacs.

INLAND EMPIRE EAST VALLEY INDUSTRIAL MARKET LOOKING AT POSITIVE ABSORPTION

The East Valley industrial market in Southern California’s Inland Empire should continue to stabilize, with positive absorption expected by year-end 2012, according to The Riverside office of Lee & Associates’ first quarter 2012 Industrial Market Summary for the region. Here’s a quick summary of the firm’s latest market data.

Gross activity in the first quarter neared 2.5m square feet, with investment purchases and lease renewals accounting for almost 60 percent of the total. Vacancy rates increased slightly this quarter to 8.66 percent while current indicators suggest that there are more tenants actively looking for newer product than there is existing supply. Average sales prices are stabilizing as well and investors are still activelybulk up their

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FOREIGN TRADE ZONES

Business owners who are considering relocating to Riverside County to access the lucrative California marketplace can choose from among the county’s four Foreign Trade Zones (FTZ), the most available in any city or county in the state.

With a fifth Foreign Trade Zone opening soon, Riverside County offers unparalleled access to the benefits an FTZ can offer, benefits that can help cut the cost of doing business and increase profits.

Riverside County and its board of supervisors have worked to create such savings solutions for companies that import products from overseas to be assembled at plants operating in Riverside County because assisting such companies will add new jobs and maintain existing jobs for county residents.

For example, the Skechers North American headquarters and distribution center in the Riverside County community of Moreno Valley is expected to save more than $3 million per year because the 1.8 million-square-foot facility is in a Foreign Trade Zone. Another major employer in Riverside County, Abbott Vascular, located in the city of Temecula, took advantage of San Diego Foreign Trade Zone #153’s expansion into southwest Riverside County to help with their import and export costs.

Such opportunities exist around Riverside County. For example, FTZ #244 was expanded to include the cities of Corona, Eastvale, Jurupa Valley, Moreno Valley, Norco, Perris, and Riverside. The expansion of FTZ #153 brought in the cities of Murrieta and Temecula. There are ongoing efforts to expand the FTZ #236, which currently covers the Palm Springs Airport, but is expected to include all of the cities of the Coachella Valley and also the cities of Beaumont, Banning, San Jacinto, and Hemet. The Four Winds Tribal Council also is seeking to establish another FTZ on its land.

The Riverside County Economic Development Agency’s Office of Foreign Trade is proud to offer manufacturers the opportunity to expand their exporting efforts and reduce costs to import materials for final assembly through the Foreign Trade Zone program.

“Our foreign trade zones are here to help our manufacturers save money and time. Our board of supervisors continue to support policy that expands and brings additional foreign trade zones to the county. With four foreign trade zones activated and operational and a fifth in the processing stages, we offer more choices to our business community to give business owners a competitive edge in the global marketplace.”

—Robert Field, Assistant County Executive Officer/EDA
Foreign Trade & Foreign Direct Investment Will Play a Major Role in Our Economic Recovery  
By the Riverside County Board of Supervisors

Today more than ever before products exported from our county to places around the world are playing a major role in our region’s economic recovery and job creation. Riverside County and its surrounding regions in the entire nation in exports.

In 2009, the Riverside County Board of Supervisors authorized the formation of the Office of Foreign Trade within the Economic Development Agency to assist the business community. Since that time our Office of Foreign Trade has earned a worldwide reputation as the place to go if you need trade assistance or are interested in investing in business within our county. We have crafted unique partnerships with a number of nations and these relationships are resulting in increased exports and record numbers of investors coming to the county from other countries. The bottom line is that our efforts have paid off and we are adding jobs and bringing significant investment to our county at the same time.

We are told that our exports from the region totaled $11.5 billion in 2010, and we expect that number to increase significantly in the next few years. Exports directly account for 90,000 jobs in our county and region. This success is because our manufacturers, growers, and service providers are reaching overseas to help grow their businesses. Economists tell us that our economic recovery depends on a robust export market and that means we must bring jobs back to our country from overseas.

The Riverside County Office of Foreign Trade is doing just that. We provide export financing, assistance with diplomatic relations with foreign governments, and will help you identify markets that are looking for your products. We also find investor financing, both foreign and domestic, and will assist you with our fast track processing of your business expansion or start up. We will serve as your one-stop location for all you exporting and trade needs.

Please contact our Commissioner for Foreign Trade, Tom Freeman at

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Banks in the Inland Empire

<table>
<thead>
<tr>
<th>Bank Name / Trust</th>
<th>Address (Headquarters) City, State, Zip</th>
<th>Tangible Assets $</th>
<th>% Change</th>
<th>Tangible Capital (R.O.A.E.)</th>
<th>% Tangible Capital Ratio</th>
<th>% Risk Based Capital Ratio</th>
<th>Income $</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-Citizens Bank &amp; Trust</td>
<td>1215 S. Cullom Ave., Lakewood, CA 90712</td>
<td>10,594,659,000</td>
<td>-1.64%</td>
<td>8.10%</td>
<td>10.88%</td>
<td>15.08%</td>
<td>154,563,000</td>
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<tr>
<td>California Bank &amp; Trust</td>
<td>2021 East Main St., San Bernardino, CA 92409</td>
<td>10,231,137,000</td>
<td>2.20%</td>
<td>10.04%</td>
<td>13.76%</td>
<td>16.35%</td>
<td>132,422,000</td>
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<tr>
<td>Citizens Business Bank</td>
<td>301 S. Main St., Ontario, CA 91761</td>
<td>5,812,000,000</td>
<td>2.71%</td>
<td>9.07%</td>
<td>12.63%</td>
<td>15.01%</td>
<td>64,504,000</td>
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<tr>
<td>Pacific Western Bank</td>
<td>500 W. A St., San Diego, CA 92101</td>
<td>91,607,000,000</td>
<td>6.27%</td>
<td>8.36%</td>
<td>11.58%</td>
<td>14.29%</td>
<td>1,023,928,000</td>
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<tr>
<td>Wilshire State Bank</td>
<td>1630 Wilshire Blvd., Ste. 1400 Los Angeles, CA 90010</td>
<td>2,691,384,000</td>
<td>2.19%</td>
<td>6.79%</td>
<td>13.64%</td>
<td>20.42%</td>
<td>-28,611,000</td>
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<td>Community Bank</td>
<td>13300 Community Bank Blvd., Suit 200 Rancho Cucamonga, CA 91730</td>
<td>2,018,000,000</td>
<td>-6.80%</td>
<td>10.19%</td>
<td>13.61%</td>
<td>21.36%</td>
<td>11,464,000</td>
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<tr>
<td>Manufacturers Bank</td>
<td>513 S. Figueroa St., Los Angeles, CA 90071</td>
<td>1,982,929,000</td>
<td>6.64%</td>
<td>9.60%</td>
<td>13.62%</td>
<td>19.79%</td>
<td>3,704,000</td>
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<tr>
<td>Pacific Mercantile Bank</td>
<td>1500 E. Wadsworth Blvd., Ste. 110 Ontario, CA 91761</td>
<td>1,001,778,000</td>
<td>4.13%</td>
<td>1.49%</td>
<td>9.37%</td>
<td>13.12%</td>
<td>5,008,000</td>
</tr>
</tbody>
</table>

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U.S. Commercial Service
Trade Advocacy for U.S. Companies

Level the Global Playing Field for International Procurement. International business is easier today than ever, and exporting to foreign government customers is one of the most lucrative opportunities. That is unless your company encounters an unfair evaluation of your proposal, aggressive foreign government support of competing offers, a questionable procurement process, or bureaucratic red tape. We’re here to help.

Count on the U.S. Commercial Service’s Advocacy Center to level the playing field for your company. With offices across the United States and in U.S. Embassies and Consulates in nearly 80 countries, our global network of trade professionals opens doors that no one else can.

We coordinate strategies for focusing U.S. Government resources to engage foreign governments and ensure that U.S. products and services have the best possible chance to compete abroad. Our goal is to ensure that international contract awards are based on a full and fair evaluation of the commercial and technical merits of all offers.

Get a 0% introductory rate when you open a new Business Platinum Credit Card

An essential tool for small businesses to help manage everyday expenses, the Wells Fargo Business Platinum Credit Card also offers:

- Best-in-class rewards
- No annual card fee
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wellsfargo.com/appreciation
Lost in the Digital Age
By J. Allen Leinberger

Years ago, homes had drawing rooms or parlors. After the floor model radios were added, they became living rooms. That stayed true with the addition of the TV. Of course, the furniture was moved so that attention was turned towards the screen and away from the fireplace.

Today we have entertainment rooms, or home theater rooms. Some even get to call them their man cave. What happened to the fireplace? Of course, the furniture was moved so that attention was directed towards the TV. Of course, the furniture was moved so that attention was directed towards the TV. Of course, the furniture was moved so that attention was directed towards the TV. Of course, the furniture was moved so that attention was directed towards the TV. Of course, the furniture was moved so that attention was directed towards the TV.

When was the time when the rest of our lives were driven by the stuff of dreams then? Today who would want a car without a GPS system? While we’re at it, we need some sort of OnStar and LoJack as well as an entertainment panel for downloading and playing music that’s controlled by vocal command. Don’t forget phone communication. Keyless entry gets almost forgotten in the crowd. Attached to your belt or down in your purse is the now mandatory smartphone. It can put you into instant communication with people at home or around the world. It can start your car at a distance; it can control the TV, the home security system, the microwave—and even a kid’s radio controlled car. It can find out the acting career of the girl in the pink dress in the T-Mobile commercial or Maxwell the pig in the GEICO commercial.

Has it changed your life? Of course. Ask any jeweler. Few of us wear watches these days. Some of us may wear one as an accessory or a piece of jewelry, but we no longer need one to tell time. We can simply look at the front page of the smartphone. Or ask SIRI if she works for you.

Maps are no longer needed to find a particular address. Even the AAA tripytch, which my dad swore by—advising him of upcoming construction detours driving across country—serve little purpose today. Now you can get that info on the smartphone. Come to think of it, you don’t need a phone book any more. Your smartphone has all the information you could need. The reason that many local newspapers are slowly dying is that most all of the news and information you could want, you already know by the time the paper is delivered tomorrow—sports’ scores, city detours driving across county—serve little purpose today.

