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Marcia Clark Speaks Out

FRIDAY MAY 17, 1996

Women & Business Expo

PRESENTED BY

INLAND EMPIRE
business journal
& GTE

Yes, it's time again! You'll be sure to want to attend the Inland Empire Business Journal's sixth annual Women & Business Expo! Keynote speaker will be Marcia Clark! Over 4,000 were turned away when Ms. Clark spoke recently at the Long Beach Women's Conference sponsored by the Governor's Office.

Ms. Clark joined the Office of the Los Angeles District Attorney in March, 1981 and has tried over 20 murder cases, securing convictions in all but one prior to the Simpson case. Of the four cases prosecuted in which the death penalty was sought, two resulted in a sentence of death. She was assigned to the Special Trials Unit in 1985 which is given the most complex and high profile cases in the office.

Ms. Clark speaks on gender and justice.

Leadership 101: God Grant Me Patience and I Want It Right Now!

Opening the program will be Marrianna Nunes, a humorist that captivates, educates, and motivates her audiences. Having survived cancer, Marrianna has managed to rebuild both her life and her career using humor as a healing source. Today, she travels extensively, offering programs to Fortune 500 companies, hospitals, and universities across the country. Marrianna is also known for her singles program, The Art of Flirting, in which her compassionate humor and effervescent charm is given the most complex high profile cases.

Three Workshop Sessions - From Over Twenty-Five Presentations...

The San Bernardino Revival

Alluding to proximity of the state office buildings and their design for public accessibility, Wilson said, "Doing business with state agencies should be as convenient as possible." Wilson presented Mayor Tom Minor with a flag that had flown over the state capitol. "I hope this serves as a symbol of the glory of our great state and a reminder that San Bernardino is working toward a brighter future." Minor returned the favor with a plaque for the governor "in appreciation of your continued commitment to the citizens of San Bernardino."

State Senator Bill Leonard, who was present for the groundbreaking, and Assemblyman Jim Brulte credited with guiding bills through the legislature to gain $63.7 million in bond funding for the project. Former football great Roger Staubach, president of The Staubach Company, acted as development consultant on the project and participated in the ceremonial groundbreaking.

Minor said earlier in the week, "This project is not only critical to the city of San Bernardino, but it is an important project for the entire Inland Empire as well."

San Bernardino Breaks Ground on Superblock

by Gary Brodeur, Editor

Gov. Pete Wilson joined local area officials to break ground on San Bernardino's central city Superblock redevelopment project last month, and spirits were high among more than 600 people who attended a two- and-a-half hour evening gala at the project site to celebrate the event.

Officials at the city's Economic Development Agency said the Superblock office complex will house about 1,000 office workers and will inject millions of dollars into the San Bernardino economy through construction work alone. The project will include a $52 million, 12-story California Department of Transportation (Caltrans) tower, a six-story consolidated state office building and adjacent parking structures.

"It's indeed a great day in San Bernardino," Wilson said. "The Inland Empire has now added more jobs this past year than any region in California. This is a new chapter in the revival I call "the California Comeback." This is the 'San Bernardino Revival.'"

Open Up

CLOSE UP
Joe D. Cochran, Jr., Executive Chef, Mission Inn Restaurant

Should aspiring chefs leave school to work in the industry, or should they seek a formal education?

"You can go either way. You can spend $20,000 at a school somewhere, but it doesn't mean you'll do anything. If you can find a chef who will commit to teaching you, that's great. Formal training in a chosen job field is always to your advantage; schooling added to on-the-job training is always good.

'Chefs work a lot of hours, there is a lot of sacrifice involved. By no means is it a normal life. I'm happy if we only work 60 hours.


Get ready to tee off in the sixth annual Loma Linda University Proton Charity Invitational golf tournament. See story on Page 17.

Offer to the closest of the great Annivabiltv.

San and local officials dedicate San Bernardino Superblock. From left, developer Roger Staubach, state Senator Bill Leonard, Consultant Edward Negrete, Gov. Pete Wilson, and Mayor Tom Minor.

San Bernardino

San Bernardino, Ca 91730

Inland Empire Business Journal

MAIL

3443 Riverside Convention Center

Company tables

Pre-Registration Required:

An weekday pre-registration cost is $59 per person until 4/15/96, thereafter $99.

Company tables $710 (Group of 8)

ALL DAY PROGRAM 7AM - 4PM

LOCATION.

Riverside Convention Center

3443 Orange Street, Riverside, CA

MAIL OR FAX PAYMENT AND REGISTRATION FORM TO: Inland Empire Business Journal

Riverside Convention Center

5860 Vineyard Ave. Suite 306

Rancho Cucamonga, Ca 91730

(909) 484-9165/Fax(909)391-3160

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Inland Empire Business Journal
ACCOUNTING FOR THE NEXT 75 YEARS

fifth District Supervisor Jerry Eaves, whose district includes San Bernardino and Colton, said before three weeks of negotiations began in January that the medical center would be built as a public-private partnership. The partnership plan is also expected to encourage the county’s economic development into the 21st century.

Both men noted that their lives centered around the creative work of a city medical center with a new state-of-the-art, earthquake-safe facility, and at the same time, providing economic access to top-quality health care by relying on cost-effective partnerships with private providers to dispense quality healthcare to residents.

“Whereas the medical center is bracing and mortars, Eaves added, the partnering health maintenance organizations, independent physician associations and medical clinics are the foundation of the county’s healthcare delivery system.

Representatives from Colton, San Bernardino, Loma Linda University Medical Center, and San Bernardino Medical Center spearheaded the effort to negotiate with Eaves and county administrators. The talks were supported by First District Supervisor and Board of Supervisors Taxpayers Association.

The advice provided several access to medical center records and will issue an annual report.

RAIL SAFETY AN ISSUE AS TRAIN WRECKS CONTINUE

by Robert W. Brelsford, Correspondent

After the Burlington Northern Santa Fe derailment on Feb. 4, there is growing concern on how safe the railways are in Southern California. Under the state mandated healthcare role. “We are heavily regula­

tion to implement strict safety regulations to prevent accidents like this,” Martin said. The California state legislature made the following points for a luncheon audi­

ence at 170 of the Riverside Convention Center.

Interest rates should remain low for the first half of this year, but long­

term rates are expected to rise in the second half.

Industrial property is expected to lead the Inland Empire real estate sector, performing better than office and retail space, since improved housing in the region is considered to be the "buy of a lifetime" with rock­

bottom prices and low interest rates, the region’s employment base should expand by three percent a year, or by 23,400 jobs.