By J. Allen Leinberger

Banks in the Inland Empire

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<table>
<thead>
<tr>
<th>Bank Name</th>
<th>Address (Headquarters)</th>
<th>City, State, Zip</th>
<th>Tangible Assets</th>
<th>% Change</th>
<th>% Tangible Capital (R.O.A.E.)</th>
<th>% Tangible Capital Ratio</th>
<th>% Risk Based Capital Ratio</th>
<th>Income $</th>
<th>Top Executive/Title</th>
<th>Address (I.E.)</th>
<th>If Different</th>
<th>City, State, Zip</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
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<tbody>
<tr>
<td>Bank of Hemet</td>
<td>3715 Sycamore Dr.</td>
<td>Riverside, CA 92506</td>
<td>493,763,000</td>
<td>-6.29%</td>
<td>18.24%</td>
<td>11.76%</td>
<td>14.79%</td>
<td>10,955,000</td>
<td>Kevin R. Farrenkopf Chief Executive Officer (951) 288-2080/374-5791 <a href="mailto:kfarrenkopf@bankofhemet.com">kfarrenkopf@bankofhemet.com</a></td>
<td></td>
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<tr>
<td>American Security Bank</td>
<td>1401 Dove St.</td>
<td>Newport Beach, CA 92660</td>
<td>422,967,000</td>
<td>12.20%</td>
<td>7.99%</td>
<td>9.89%</td>
<td>14.67%</td>
<td>4,218,000</td>
<td>David T. Blankenhorn CEO (951) 739-1711/890-263-1290 <a href="http://www.asscbbank.com">www.asscbbank.com</a></td>
<td></td>
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<tr>
<td>Security Bank of California</td>
<td>3403 Tenth St., Ste. 100</td>
<td>Riverside, CA 92501</td>
<td>412,021,000</td>
<td>14.53%</td>
<td>3.51%</td>
<td>12.09%</td>
<td>16.08%</td>
<td>2,300,000</td>
<td>James A. Robinson Chief Executive Officer (951) 560-226-5068/2271 <a href="mailto:jrobinson@securitybank.com">jrobinson@securitybank.com</a></td>
<td></td>
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<tr>
<td>Community Commerce Bank</td>
<td>390 W. Football Blvd.</td>
<td>Claremont, CA 91711</td>
<td>313,499,000</td>
<td>-19.34%</td>
<td>6.27%</td>
<td>12.86%</td>
<td>15.17%</td>
<td>2,701,000</td>
<td>William M. Lasher Chief Executive Officer (951) 625-789-263-0342 <a href="http://www.comerbank.com">www.comerbank.com</a></td>
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<tr>
<td>CommerceWest Bank, N.A.</td>
<td>3011 Business Center Dr.</td>
<td>Irvine, CA 92612</td>
<td>296,907,000</td>
<td>-11.76%</td>
<td>3.55%</td>
<td>14.09%</td>
<td>22.51%</td>
<td>1,406,000</td>
<td>Joy A. Tunnicliffe Chairman, President &amp; CEO (949) 251-6902/6904 <a href="http://www.cwbk.com">www.cwbk.com</a></td>
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<tr>
<td>Commerce National Bank</td>
<td>4100 MacArthur Blvd., Ste 100</td>
<td>Newport Beach, CA 92660</td>
<td>236,480,000</td>
<td>-9.90%</td>
<td>3.09%</td>
<td>11.94%</td>
<td>18.29%</td>
<td>676,000</td>
<td>Mark E. Simmons President &amp; CEO 2796 E. Anaheim Ave. Fullerton, CA 92832 (714) 451-8650/574-6277 <a href="mailto:msimmons@commercebank.com">msimmons@commercebank.com</a></td>
<td></td>
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<tr>
<td>Inland Community Bank, N.A.</td>
<td>3999 E. Inland Empire Blvd.</td>
<td>Ontario, CA 91764</td>
<td>223,309,000</td>
<td>-28.16%</td>
<td>-1.77%</td>
<td>12.26%</td>
<td>17.26%</td>
<td>594,000</td>
<td>James S. Cooper Chief Executive Officer (909) 461-870/461-9928 <a href="mailto:jcooper@icbbank.com">jcooper@icbbank.com</a></td>
<td></td>
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<tr>
<td>Pacific Premier</td>
<td>1711 E. Palm Canyon Dr.</td>
<td>Palm Springs, CA 92264</td>
<td>210,859,000</td>
<td>-197.73%</td>
<td>4.90%</td>
<td>14.90%</td>
<td>3.09%</td>
<td>10,008,000</td>
<td>Steve Garbari CEO (760) 324-4429/324-1138 <a href="http://www.ppb.com">www.ppb.com</a></td>
<td></td>
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<td></td>
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<tr>
<td>First National Bank of California</td>
<td>2527 Adams Ave.</td>
<td>Riverside, CA 92506</td>
<td>167,629,000</td>
<td>-6.90%</td>
<td>-2.96%</td>
<td>11.65%</td>
<td>16.83%</td>
<td>80,000</td>
<td>John R. Curtin President &amp; CEO 2527 Adams Ave. Riverside, CA 92506 <a href="http://www.fnbank.com">www.fnbank.com</a></td>
<td></td>
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Continued from page 20.
Aspen Logistics, Inc. Appoints Christopher Ticknor as Executive Director of Business Development

Aspen Logistics announced the appointment of Christopher Ticknor as executive director of business development. In his new role, Ticknor will report to Connie Anderson, CEO, and will be responsible for leading Aspen’s efforts to increase market share and brand recognition.

Ticknor’s key focus will be performance management, defining the most efficient way to drive the growth of their industry leading solutions and customer acquisition. His focus will be on creating analytics and corporate strategies that impact Aspen’s business results. Ticknor will also manage the company’s marketing, branding, and public relations strategies.

With 10 years of sales and marketing experience across various industries, Christopher brings strong leadership and innovative strategies to his new role at Aspen, overseeing both the sales and marketing departments.

Christopher started at Aspen Logistics in 2008 as marketing manager. He was tasked with designing best-in-class campaigns that would allow Aspen to be an industry leading brand in their core customer markets. After numerous awards and accolades Aspen is now recognized as a leading provider in the western United States. Ticknor has launched social media programs and marketing campaigns that were notable, and at the time essentially unheard of within the industry. On top of many media interviews, he was asked to speak at the annual industry conference put on by the Warehouse Education Research Council, as well as received an award by the Internet Marketing Association for his marketing efforts.

Prior to joining Aspen, Ticknor worked for four years with Mazda USA under their marketing division. He worked in customer and dealer relations before moving on to Sprint Nextel (currently Sprint). In the two years at Sprint, Christopher managed business-to-business sales among small- to medium-sized companies in Orange County—one of the cell service provider’s most profitable markets.
Hiilda Kennedy, current president of NAWBO-IE was presented with the Acknowledging NAWBO Individuals That Achieve (ANITA) Award for her dedication and outstanding service to NAWBO-IE. Hilda is the founder/president of AmPac Tri State Certified Development Company (CDC)

Three well-deserved young ladies received scholarships: Nicole Kabath Johnny, a finance major at Azusa Pacific University, along with Ashley Patnode and Yukasa Shida who are graduate students at California State University, San Bernardino.

About NAWBO: One of 70 chapters nationwide, NAWBO-IE is the organization of choice for women business owners in the Inland Empire, and is also a strong voice in Sacramento for public policy issues affecting women-owned businesses. To find out more about the vision and objectives of NAWBO-IE, the benefits of joining or becoming a corporate partner, please visit www.nawbo-ie.org
Paying to play in Mexico

The bribery scandal involving Walmart in Mexico could open a window into the culture of corruption that pervades the country and retards its economic progress. If we’re lucky.

The retail giant allegedly paid at least $8.5 million to "gestores," people who work as facilitators to secure government permits and see that transactions are completed. Many people suspect that at least some of that money was used to bribe officials. The New York Times, which broke the story, has reported that Walmart might have paid an additional $16 million directly to local government officials.

Most people believe the allegations, and aren’t surprised. Bribery and extortion at all levels of Mexico’s government are as well known as the sloth with which officials usually process requests for permits. Even local postal carriers have been known to knock on doors and ask for handouts. Those who don’t "cooperate" don’t get their mail.

So people widely believe Walmart did something to enable it to open more than 2,000 stores in Mexico the past two decades with such little trouble. The company reportedly opened a new store in Mexico every day last year.

U.S. observers are scandalized by the allegations, and Congress has opened an investigation. In Mexico, where the bribery allegedly occurred, however, no official investigation has been called, at any level, and no local government has made any

Could it be that they’re afraid

Lost in the...

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instant knowledge.

Movies have been forced to go to IMAX and 3D in order to provide an entertainment experience that you can’t get on a 52-inch flat screen in the entertainment room. And they know that you can order their films from On Demand, Netflix or Apple TV— even the kid’s video game control in about three months. And, as I predicted to you about three years ago, cable and DVD now can play 3D in your home on the 3D TV.

If you can Google information, why would you buy the kids an encyclopedia? Why buy a book at all. You can download an e-book or an audiobook for the iPod.

Ask any radio station. Most stations are like giant iPods. There are no vinyl records anymore. There are no turntables and no tape recorders. And they have more music in their computer libraries than most could stock in a record room back in the old 20th century. Back then there were guys who made a living as format brokers. They’d find a station that had just stopped playing country songs, for example. Then they’d buy their old country library cheap, and find a sta-

ton that was looking to start playing country. They’d show up front with a trunk full of old albums and 45s. (Remember 45s?)

Hey, don’t laugh. I grew up with one of those old brown and gold RCA 45 RPM players. We also had a six-foot long “hi-fi” in the living room but that was for playing my parents “good” record albums on. The amazing part of all of this change is that it will not stop here. Technical changes grow exponentially. Save this article and pull it out (or download it) five years from

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Banks in the Inland Empire

<table>
<thead>
<tr>
<th>Bank Name</th>
<th>Address (Headquarters)</th>
<th>City, State</th>
<th>Tangible Assets $</th>
<th>% Change</th>
<th>% Tangible Capital (ROA, R.E.)</th>
<th>% Tangible Capital Ratio</th>
<th>% Risk Based Capital Ratio</th>
<th>Income $</th>
<th>Top Executive/Title</th>
<th>Address (L.E.)</th>
<th>Phone/Fax</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>29.</td>
<td>Premier Service Bank</td>
<td>3637 Allison Ave, Riverside, CA 92506</td>
<td>141,256,000</td>
<td>-10.55%</td>
<td>-29.54%</td>
<td>7.56%</td>
<td>10.78%</td>
<td>2,186,000</td>
<td>Larry T. Pendergast</td>
<td>Executive Officer</td>
<td>(951) 274-8249</td>
<td><a href="mailto:lpendergast@premierservicebank.com">lpendergast@premierservicebank.com</a></td>
</tr>
<tr>
<td>30.</td>
<td>Desert Commercial Bank</td>
<td>44-801 Villano Dr, Palm Desert, CA 92260</td>
<td>140,905,000</td>
<td>-14.11%</td>
<td>-15.24%</td>
<td>10.39%</td>
<td>13.76%</td>
<td>1,914,000</td>
<td>Tony J. Swartz</td>
<td>Executive Officer</td>
<td>(760) 342-3571</td>
<td><a href="http://www.desertbanking.com">www.desertbanking.com</a></td>
</tr>
<tr>
<td>32.</td>
<td>First Mountain Bank</td>
<td>49655 Big Bear Blvd, Big Bear Lake, CA 92315</td>
<td>140,400,000</td>
<td>-5.5%</td>
<td>-2.31%</td>
<td>10.43%</td>
<td>12.54%</td>
<td>270,000</td>
<td>John G. Briner</td>
<td>Executive Officer</td>
<td>(909) 866-1200</td>
<td><a href="http://www.firstmountainbank.com">www.firstmountainbank.com</a></td>
</tr>
<tr>
<td>33.</td>
<td>Palm Desert National Bank</td>
<td>73-345 El Paseo, Palm Desert, CA 92260</td>
<td>125,794,000</td>
<td>-5.84%</td>
<td>-266.93%</td>
<td>1.64%</td>
<td>3.61%</td>
<td>4,430,000</td>
<td>Richard D. Schneider</td>
<td>Executive Officer</td>
<td>(760) 340-1145</td>
<td><a href="http://www.palmdesertnationalbank.com">www.palmdesertnationalbank.com</a></td>
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<tr>
<td>34.</td>
<td>Golden State Bank</td>
<td>1010 W. Foothill Blvd, Upland, CA 91786</td>
<td>104,972,000</td>
<td>-27.84%</td>
<td>-50.66%</td>
<td>6.31%</td>
<td>9.16%</td>
<td>4,272,000</td>
<td>Tom Brinton</td>
<td>President &amp; CEO</td>
<td>(909) 981-8000</td>
<td><a href="http://www.goldenstatebank.com">www.goldenstatebank.com</a></td>
</tr>
<tr>
<td>35.</td>
<td>Chino Commercial Bank, N.A.</td>
<td>1533 E. Grove Ave, Ontario, CA 91761</td>
<td>109,606,000</td>
<td>13.35%</td>
<td>8.51%</td>
<td>9.66%</td>
<td>16.46%</td>
<td>666,000</td>
<td>Dunn H. Bowman</td>
<td>Executive Officer</td>
<td>(909) 230-7800</td>
<td><a href="mailto:dbowman@chinocommercialbank.com">dbowman@chinocommercialbank.com</a></td>
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<tr>
<td>36.</td>
<td>Commerce Bank of Temecula Valley</td>
<td>64-9789 McKee St, Murrieta, CA 92562</td>
<td>45,978,000</td>
<td>-43.15%</td>
<td>-3.06%</td>
<td>20.13%</td>
<td>25.20%</td>
<td>325,000</td>
<td>Donald W. Murray</td>
<td>President &amp; CEO</td>
<td>(951) 926-7044</td>
<td><a href="mailto:dwmurphy@comebbancorp.com">dwmurphy@comebbancorp.com</a></td>
</tr>
<tr>
<td>37.</td>
<td>BBVA Bancomer USA</td>
<td>815 W. Hall Blvd, San Bernardino, CA 92410</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>4,215,000</td>
<td>Marnio Sanchez</td>
<td>President &amp; CEO</td>
<td>(909) 840-3170</td>
<td><a href="http://www.bbva-bancomerusa.com">www.bbva-bancomerusa.com</a></td>
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</tbody>
</table>
SAVE THE DATE
HOUR GLASS ART GALLERY
Modern Day Slavery/Sex Trafficking Awareness Exhibit
May 19th, 2012
8200 Haven Ave. Ste. 103
Rancho Cucamonga, CA 91739
909-941-9300
3-5 p.m., Preview
5-7 p.m., VIP Reception
8-9 p.m., Special
Guest Speaker Dr. Ken Morris
and much more...

Join us in walking the Red Carpet for an evening of education through art and spoken word. View captivating images and multi-media presentations as you sip wine, enjoy live music and learn from prominent activists speakers about this terrible issue and how we can make a difference.

Dr. Ken Morris is 3x Great Grandson of Frederick Douglas and Booker T. Washington

For more information visit
www.HourGlassArtGallery.com

New World International Wine Extravaganza
Thanks these restaurants for their participation!!

New York Grill
www.newyorkgrill.com
Hilton Ontario Airport
www.hilton.com/Ontario-Airport

Cask N Cleaver
www.caskncleaver.com
Red Hill BBQ
www.redhillbbq.com

HAANDI Indian Cuisine
www.haandi.net
Antonino’s
www.antoninosrestaurant.net

Vince’s Spaghetti
www.vincesspaghettirestaurant.com

Rosa’s Beyond Italian
www.rosasitalian.com

Lucky Elephant Thai Cuisine
www.luckyelephantthai.com

Bell’s Barbeque
JUST A CUT ABOVE
aka “The Change Smoker”
Ed Bell, (951) 685-0276

Grabero Olive House
Since 1894
www.graberoives.com

New World International Wine Extravaganza
www.nwiwc.com
A frequent refrain of top managers is “we need to do a better job of holding people accountable.” Accountability seems to be the mantra for organizational get-well programs these days. One can agree with this in part, and yet there is an aspect of accountability that feels like a cop-out.

The key to leadership is to create an environment whereby people do the best they can because they want to do it. When employees know it is clearly in their best interest to give their maximum discretionary effort to the organization, managers don’t have to crack the whip as often. Imagine working in an environment where people do the right things not because they are expected, but because it is in their best interest. In that atmosphere, holding people accountable would nearly always be a positive occurrence rather than negative. How refreshing!

It is the actions, attitudes, and intentions of leaders, not the rank and file, that make the environment of either reinforcement or punishment the habitual medication for individual performance issues. Let’s examine 8 attitudes or behaviors of leaders that can foster a culture where holding people accountable is a precursor to a feeling of celebration instead of a sentence to the dungeon.

1. Be Clear About Your Expectations. It happens every day. The boss says, “You didn’t file the document correctly by client; you totally messed up.” Then, the assistant says, “You never told me to file them by client, so I used my initiative and filed them by date because that is what they taught us in Record Retention.” Holding people accountable when the instructions are vague is like scolding an untethered horse for wandering off the path to eat grass.

2. Be Sure of Your Facts. A manager learned this painful lesson early in his career. He gave his administrative assistant a letter to type for a customer. When he got it back, the letter was full of obvious errors. He immediately held her accountable for the sloppy work and called her into a conference room to let her know of his disappointment. When he told her about the errors, she said, “Well if you had taken the time to notice the initials on the bottom of the letter, you would have seen that I farmed that work out to Alice because I was busy with other things. I did not type that letter.” Gulp. The manager tried to cover with, “I am glad, because your work is usually higher quality than that,” but the irrevocable damage had been done. If you are going to accuse someone of sloppy work, make sure it was done by that person.

3. Be Timely. If there is an issue with performance versus stated expectations, bring the matter up immediately. If you wait for a couple days before trying to bring up the issue, it just tends to cloud and confuse the person who did not meet expectations. If a boss says, “You did not answer the phone in the proper way last week,” how is the employee supposed to even remember the incident?

4. Be Kind. Always apply the Golden Rule liberally. If you had a lapse in performance, justified or not, how would you want to get the information? Keep in mind that some people are more defensive than others, so if you like your feedback “straight from the shoulder,” tone it down when dealing with a particularly sensitive individual.

5. Be Consistent. If you are a stickler for certain behaviors, make sure you apply the discipline consistently. Coming down hard on Mike for being late for work can seem unfair if you habitually let Mary waltz in 45 minutes after the start of the shift. Always avoid the appearance of playing favorites. Recognize that, as a human being, you do have differences in your attitudes toward people, but when holding people accountable, you must apply the same standards across the board.

6. Be Discreet. Embarrassing a person in public will create a black mark that will live for a long time. If there is an issue of performance, share the matter with the individual privately and in a way that upholds the dignity of the person. This issue also refers to the Golden Rule.

7. Be Gracious. Forgiving a person who has failed to deliver on expectations is sometimes a way to set up better performance in the future. Get help for individuals who need training or behavior modification. A leader needs to be mindful of his or her personal contribution to the problem through past actions, like not dealing with a problem when it is small. If the current infraction is a habitual problem or one born out of laziness, greed, or revenge, then stronger measures are needed. People cannot be allowed to continually fail to meet expectations. The corrective measures will be based on the severity and longevity of the problem. One caveat: gracious behavior cannot be faked, so be sure you are calm and have dealt with your own emotions before speaking to the employee.

8. Be Balanced. This is an incredibly important concept. There is nothing written on a stone tablet that says all forms of accountability must be negative. In fact, most people love it when someone holds them accountable for all the wonderful things they have done along the way. If we view accountability as both a positive and a corrective concept, then we can remove much of the stigma associated with the word. When we hear a top manager say, “We need to hold our people accountable,” it means negative feedback in most cases. This is an easy thing to change by simply modifying our pattern of feedback.

Holding people accountable is a great concept if it is used in a consistent, kind, and thoughtful way. Try changing the notion of accountability in your work area to incorporate the 8 “Be-Attitudes” above, and you will see a significant improvement in your culture.

For additional information, contact Bob Whipple at bwhipple@leadergrow.com, (585)-392-7763, or through his website, leadergrow.com or blog, thetrustambassador.com.
Three University of Redlands Students Receive Fulbright Awards

University of Redlands students Kevin Jamison, Ricardo Anzar and Emily Brown have been selected as Fulbright scholars from the university and will travel to Japan and Spain this summer to conduct research and teach, respectively. In addition, Joanna Lalas has been chosen as an alternate Fulbright scholarship recipient to teach in Malaysia.

This year’s recipients continue the strong showing of Fulbright scholars at Redlands, which has sent students abroad on such scholarships each year for the past five.

University of Redlands Business Administration Professor Jack Osborn, who assists interested students in the application process for a Fulbright, said, “When you compare our ratio of applicants to awards, Redlands is highly competitive with the major research institutions.”

Anzar, who is the first member of the university’s Pi Chi fraternity to receive a Fulbright scholarship, will teach in Spain. Anzar excels in the classroom where he majored in Spanish and Latin American studies but also is an outstanding athlete, part of the university’s track and field team.

Brown, who is pursuing a degree in global business and Spanish, will be teaching students in Spain for her Fulbright grant. She is extremely involved in the university as a tutor in the School of Business and as an assistant at the office of Alumni Relations. Jamison, a global business and Asian studies graduate was awarded a Fulbright to do research in Japan.

Twelve Redlands students have continued on page 39
Making “Made...” prehensive economic blueprint.
continued from pg. 3

My plan calls for Congress to:
• Dramatically reduce non-essential federal spending and restore fiscal sanity to give American businesses the stability, certainty and confidence they need to expand and hire new employees.
• Enact sweeping regulatory relief that will repeal hard-to-justify, job-killing regulations.
• Lower the U.S. corporate tax rate to no more than 25%.
• Strengthen and make permanent the Research and Development tax credit from 14% to 20% to give companies a long-term incentive to expand and produce products here in the United States.
• Develop a bi-partisan, comprehensive, national manufacturing strategy to create well-paying American jobs and to promote U.S. innovation, economic growth, sustainability and competitiveness.
• Identify current impediments to manufacturing. Make “Made in America” matter again.
• Embrace an “all of the above” approach to domestic energy production.

Promote a global trade policy that opens more international markets to U.S. goods by reducing

Real Estate...
continued from pg. 18
portfolios while rental rates are expected to increase slightly in 2012. The base for the first quarter represented 4.9m square feet under construction and represents a 20 percent increase over the previous quarter. This year is expected to see more speculative construction starts, especially in the big box type buildings.

“There are promising signs of stabilization this year despite this quarter’s activity and absorption being down from the same time last year,” said Lee & Associates Riverside President David Illsley. “We are still seeing investors actively pursuing assets and existing tenants renewing leases, which is a good indication of things looking up this year.”

Other report highlights, which were prepared by Caroline Payan, marketing and research director of Lee & Associates Riverside, include market absorption, vacancies, sales prices and lease rates and projects under construction. The report is divided into three market segments: East Valley, Corona/Norco and Southwest Riverside County.

CABLE COMPANY KEEPS ITS INLAND EMPIRE PIPELINE
continued on page 38

Employment Services/Agencies
continued from page. 13

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<tr>
<th>Company Name</th>
<th>Address</th>
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<td>Varies by Skill</td>
<td>Engineering, Technical, Computer SW (Baan, SAP, etc.), Administrative</td>
<td>Vijay Telkar</td>
<td>Director</td>
<td>(909) 920-5037/920-5040</td>
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<tr>
<td>Cutting Edge Staffing</td>
<td>17100 Wochner Rd. Ste. 1, Temecula, CA 92590</td>
<td>1</td>
<td>6</td>
<td>2001</td>
<td>N/A, Orange Counties</td>
<td>Lt. Industrial, Medical</td>
<td>Lisa Fuess</td>
<td>President</td>
<td>(951) 685-1400/685-1416</td>
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<td>Gage &amp; Associates</td>
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<td>1</td>
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<td>EIE</td>
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<td>Helpmates Staffing Services</td>
<td>9267 Haven Ave., Ste. 180 Rancho Cucamonga, CA 91730</td>
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<td>1972</td>
<td>N/A</td>
<td>Clerical Accounting, Technical</td>
<td>Sonya Westerman</td>
<td>Regional Director</td>
<td>(949) 424-2048/424-2049</td>
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<td>Contact Manager</td>
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<td>2</td>
<td>1993</td>
<td>6-10</td>
<td>Higher Education</td>
<td>Executive Search</td>
<td>Dr. Gregory Grat</td>
<td>President</td>
</tr>
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<td>Mgmt. Recruiters, I.E. Agency</td>
<td>19 E. States St.</td>
<td>1</td>
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<td>1986</td>
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<td>Contingency</td>
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<td>Olympic Staffing</td>
<td>2101 S. Orange Ave., Ste. 7100</td>
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<td>50,000</td>
<td>I.E., Orange, Los Angeles Counties</td>
<td>Chalana Potts</td>
<td>Director</td>
<td>(951) 264-5726/573-6567/573-6568</td>
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<td>Resume Recruiters</td>
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<td>Full Pay Time, Temporary, Accounting/Office Support, Direct Hire</td>
<td>Susan Mitchell/Zelma Beard</td>
<td>Founders</td>
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<td>Varies by Skill</td>
<td>Full Service, Administration, I.T., Industrial, Office Support</td>
<td>Stephanie Mitchell</td>
<td>Branch Manager</td>
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<td>Ultimate Staffing Service</td>
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<td>90</td>
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<td>All</td>
<td>Employee Paid</td>
<td>David Lillie</td>
<td>Service Manager</td>
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N/A = Not Applicable  WND = Would not Disclose  na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1973, Rancho Cucamonga, CA 91729-1979. Copyright 2012 by IEBJ.

The most common management mistake has an easy remedy: don’t keep employees in the dark. In a new Accountemps survey, 41 percent of chief financial officers (CFOs) interviewed said lack of communication between staff and management is the most frequent misstep companies make in managing their teams. Lack of recognition and praise was cited by 28 percent of respondents.

The survey was developed by Accountemps, the world’s first and largest specialized staffing service for temporary accounting, finance and bookkeeping professionals. It was conducted by an independent research firm and is based on interviews with more than 1,400 CFOs from a stratified random sample of U.S. companies with 20 or more employees. “Employees want to be kept in the loop and feel appreciated,” said Max Messmer, chairman of Accountemps and author of “Human Resources Kit For Dummies”® 2nd edition.” An organization can only be successful if its employees have the information and support they need to do their jobs well and a forum for two-way communication.”

Accountemps highlights five things managers should say to employees on a regular basis:

1. “Here’s what’s happening.” Whether it’s updates on the company’s financial performance, department initiatives or group projects, keep staff abreast of organizational information that affects them and their responsibilities. Keeping people in the dark will lead to tension and rumors.

2. “Do you have what you need?” Take the time to find out if your team members have the right resources to perform their work effectively.

3. “Thank you.” Thank and praise staff who go above and beyond. Call attention to successes by highlighting them in staff meetings and sending a groupwide email recognizing those who helped and copying relevant managers.

4. “What challenges are you facing?” Often, employees are hesitant to voice concerns when problems arise. It’s essential to proactively ask staff members what’s going on and how you may be able to help.

5. How can we improve the company? Invite staff members to suggest things they can do to help achieve business objectives. You may be pleased to discover how innovative and resourceful your employees are.

CFOs were asked, “What one mistake do companies make most in managing their employees?” Their responses:

- Lack of communication between staff and management 41%
- Lack of recognition and praise 28%
- Lack of training, development and/or educational opportunities 11%
- Lack of flexibility in work schedules 8%
- Lack of authority given to employees 6%
- Don’t know/no answer 100%

100%

---

**2012 Annual National Office Report**

**Fragmented Recovery Materializing, but Weighted Toward Infill, Class A Buildings**

A significant upturn in space demand remains several quarters away for the Inland Empire office market as tenants buck up understated space, limiting improvements in 2012. Office-using firms will grow payroll this year, but given the extent of layoffs during the recession, a sizable share of jobs created will only refill spots previously eliminated, restricting the need for additional space. While overall conditions will remain weak, lower rents and a wide availability of inventory should entice financially strong firms to upgrade, and in a few instances, expand their footprint to lock in current terms for future growth. Core hubs west of Interstate 15 that are saturated with newer, discounted space will capture the attention of businesses motivated by competitive rates. This movement has already taken shape and reduced Class A vacancy from recessionary highs in the Rancho Cucamonga/Ontario/Fontana and Corona/Riverside/Moreno Valley submarkets, which combined received the bulk of supply during the building boom. However, sites farther from core job centers will require several years of meaningful growth to fill the dark office space.

Sales activity will rise through 2012 as banks release assets at reduced prices, encouraging opportunistic investors and owner-users to step up purchases. Last year, these buyers accounted for a dominant share of sales and pursued assets between $500,000 and $2.5 million located in urbanized hubs. Given the region’s volume of nonperforming assets, these trends will again characterize the metro in 2012. Depending on location and property condition, deals involving owner-users will transact between the $75- to $125-per-square-foot range, with shell buildings to trade toward the lower end of the scale. Meanwhile, private investors pursuing well-located, multi-tenant buildings will generally command cap rates starting in the 7 percent territory, though return expectations will also vary by lease term, tenant mix and location.

**2012 Market Outlook**

- 2012 NOPI: 41, Down 6 Places. The Inland Empire continues to struggle with dark space, resulting in a four-spot decline in the NOPI.
- Employment Forecast: Total employment will rise by 25,000 spots this year, or 2.2 percent, with office-using payrolls accounting for 4,400 jobs.
- Construction Forecast: Office builders will complete 166,500 square feet this year, following two consecutive years of no supply growth.
- Vacancy Forecast: Vacancy will edge down 60 basis points in 2012 to 24.1 percent, after reentering a mild 10 basis points last year.
- Rent Forecast: Asking rents will tick up 0.1 percent to $21.38 per square foot as effective rents increase 0.2 percent to $17.12 per square foot.
- Investment Forecast: Buyers continue to seek future revenue upside, but single-tenant deals secured by credit tenants under long-term leases will typically trade at cap rates between 7 and 8 percent.

**Market Forecast**

<table>
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<tr>
<th>Employment</th>
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<th>Vacancy</th>
<th>Asking Rents</th>
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<td>2.2% ▲</td>
<td>167% ▲</td>
<td>60 bps ▼</td>
<td>0.1% ▲</td>
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State of California Winner:
Ara Tchaghlassian, American Tire Depot, Entrepreneurial Success – Riverside, CA

District Award Winners:
Marcos and Carmen Montalvan, Montalvan Sales, Inc., Small Business Persons of the Year – Ontario, CA
Todd Chisman, PatioShoppers.com, Inc., Small Business Person of the Year Runner Up – Murrieta, CA
Natividad Jaime, Robin Hood Archery, Exporter of the Year – Indio, CA

National Winner:
Wendy Navarro, Saige Nicole’s Specialty Baby & Toddler Boutique, Home-Based Small Business of the Year – Tustin, CA

Region IX Award Winners:
Jeff Estep, Heritage Global Solutions, Inc, Veteran Small Business Champion – San Juan Capistrano, CA
Lily Otieno, Infinity Business Solutions, Minority Small Business Champion of the Year – Buena Park, CA

State of California Winner:
Todd Chisman, PatioShoppers.com, Inc., Small Business Person of the Year – Ontario, CA

District Award Winners:
Marcos and Carmen Montalvan, Montalvan Sales, Inc., Small Business Persons of the Year – Ontario, CA
Todd Chisman, PatioShoppers.com, Inc., Small Business Person of the Year Runner Up – Murrieta, CA
Natividad Jaime, Robin Hood Archery, Exporter of the Year – Indio, CA

U.S. Small... continued from pg. 3

Reed Hauge, All-Safe Pool Safety Products, Inc., Family Owned Business of the Year – Orange, CA
Hector Hernandez, Capital Bank, Financial Services Champion of the Year – San Juan Capistrano, CA
Ted Fuentes, Alliance Resource Group, Inc., Veteran Small Business Champion of the Year Runner-Up – Aliso Viejo, CA
Chris Lynch, Irvine Chamber of Commerce, Small Business Champion of the Year – Irvine, CA

The Santa Ana District covers the counties of Orange, Riverside, and San Bernardino.

These individuals will be recognized at the 49th Annual Small Business Week Awards event on June 5th at the City National Grove of Anaheim. The National Award Winner has also been invited to participate in the National Small Business Week Awards activities taking place the week of May 20th in Washington, D.C. For more information about the local awards’ event, please contact Doug Dare at (714) 560-7476. To RSVP or sponsor the event, please visit www.49annualsmallwewards.eventbrite.com. For information about National Small Business Week, please visit www.nationalmallbusinessweek.com.

Law Firms

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<th>Firm # Attorneys in I.E.</th>
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<tr>
<td>Roth Carney Kambourn, LLP</td>
<td>Riverside, CA 92507</td>
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<tr>
<td>Kring &amp; Chung, LLP</td>
<td>Ontario, CA 91758</td>
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<td>Epstein Grimmell &amp; Howell, APC</td>
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<tr>
<td>The Miller Law Firm</td>
<td>620 Newport Center Dr., Ste. 700</td>
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<tr>
<td>Anderson &amp; Kriger</td>
<td>2155 Chicago Ave., Ste. 300</td>
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<tr>
<td>Ferguson Law Firm</td>
<td>27100 Highway 101, Ste. 1</td>
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<tr>
<td>Law Office of John T. Hramek</td>
<td>Sun City, CA 92586</td>
</tr>
<tr>
<td>Law Offices of Sal Bragia</td>
<td>9333 Baseline Rd., Ste. 110</td>
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Note: The above list was obtained from the company’s website. 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 2012 by IEBJ.

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Law Firms

Ranked by Number of Attorneys in the Inland Empire
San Manuel Band of Mission Indians Honors Four Non Profit Organizations at Their Annual Yawa Awards Luncheon

The San Manuel Band of Mission Indians recently hosted their Fourth Annual Forging Hope Luncheon to honor four outstanding non-profit partners who have demonstrated the principles of Yawa’—“a call to manifest one’s beliefs through action” while serving the community.

With a longtime history of charitable giving throughout San Bernardino and Riverside Counties, the San Manuel Band of Mission Indians supports the belief in four specific program areas: education, health, economic development, and special projects. Chairperson-elect of the San Manuel Band of Mission Indians, Carla Rodriguez, shared that their Yawa’ Awards “recognizes four organizations each year that we felt we have done the most for the community.”

In the education program area, the San Manuel Band of Mission Indians presented the 2012 Yawa’ Award to the American Indian Science and Engineering Society. In order to better Native Americans’ success in the sciences, AISES provides resources to Native American pre-college, college, and graduate students, as well as aiding early, mid, and executive-level professionals. Chair of the Board of AISES, Mary Jo Ondrechen, expressed that “San Manuel has been very supportive of [AISES]…and we’re very grateful for today’s honor.”

Another recipient of the 2012 Yawa’ Award in the area of health was the American Diabetes Association. As a non-profit, ADA is devoted to life free of diabetes and all its related hardships. Stan Morrison, a representative of ADA commended the San Manuel Band of Mission Indians’ charitable giving as “one of the most significant pieces of philanthropy I have ever seen.”

Family Service Association of Redlands received the 2012 Yawa’ Award in the area of economic development. For the last 114 years, Family Service has assisted low-income and homeless families living throughout the East Valley. Cheryl Heesen, executive director of Family Services Association of Redlands, shared that receiving support from the San Manuel Band of Mission Indians is “critical because non-profits are losing significant amounts of government grants…and for organizations like San Manuel to step up to the plate to make that difference is everything to us.”

Lastly, the San Bernardino Symphony Association received recognition in the special projects division of the San Manuel Band of Mission Indian’s charitable giving program. The Symphony Association works to introduce school-age children to music throughout the San Bernardino County region, and give them the opportunity to meet and speak with professional musicians. Valerie Peister, executive director of the San Bernardino Symphony Association claimed: “the support of the San Manuel Band of Mission Indians is crucial and deeply appreciated. Through the generous support of the San Manuel Band of Mission Indians, many non-profit organizations have been able to survive and bring their services to those in need. Given that governmental funding has been drastically pulled from non-profits, Rodriguez recognizes that “with the economic weaknesses we have now, it’s very important that San Manuel support non-profits because they are the ones that are making a difference in the community.” Rodriguez went on to share that a deeper importance to hosting the Yawa’ Awards and calling attention to the San Manuel Band of Mission Indians’ support of non-profit it groups was “to show [other organizations] exactly what we’ve done, and encourage them to do the same.”

The Regional Outlook

The Outlook provides brief quarterly snapshots of California’s major regional economies, including forecasts of where indicators such as employment and home prices are headed in the near-term future. Visit Beacon Economics’ Regional Outlook website to see what’s happening with a wide variety of economic indicators in the Inland Empire.

Positive Trends Continue for Labor Market

The labor market in the Inland Empire has shown positive growth into 2012. Total nonfarm employment in the region posted gains each consecutive month from July 2011 to January 2012—before dipping slightly in February 2012. But even with this minor drop, which is not necessarily a trend, the Inland Empire added approximately 25,000 nonfarm payroll jobs and reached a level of employment not seen since 2009.

Consumer Spending on the Rise

Consumer spending in the Inland Empire region closed out 2011 on an upward trend. Indeed, between the second quarter of 2009 and the fourth quarter of 2011, taxable sales in the region have risen each consecutive quarter—growing over 20% overall during that time frame.

“TIME OUT”
With Bill Anthony
Thursday’s at 5:30 a.m.

Join Bill “The Ambassador of Good taste” along with Joe Lyons as they review gourmet food, travel and world famous restauranteurs—plus guest interviews with award-winning chefs and renowned wine connoisseurs.


- The Chinese economic stimulus package of $585 billion announced in 2008, focused nearly 40% of its spending on environmental and energy-efficient projects.
- U.S. EPA announces $90 million in funding will help eliminate unsafe water sources, build infrastructure, and create jobs in Native American and Alaska Native communities.
- $9.3 billion World Bank’s new commitments for transport projects worldwide in fiscal year 2010 (July 1, 2009-June 30, 2010).
- ADB will increase its operations, including co financing, to an annual average of $17.5 billion in 2010-2012 to respond effectively to the demands from its developing member countries, noting that Asia and the Pacific is home to two-thirds of the world’s absolute poor. Infrastructure sector increase to 77% in volume in 2010-2012. The share of investment in urban areas will expand, with emphasis on water supply, sanitation, and urban transport. Compared to 2006-2008, lending in education, agriculture, and health will increase by as much as 100%.

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**JERRY D. MEADS NEW WORLD INTERNATIONAL WINE COMPETITION**

**PRESENTS**

**A WINE EXTRAVAGANZA • GOLD MEDAL SHOWCASE & AUCTION**

**HILTON ONTARIO AIRPORT**

700 N. HAVEN AVE., ONTARIO CA 91764

Sunday, May 6th, 2012 • 4:00 P.M. to 7:00 P.M.

**DONATION: $65.00 • AT THE DOOR: $75.00**

Please make checks payable to:

Pomona Valley Habitat for Humanity

(Committing Houses, Building Hope)

NO ONE UNDER 21 WILL BE ADMITTED—Business Attire—No Jeans, No Shorts, No T-Shirts—Dress Code Enforced

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**For Planning 2012 Advertising, Marketing, and Publicity With The Inland Empire Business Journal**

**2012 EDITORIAL SCHEDULE**

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This month I wish to introduce you to Emma Jean’s Holland Burger Cafe in Victorville. Then let’s take a quick look at a few popular casual chain restaurants and see if we can agree on which have improved the most or went the other way. I am not going to waste your time discussing mashed potatoes or smiles........just the bottom line....that is the good, better and best or the worst and worst of the worst.

Now for Emma Jean’s........home of the famous Brian Burger located on Old Route 66 in Victorville. The restaurant was built in 1947 by Mr. and Mrs. Bob Holland, thus the name Holland Burger Cafe. Emma Jean passed away in 1996 and her traditions still live on in the restaurant today. Her husband still runs the little cafe with his son, Brian, and wife, Shawna. They serve homemade food made from scratch, just the way Emma Jean would have done it.

The cafe is favored by locals for its generous portions and old-fashioned home cooking. Try the biscuits and gravy, chicken-fried steak, or the famous Truckers Sandwich, chock-full of roast beef, bacon, chilies, and cheese. So...if you’re driving on the old road, stop by and experience this old-weathered diamond in the rough.

Guy Fieri, from “Diners, Drive-ins and Dives” TV show on the Food Channel did, and he liked it! Soooo much so he did a TV show on the place. My best stop between Newport Beach and Las Vegas! Now for the chain restaurants!

GO! Best 24-hours a day, 7 days a week “place” is Norm’s. It has the best fresh food, best prices, and real friendly staff. Visit their website for locations and menu. GO! Best improved menu, improved decor, servers, etc. is Romano’s Macaroni Grill.....my wife and I like it enough to go there about twice a month.....and can you imagine wine by the honor system....they bring you the bottle and you tell them how many glasses you drank.

continued on page 35
This and That...

Caution: Think before going—

The Cheesecake Factory.....almost all menu items are high in calories and carbs....high sodium and prices on, you guessed it, the high side. Hard for me to understand why they are always busy. It must be that lots of calories, carbs, fat and sodium tastes good. Not my choice to stay fit.

Caution. Again:
Red Lobster. How can over-sauced, so-so cooked fish with cheese muffins be popular? They are not giving the stuff away, and it’s not cheap.

Third Caution:
Applebee’s. Nothing, absolutely nothing to write home about—and don’t worry about your socks, this place won’t knock your socks off.....unless you like real chewy tough steak. However, they do pour good drinks.

Finally, the last Caution:
The Olive Garden. This is not an Italian restaurant. The best that I can say is “Italian Style”; in fact, I got food poisoning at one of their locations, and when I called them, the next day (hoping they could find the cause and prevent anyone else for having the same event) they could have cared less. On the bright side, however, good desserts and nice pasta soup.

Go to the following BBQ Spots:
Go! Famous Dave’s BBQ. You will not be disappointed. Very good tri-tip, fair prices. Don’t miss the biscuits with apple butter and their drunkin’ apples.
Go! Lucille’s Smokehouse. This place is great, and if you never had these dishes, try the fried pickles, the fried green tomatoes and the grits.....deep in corn meal fried shrimp....Southern fried okra, and don’t leave without some Jambalya—spicy and good.
Go! Dickey’s Barbecue Pit. Opened in Dallas, Texas in 1941 by the Dickey family, and is still open today. See their web site for local locations. Nothing fancy, nothing tricky....just good BBQ ....ham, turkey, pulled-pork, pork ribs, brisket, sausage, and chicken but “no” beef.
Good eating this month, and Bon Appetit!

Payment for play...

Continued from pg. 25

that Walmart has the money and muscle to assemble a legal team that can literally blow the lid off the widespread corruption that everybody knows but nobody wants to officially acknowledge?

The company has issued public statements that did not deny the allegations, but note that they are more than six years old. “If these allegations are true, it is not a reflection of who we are or what we stand for,” the company stated in a release. “We will not tolerate noncompliance with (the U.S. Foreign Corrupt Practices Act) anywhere or at any level of the company.

Might the company, in defending itself, be willing to testify, and provide solid proof, that corruption is so ingrained that payoffs are simply part of doing business in Mexico—and, in fact, the only way to get things done?

Let’s hope so. Only when someone is willing to shine light on such a system can public pressure rise enough to overcome the inertia of apathy and begin the necessary process of reform. And it just might take an entity as powerful as Walmart to pull it off.

This originally appeared in the Brownsville, Texas, Herald, also owned by Freedom Communications Inc.

Wells Fargo...

Continued from pg. 3

On Friday, May 4th, 2012 at 11:00 a.m., executives from Wells Fargo will be at the Martha’s Village campus in Indio to present Martha’s Village President Sister Patricia Cruise with a $50,000 check to support programs that feed, house and clothe the needy all year long. Executives from Wells Fargo, along with executives and boardmembers from Martha’s Village will be available for comments and photos. Residents and clients of Martha’s will also be on hand to discuss how gifts like these effect their lives in a very direct way.

What: Check presentation to Martha’s Village from Wells Fargo Bank’s 160th Anniversary ATM contest.
Where: Martha’s Village & Kitchen
83-791 Date Avenue
Indio, CA 92201
When: Friday, May 4th at 11:00 a.m.

Norco Prison...

Continued from pg. 3

Mayor of Norco Kevin Bash.
Mayor Pro Tem Kathy Azevedo said the prison isn’t the best use of the historic resort property.

“The opportunities are endless with the prison leaving,” Azevedo said. “I would like to see the hotel restored to its original grandeur. It’s got beautiful fresco paintings. The reason it was built there was that we have hot mineral springs, and I would like to see the main hotel turned back into a hotel and conference center. It could be a destination point for weddings. It has a 360-view of the whole Inland Empire. The potential is endless.”

Bash said any potential development would complement the Silverlakes Equestrian and Sports Park, which officials say will be a premier center for horse shows and community events.

The proposal comes as the state Department of Corrections is significantly reducing its prison population as a result of the state prison realignment, which shifts responsibility for housing low level offenders to local authorities.

The closure, which would require approval by the Legislature, aims to save about $160 million.

By Peter Jensen; by Peter Jensen; AMACOM, New York, New York; 2012; 228 Pages; $24.95.

During this political season there are pundits and candidates who either espouse or support the belief that the most important person in any business is the chief executive or owner. On the other hand, every CEO or owner-president of a business who I’ve ever had the pleasure of meeting takes the opposite view. Today’s business leaders give the credit for a company’s growth to the people in their organization.

While it’s true that the leader must lead, he or she must also coach their key employees. Author Peter Jensen, himself a coach of Canadian Olympic skaters, a business consultant, and an instructor at Queen’s School of Business, believes that there are three factors that can be used to enhance the potential of the people that work for a business manager regardless of title. He puts it this way:

“1. Nature. These factors establish the physical and mental ‘road map’ of the individual. They include genetic as well as other factors such as a mother’s alcohol consumption during pregnancy.

“2. Nurture. These are the social and physical (environmental) factors that contribute to the shaping of the individual, such as parents, friends, school, financial status, culture, and nationality. ‘Nurture’ modifies your ‘nature.’ A good upbringing is obviously an asset, but...a less-than-ideal upbringing need not limit where you end up. The term ideal is also in need of some definition in that a conflicting-and adversity-free upbringing sometimes can be limiting in terms of personal growth and development.”

“3. The Third Factor. This is the factor of choice. No matter what the genetic and environmental endowments bestowed on individuals, they have the potential to transcend these endowments through the action and power of the Third Factor. The individual can make a conscious choice to change and to become a higher-level individual. Simply put, the Third Factor is the important role that an individual plays in his or her own ‘becoming’.”

Jensen explains the “third factor” as “an uncovering of what we already possess and a realization of what is therefore possible. It’s the job of coaches to create a developmental bias to build competence, commitment, capacity, and passion” in the people they are developing. The author points out that coaches who serve their own purposes instead of the purposes of the people they instruct, don’t get very far. He notes, “The exceptional coaches stand out because of results their people are able to produce.”

With these concepts in mind, he then explores what the manager-coaches must do to achieve their goals in building their businesses. As Jensen does throughout the book he begins with very simple concepts and then builds on them. Here’s one example in his discussion on core skills in coaching:

“There are two core skills in the consulting style of coaching: asking effective questions and listening actively. I will speak mainly about generating self-awareness and self-responsibility—the ‘to do’s’ of the Third Factor. These dynamics lead to engaging other people and motivating them to evolve to a higher level. It’s obvious how these skills connect to igniting the Third Factor.”

Jensen then takes 16 pages to elaborate on his model by asking questions and listening for the answers. He builds on this concept, offering examples and suggesting questions that coaches must continually ask themselves. One of these is, “If people continually come back to you for information, answers, and feedback, are you developing them?”

The book is deceptively easy to read, delivers valuable information, and makes you think. That’s not a bad combination when you consider the growing number of books on the subject, some of which read more like psychology texts than straightforward books on engaging your employees and growing your business.

—Henry Holtzman

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

1. “By Invitation Only: How We Built Gilt and Changed the Way We Shop,” by Alexis Maybank and Alexandra Wilkis Wilson (Penguin Group...$18.63)**


3. “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)

4. “Steve Jobs,” by Walter Isaacson (Simon & Schuster...$35.00)(1)*


7. “That Used to Be Us: How America Fell Behind in the World It Invented and How We Can Come Back,” by Thomas L. Friedman & Michael Mandlebaum, (Farrar, Straus and Giroux...$28.00)(5)


9. “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)(7)

10. “Entre-Leadership: 20 Years of Practical Business Wisdom From the Trenches” by Dave Ramsey (Simon & Schuster...$26.00)(10)

Experienced advice on business leadership.

*(1) -- Indicates a book’s previous position on the list.
**(1) -- Indicates a book’s first appearance on the list.
HAPPY MOTHER’S DAY!

It is a very real reminder that during May we also celebrate and recognize the moms in our lives. As you and I both know, a mom serves her family tirelessly and often with little thanks. I would like to join with you in taking a moment to say “Thank you” to each of the moms in our community. Your impact may not be seen immediately, but the love and devotion you give to your family will change each family member for a lifetime. Happy Mother’s Day!

8TH ANNUAL WOMEN OF DISTINCTION AWARDS

Even as we celebrate Mother’s Day, we also have an opportunity to recognize many other women in our community. It is my honor to continue to recognize 63 remarkable and distinguished women from our community on Friday, May 18th during the Women of Distinction Luncheon. These women are reaching out to others and impacting our community in remarkable ways. This award’s luncheon is a special time to celebrate and honor the positive impact these women are making in the individual lives of those in the Inland Empire.

I would like to invite you to join me in honoring these remarkable women.

WHAT: 8th Annual Women of Distinction Awards
WHERE: DoubleTree Hotel, Ontario 222 North Vineyard Avenue, Ontario, CA 91764
WHEN: Friday, May 18th, 2012 (11:30 – 1:30 pm)
Find out more by visiting our website at www.assembly.ca.gov/morrell or call (909) 466 9096 to RSVP.

“HONOR A HERO, HIRE A VETERAN”

On Friday, May 18th, my office will be partnering with the local Employment Development Department to host the 6th Annual “Honor a Hero, Hire a Veteran” job and resource fair. Participating will be several local employers and job providers that are spearheading our effort to ensure that the brave men and women that have put their lives and sacred honor on the line for us are provided for with the dignity and respect they deserve.

Recently I authored a bill (AB 398) that would fast track veterans trained as firefighters by the Department of Defense for hiring eligibility in California. It eliminates red tape, cuts state spending and provides improved job opportunities for veterans in California. This bill was signed into law by the Governor and recently put into implementation. On that note, this job fair will serve to further that effort of standing up for our veterans by extending opportunities in various other employment sectors.

If you are an employer or a job provider in the Inland Empire or surrounding region and you are reading this article, I ask for your help in getting our veterans back to work. Partner with us this month by contacting Saundra West at saundra.west@edd.ca.gov or (909) 382-0478 to sign up for a booth for a small cost of $25. If you are a veteran and currently looking for work, you and your families are welcome, please come down. We very much hope that the opportunities provided lead to real results and job matches. Thank you for serving our nation and thank you for the opportunity to serve you.

WHAT: 6th Annual “Honor a Hero, Hire a Veteran” Job and Resource Fair
Real Estate... continued from pg. 29

In a recent Inland Empire industrial lease transaction, General Cable Corp. agreed to a renewal for 165k square feet of space at 13965 Pipeline Avenue, east of the 71 Freeway and north of Edison Avenue in Chino. The space serves as a regional distribution center for the company. Tim O’Rourke, Mike Fowler and Kris Bjorson of Jones Lang LaSalle represented General Cable. The landlord, Majestic Realty Corporation, was represented in-house by Trent Wylde.

In a sales comp from the region, from a couple of months earlier, a 102.6k-square-foot industrial building at 26090 Ynez Road in Temecula sold for $3.8 million. Charley Black, Mike Strode and Matt Sullivan of Lee & Associates represented the seller, US Bank National Association. Andy Melzer and Kerry Schimpf of Cassidy Turley and Jon Stevenson and Rick Gilliam of Hightower Investments repped the buyer, JLI N LLC and KPN Industrial LLC in joint partnership.

RUSSELL SIGLER LEASES 105K-SQUARE-FOOT RIVERSIDE SPACE

Russell Sigler Inc., signed a new five-year, 105k-square-foot industrial lease within the Meridian Business Park in Riverside. Based out of Tolleson, AZ, Russell Sigler is the sole distributor of Carrier products in the Western U.S. The company plans to use this building, located at 14751 Meridian Parkway, for its operations in Riverside.

The tenant was represented by Herrick Johnson and Rocky Moran of Lee & Associates, Riverside in the transaction. Patrick Wood, Walt Chenuoweth, Frank Geraci, and Juan Gutierrez of Voit Real Estate Services repped the property owner, GE Capital Real Estate. The company owns three buildings in the Meridian Business Park, totaling 315k square feet of space.

In a recent Inland Empire sale, Industrial Income Trust paid $8.33 million for a 102.9k-square-foot ($81/sf) distribution facility located at 5505 Concours Street in Ontario. The Class A industrial facility included 65.6k square feet of cooler space.

Clyde Stauff and Ian DeVries of Colliers International represented both Industrial Income Trust, a real estate investment trust based in Denver, and the seller The Caldwell Company.

RETAIL SALES AT TEMECULA CENTER TOTAL OVER $2 MILLION

Two recent sales at Winchester Meadows Shopping Center, located at 40275 Winchester Road in the city of Temecula, totaled up to $2.035 million. The transactions were for a 1.3-acre parcel of land and a 3.7k-square-foot retail building, both sold to WM 15 Partners LP.

In the land buy, DMP Properties purchased 1.31 acres for $1.1 million. As part of the sale, DMP Properties acquired the commercial land and accompanying ground lease with an existing Outback Steakhouse. Outback Steakhouse is currently open and will continue to operate.

In the other deal, Cole/Legacy Partners paid $925k for a 3.7k-square-foot retail building. Also located in the Winchester Meadows Shopping Center, the property will be used for office space.

In both transactions the seller, WM 15 Partners, was represented by Bill Barnett, senior vice president of Colliers International.

Winchester Meadows Shopping Center is a 140k-square-foot retail center that includes such tenants as CVS Drugstore, 99 Cent Only, Pick-Up-Stix, Del Taco, Subway, Postal Annex, AutoZone, KinderCare and Fantastic Sams. The center has good visibility and accessibility from Winchester Road.

A Slice of... continued from pg. 47

that much more lively. No video camera can capture this; it’s something that must be witnessed live to truly understand the meaning of traditional Irish music.

Another outlet to discover traditional Irish culture is a day trip to the Aran Islands. Step back in time to see historical sites and hear inhabitants speak the native Gaelic language. The islands are famous for its hand-woven wool sweaters. Passenger ferries to the Aran Islands operate from Doolin and Liscannor on the Clare Coast.

Lisdoonvarna, is another small town known for its peppy music and colorful pubs. What has really put Lisdoonvarna on the map however, is its annual Matchmaking Festival that takes place during the entire month of September.

Daytime activities are plentiful including trail walking, kayaking, kite-surfing, fishing, dolphin watching, and cycling. Of course a trip to County Clare is not complete without seeing the spellbinding Cliffs of Moher. These spectacular cliffs range in height from 394 feet to 702 feet height.

Nothing reaches the height of gratification like a round of golf in Ireland, a true golfer’s paradise. One of the best golf courses in the country is found in Lahinch. The Lahinch Golf Club, a world top-50 golf course, delights golfers with unsurpassed scenery with challenging fairways that roll alongside the coast.

Lahinch is a quaint surf town that offers a variety of boutique shops. Sue’s Limited is a fine example that sells quality wool sweaters and tweed jackets that are guaranteed to make an impression back in the states.

A trip to County Clare has a tendency to traverse people into another realm or dimension of utmost pleasure. It’s a slice of heaven that’s truly worth a visit.

For all there is to see and do in Ireland (especially County Clare), or to order a free visitor’s guide visit www.discoverireland.com. This resourceful website is a one-stop shop that even has an integrated itinerary builder that make planning a trip to Ireland a breeze.

(Editor’s Note: Please read about Dromoland Castle and other sites in Ireland in the June 2012 issue of the Inland Empire Business Journal.)

International... stems from its interest in ensuring the region’s economic recovery, which it hopes will be achieved in part through increasing U.S. exports.

“International trade is very important to rebuilding the economy of the Inland Empire, and we are helping to find markets for local goods and services overseas,” said Larry Sharp, CSUSB vice president of advancement and a member of the California Inland Empire District Export Council. “Because of the Internet, people who never had any intention of being in international business find themselves doing business with people and companies around the world, so we need to help educate them in foreign trade and exporting.”

The university hopes to eventually develop a resource center to assist business owners in doing business internationally, CSUSB currently operates the Inland Empire Center for Entrepreneurship, which works with the Inland Empire business community to provide focused business counseling and training programs to assist current and aspiring business owners.
Three University... continued from pg. 28
been awarded a Fulbright Scholarship in the last five years. This is the first year that both Japanese and Spanish lan-
guage programs have Fulbright students, which Osborn says speaks incredibly well for these language program at Redlands.
Approximately “Fulbrighters,” 116,900 from the United States and 192,800 from other countries, have par-
ticipated in the program since its inception over 60 years ago. The Fulbright Program awards approximately 8,000 new grants annually.

Mike Morrell... continued from pg. 37
WHERE: Ont a rio Convention Center, 2000 E. Convention Center Way, Ontario, CA 91764
WHEN: Friday, May 18th, 2012 (9:00 am-1:00 pm)*
*Special welcome ceremony begins at 8:45 am.
Find out more by visiting our website at www.assembly.ca.gov/morrell/ or call (909) 466 9096 to RSVP.

Foreign Trade... continued from pg. 20
Riverside County Economic Development Agency at 951.955.8916 or via email at tomfreeman@rivcoeda.org. We look forward to serving you and seeing your business grow in 2012!

Faculty... continued from pg. 10
behalf of the college to co-host the annual Southern California Visitors Industry Outlook Conference with PKF Consulting USA. How does this event serve the regional hospitality industry?
This event focuses on the idea that tourism is key to a geo-
graphic area and that hotels, restaurants and attractions colle-
tively make an area desirable for travel. This conference pro-
vides an overview of how the tourism industry is doing on a national level and then focuses on how Southern California has been performing. This informa-
tion is helpful for budget plan-
ning for future years. I also find this conference is a great place to network. Students who volun-
teer or attend this conference love the big picture that this conference provides.

Making “Made... continued from pg. 29
regulatory and tariff barriers.
• Better protect intellectual-
ality and recognize that IP is at the heart of America’s innova-
tive economy.

Today, we have a narrow window of opportunity to take action. China’s overwhelming manufacturing cost advantage over the United States is shrinking fast. Within five years, a Boston Consulting Group analy-
sis concludes that rising Chinese wages, higher U.S. productivity, a weaker dollar, increased Trans-Pacific shipping costs and a variety of other factors will virtually close the cost gap between the U.S. and China for many goods consumed in North America. This is our chance—in fact, the best chance we have had in decades—to make “Made in America” matter again.

EB-5 Visa... continued from pg. 46
Monica, California
www.footcandlestudios.com

Movie (Full length feature) Production company and comic strip business – in coordination with Capacity promotions. This joint-venture entity is hiring more than 100 sales, marketing and social media experts to brand hundreds of companies in California. Raising $500,000.

The above companies are represented by SoCalBizOps, SoCalBizOps, Inc. (SCBO) is a California Professional Real Estate Corporation Entity # C 3 0 7 6 2 9 5
(www.socalbizops.com), CEO Tony Drexel Smith www.tony-
drexelssmith.com) Corporation CA-DRE License # 01842991; Broker of record is Gaetano T. Marino CA-DRE # 00630153. SCBO is serving as a broker administering business capital on behalf of its clients. Escrow, term sheets and legal document preparation are being adminis-
tered by LKP Global Law of Los Angeles, California.

Executive Notes... continued from pg. 15
2011 including reducing our non-performing assets, lowering our cost of funds, and managing our expenses. The true key to our success, however, is a strong and loyal client base and an out-
standing and dedicated group of Citizens Business Bank associ-
ates.
Forbes turns to financial data provided SNL Financial to gauge the health of the biggest banks. SNL supplied data on eight metrics regarding asset quality, capital adequacy and profitability of the 100 largest publicly traded banks and thrifts.

More Americans... continued from pg. 7
geg banks in the United States. He resides in Southern California with his wife and two children.

EB-5 Visa... continued from pg. 46
Monica, California
www.footcandlestudios.com

Movie (Full length feature) Production company and comic strip business – in coordination with Capacity promotions. This joint-venture entity is hiring more than 100 sales, marketing and social media experts to brand hundreds of companies in California. Raising $500,000.

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drexelssmith.com) Corporation CA-DRE License # 01842991; Broker of record is Gaetano T. Marino CA-DRE # 00630153. SCBO is serving as a broker administering business capital on behalf of its clients. Escrow, term sheets and legal document preparation are being adminis-
tered by LKP Global Law of Los Angeles, California.

The Changing... continued from pg. 4
frequented. Sam and Joe attended art shows together, competing for the best pieces, lunched at Walter’s, and soon became fast friends, partly because they shared the same ethnic Lebanese heritage. Joe observed, “Sam’s hospitality, and his warmth and indirect manner, were characteristic of Lebanese culture. Joe also came to understand Sam’s vision for the foundation. As SAMFAC president, Joe over-
saw the 2002 public opening of the historic residence, museum, and construction of the Jacobs Education Center and Hanna Archival Conservatory in 2007.
Following Sam’s death in 2009, Joe recognized the need for a more active board and recruited new members. In addition to his commitment to SAMFAC, Joe has made time for other charities, including the Claremont Community Foundation, Rancho Santa Ana Botanic Garden, and Casa Colina Hospital. An even larger commitment now awaits him at home – frequent visits by four very young grandsons. Joe is bullish on SAMFAC’s future. “SAMFAC has transitioned from being dependent upon Sam’s active participation and vision to finding its way among the nonprofits in the area, and determining where this special place fits into the arts and crafts community of Southern California and the United States.”
U.S. BANK LAUNCHES CONNECT FOR SMALL BUSINESSES

New website provides information and advice on starting and growing a business

Small business owners are driven by a passion to succeed and grow, but from time to time they also seek fresh ideas, answers to unexpected challenges or a place to connect with other small business owners. U.S. Bank is addressing this need by launching a new site with helpful advice and useful ideas called, “Connect” at usbankconnect.com.

Connect provides business owners with the tools and resources they need to help start, run and grow their businesses. The site’s articles, blogs, workshops and videos demystify many of the financial issues business owners face – such as writing a business plan, conducting market analysis, using social media effectively or preventing fraud – and offer real, practical solutions relevant to businesses at any stage.

“Our nation’s economic recovery depends on the success of American small businesses,” said Rick Hartnack, vice chairman and head of consumer and small business banking at U.S. Bank. “There tends to be an increase in self-employment and new business generation after a recession, as individuals who lost their jobs or wish to add to their income decide to start their own business. Our goal is to provide the advice and guidance entrepreneurs need to either get started or continue to grow.”

Connect is a resource for any small business owner whether they are starting a new business, planning for expansion or getting ready to retire. With content provided by sources such as the writers at Entrepreneur magazine, Connect offers clear information, useful ideas, helpful advice, videos, and a community of business owners to provide support and inspiration. Business owners can follow Connect on Twitter @usbankconnect and on Facebook facebook.com/usbankconnect.

U.S. Bank has provided financing, education and banking services to businesses of all types and sizes for generations. U.S. Bank is also one of the nation’s top providers of Small Business Administration (SBA) loans, with a record lending year in 2011 and continued growth in small business lending across the company. In 2011, U.S. Bank invited small business owners to tell their story on Facebook for a chance to win money in the “Look Up With US” sweepstakes. Keeping a finger on the pulse of small businesses, U.S. Bank reports annually on the attitudes and opinions of business owners nationwide with its U.S. Bank Small Business Annual Survey.

Lost in the...

now, and you will laugh at the changes that have taken place in the short interim. A century ago your great grandparents were stunned when the circus brought an elephant to town. Today, your kids can download live video from their natural habitat—and it’s no big thing. (Which is why there aren’t many circuses around any more.) Nothing is as consistent as change.
EB-5 Visa

The EB-5 visa for Immigrant Investors is a United States visa created by the Immigration Act of 1990. The program is currently scheduled to end on Sept. 30, 2012. This visa provides a method of obtaining a green card for foreign nationals who invest money in the United States. To obtain the visa, individuals must invest $1,000,000 (or at least $500,000 in a "Targeted Employment Area" – high unemployment or rural area), creating or preserving at least 10 jobs for U.S. workers excluding the investor and their immediate family. Investments can be made directly in a job-generating commercial enterprise (new, or existing – "Troubled Business"), or into a "Regional Center" – a 3rd party-managed investment vehicle (private or public), which assumes the responsibility of creating the requisite jobs. Regional Centers may charge an administration fee for managing the investor’s investment.

If the foreign national investor’s petition is approved, the investor and their dependents will be granted conditional permanent residence valid for two years. Within the 90-day period before the conditional permanent residence expires, the investor must submit evidence documenting that the full required investment has been made and that 10 jobs have been maintained, or 10 jobs have been created or will be created within a reasonable time period. In 1992, Congress created a temporary pilot program designed to stimulate economic activity and job growth, while allowing eligible aliens the opportunity to become lawful permanent residents. Under this pilot program, foreign nationals may invest in a pre-approved regional center, or “economic unit, public or private, which is involved with the promotion of economic growth, including increased export sales, improved regional productivity, job creation, or increased domestic capital investment.” Investments within a Regional Center provide foreign nationals the added benefit of allowing them to count jobs created both directly and indirectly for purposes of meeting 10 job creation requirements.

Foreign investors’ use of the EB-5 program has been far less than originally anticipated by Congress. In 2005, a Government Accountability Office report found that investors were not utilizing the program because of “an onerous application process; lengthy adjudication periods; and the suspension of processing on over 900 EB-5 cases—some of which date to 1995—precipitated by a change in USCIS’s interpretation of regulations regarding financial qualifications.” However, in 2011, USCIS began making a number of changes to the program in hopes of increasing the number of applicants. By the end of the 2011 fiscal year, more than 3,800 EB-5 applications had been filed, compared to fewer than 800 applications in 2007. The Startup Visa Act (projected EB-6 visa), introduced in Congress in 2010 and subsequently in 2011, is planning to use unallocated numbers from the EB-5 visa.

Targeted Employment Areas

USCIS defines a targeted employment area (TEA) as an area which, at the time of investment, is a rural area (not within either a metropolitan statistical area (as designated by the Office of Management and Budget) or the outer boundary of any city or town having a population of 20,000 or more), or an area which has experienced unemployment of at least 150% of the national average rate. If the location of the proposed new business is not a TEA, the investor has the option to gather the relevant publicly available state or federal statistics on their own and submit it with their petition for USCIS to have a new TEA determination made. In California, the investor may petition the state government for designating a particular subdivision of the area as an area of high unemployment (over 150% the national average); however, this designation is not binding on USCIS. USCIS maintains a list of approved (which does not signify endorsement) EB-5 (Immigrant Investor) Regional Centers by state, but without details. As of February 2012, there are 218 centers, and new centers can apply using Form I-924, Application for Regional Center Under the Immigrant Investor Pilot Program, for a fee of $6,230. The states with the highest numbers of Regional Centers are California (49), Florida (22), and Washington (11).

Visa Description

USCIS administers the Immigrant Investor Program, also known as “EB-5,” created by Congress in 1990 to stimulate the U.S. economy through job creation and capital investment by foreign investors. Under a pilot immigration program first enacted in 1992 and regularly reauthorized since, certain EB-5 visas also are set aside for investors in Regional Centers designated by USCIS based on proposals for promoting economic growth.

All EB-5 investors must invest in a new commercial enterprise, which is a commercial enterprise:

- Established after Nov. 29, 1990, or
- Established on or before Nov. 29, 1990, that is:
  1. Purchased and the existing business is restructured or reorganized in such a way that a new commercial enterprise results, or
  2. Expanded through the investment so that a 40-percent increase in the net worth or number of employees occurs

Commercial enterprise means any for-profit activity formed for the ongoing conduct of lawful business including, but not limited to:

- A sole proprietorship
- Partnership (whether limited or general)
- Holding company
- Joint venture
- Corporation
- Business trust or other entity, which may be publicly or privately owned

- Create or preserve at least 10 full-time jobs for qualifying U.S. workers within two years (or under certain circumstances, within a reasonable time after the two-year period) of the immigrant investor’s admission to the United States as a Conditional Permanent Resident.

- Create or preserve either direct or indirect jobs:
- Direct jobs are actual identifiable jobs for qualified employees located within the commercial enterprise into which the EB-5 investor has directly invested his or her capital.
- Indirect jobs are those jobs shown to have been created collaterally or as a result of capital invested in a commercial enterprise affiliated with a regional center by an EB-5 investor. A foreign investor may only use the indirect job calculation if affiliated with a regional center.

Note: Investment capital cannot be borrowed.

These are five companies that will be presenting business opportunities which could be EB5 candidates.

Total Resources International, Inc.
George Rivera, CEO - Walnut, California
www.totalresourcesintl.com

Total Resources International (TRI) is an $11 million annual revenue company growing to $20,000,000 in the next three years. This 20-year-old wholesale packaging, distribution and light manufacturing firm serves as the leading provider of OSHA/ISO packaged first aid kits in America. The company is seeking $5,000,000 in new capital and will be hiring up to 120 new employees. The company also recently (2011) launched a new subsidiary company called MJ8 to sell on manufacturer pricing to the...
China is Open for Your Business

China’s growing economy is rich with business opportunities for U.S. firms. In fact, U.S. companies, including many that are small and medium-sized, export more than $70 billion in goods and services each year. However, doing business in China can be challenging because of its evolving business environment, diverse regional markets, and complex regulations. That’s where the U.S. Commercial Service comes in.

Connect with our global team to unlock your sales potential.
Our trade professionals, located across the United States and in U.S. Embassies, Consulates, and business centers in China, will help you develop customized export solutions and connect with lucrative opportunities.

Tap into a world of virtual assistance at export.gov/china.
- Pinpoint the best prospective markets and evaluate your export readiness.
- Learn about laws, regulations, and customs, and get the latest news on economic, political, and trade conditions.
- Leverage free market and sector-specific research.
- Find trade leads, tender offers, and upcoming trade events.

Access live, export assistance at 800-USA-TRADE. Call now, and our trade professionals will help you take the next steps toward exporting to China.

Why Export to China?
China is buying, building, and upgrading. American companies can compete for many projects that receive substantial funding from China’s central government and multilateral financial institutions. With the middle class exploding and economic growth leading the world, China’s demand for consumer products and services spans all industries and reaches into more than 260 cities, each with populations exceeding one million people.

Get export assistance across China.
The U.S. Commercial Service can connect you to opportunities in China’s major and emerging markets. In addition to trade professionals at U.S. Embassies and Consulates across China, we also provide export assistance in 14 of China’s up-and-coming markets. These business centers—from Harbin in the north to Zhuhai in the south—are among China’s fastest-growing markets, receiving 16 percent of China’s $386 billion in economic stimulus package spending.

Take Your Next Steps in China with the U.S. Commercial Service

Trade Counselling
- Develop effective market entry and sales strategies.
- Understand export documentation requirements and China’s import regulations.
- Navigate U.S. government export controls, compliance, and trade financing options.

Market Intelligence
- Analyze market potential, foreign competitors, and cities with the best sales prospects.
- Obtain comprehensive, up-to-date information on the best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.

Business Matching
- Connect with pre-screened potential partners.
- Promote your product or service to targeted buyers at trade events and on Chinese-language Web sites.
- Meet with industry and government decision makers in your target market(s) in China.

Commercial Diplomacy
- Overcome trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.
- Access U.S. government trade advocacy for your foreign government procurement bids.

Contact us today to connect with a world of opportunities in China. In the U.S., visit export.gov/china or call 800-USA-TRADE. In China, visit buyusa.gov/writer or e-mail export.china@doc.gov.

U.S. Commercial Service—Connecting you to global markets.
BUSINESS JOURNAL • PAGE 46 May 2012

U.S. Commercial Service

Business Matchmaking

Connect with the right partners and prospects.

International business development is a labor-intensive endeavor for any company. The U.S. Commercial Service can jump-start your efforts by helping you to identify, screen, and meet prospective partners, agents, distributors, and customers.

With offices across the United States and in nearly 80 countries, our trade professionals have strong relationships with local business, industry, and government leaders, and can connect you to the right business partners and prospects.

Maximize your business development efforts with our partner searches, personalized business matchmaking, trade missions, trade shows, and in-country promotions.

U.S. Commercial Service—Connecting you to global markets.
A Slice of Heaven Awaits in Ireland

(Part I of II)

By Daniel P. McKernan

When on Earth be sure to take a time out to visit Heaven. A precious slice of it is found on the west coast of Ireland in County Clare. It’s a portion of the Emerald Isle that offers glorious shades of green that weave in and out of farmlands and rolling hills, all besieged by stacks upon stacks of medieval stones. The geographic outlay is diverse from layers of lush vegetation to limestone formations in the ancient Burren to deep and mysterious caves found in Doolin and Ballyvaughan. The vast Atlantic Ocean molds the area with miles upon miles of deep blue beauty. Towering cliffs protect the coastline, including the famous Cliffs of Moher, with a magnificent stature that is known to drop the jaws of those who witness this natural wonder up close.

What really puts County Clare in a state of grace, however, is the hospitality of its people. It’s a place where each and every greeting is sincere and warm. The locals have an innate willingness to comfort and cherish their guests from around the world. It’s a place where welcome signs above doorways are powered by the hearts of its people. One can walk into any pub at any given time and seamlessly blend into its spirited environment, share a pint of Guinness with the locals, and join in the camaraderie and storytelling. The County Clare region is like a mother’s hug, warm and always inviting.

Cullinan’s Seafood Restaurant and Guesthouse in Doolin, County Clare is the epitome of Irish hospitality. Host Carol Cullinan is the absolute queen of comfort. She graciously rolls out the welcome mat for each and every one of her guests as if they were her family.

Cullinan's Seafood Restaurant and Guesthouse provide accommodations with modern amenities that carry a classy tone throughout, from spacious and well-dressed guest rooms to an intimate dining area. The ambiance reflects the soul of Ireland…refreshing, cozy and lovely.

The dining room is the perfect fit for a romantic couple, yet roomy enough for a small group. Vertical windows are etched along the perimeter of the room to display the beautiful flowing Ailé River just steps from the property. Cullinan’s is met dishes with a passion for quality and taste. He uses locally caught seafood and garden-fresh produce.

For starters try the Tian of Crab, layered with baby cherry tomato confit and ruby Swiss chard, dressed with arugula, pimento and fennel. Selections from the main course make it a difficult task to choose from considering everything on the menu tantalizes with mouthwatering choices such as the Prime Fillet of Irish Angus Beef, a culinary treat serving exceptional seafood and Irish fare. Host and Master Chef James Plump Pan-Seared Scallops, Marinated Rack of Lamb, or Baked Halibut with herb crumb-
## Program Agenda

**Thursday, May 3, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>5:00 p.m. — 5:45 p.m.</td>
<td>• Expo Exhibitor Set Up</td>
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</table>
| 6:00 p.m. — 9:00 p.m. | • Reception-Hosted Wine Bar and Hors d’oeuvres  
• Meet Counsel General and Staff of participating countries  
• Cultural Entertainment |

**Friday, May 4, 2012**

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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| 8:00 a.m. — 9:30 a.m. | • Opening Roundtable Breakfast  
• Opening Remarks by CIEDEC Chairman, Tim Murphy  
• Welcome by Fred Lataperuessa, Director of International  
Trade Administration of the U.S. Dept. of Commerce  
• Welcome by State Assemblyman Mike Morrell  
• Scholarship Presentation |
| 9:45 a.m. — 5:00 p.m. | Export Tech University  
Redwood Meeting Room |
| 10:30 a.m. — 5:00 p.m. | One-on-One Meetings With Members of the  
Consular Corps  
Investment Opportunities (Sign up at Registration Desk)  
Maple Meeting Room |
| 9:45 a.m. — 5:00 p.m. | Exhibit Hall  
Yosemite Ballroom |
| 9:45 a.m. — 10:15 a.m. | Export Opportunities  
• Mexico  
• New Zealand  
• Australia  
• Whitney Ballroom  
Export Control Briefing  
Whitney Ballroom  
Exhibits Yosemite Ballroom |
| 10:30 a.m. — 11:00 a.m. | Export Opportunities  
• Hong Kong  
• Vietnam  
• Taiwan  
• Whitney Ballroom  
Export Control Briefing  
Whitney Ballroom  
Exhibits Yosemite Ballroom |
| 11:15 a.m. — 1:15 p.m. | Lunch.....Awards.....Scholarship Announcement.....Keynote Address |
| 1:30 p.m. — 2:00 p.m. | Export Opportunities  
• South Korea  
• Columbia  
• Whitney Ballroom  
Education Track 10  
SBA/STEP Programs  
Sequoia Ballroom  
Exhibits Yosemite Ballroom |
| 2:15 p.m. — 2:45 p.m. | Export Opportunities  
• China  
• Singapore  
• Indonesia  
• Whitney Ballroom  
EB-5 Visa Investment Opportunity  
Sequoia Ballroom  
Exhibits Yosemite Ballroom |
| 3:00 p.m. — 3:30 p.m. | Export Opportunities  
• Philippines  
• Thailand  
• Panama  
• Whitney Ballroom  
EB-5 Visa Investment Opportunity  
Sequoia Ballroom  
Exhibits Yosemite Ballroom |
| 3:45 p.m. — 4:15 p.m. | Export Opportunities  
• Malaysia  
• Royal Thai  
• Sri Lanka  
• Whitney Ballroom  
EB-5 Visa Investment Opportunity  
Sequoia Ballroom  
Exhibits Yosemite Ballroom |
| 4:30 p.m. — 5:00 p.m. | EB-5 Visa Investment Opportunity  
Sequoia Ballroom  
Exhibits Yosemite Ballroom |
| 5:00 p.m. — 6:00 p.m. | Happy Hour.....Hosted Wine.....Culture Program |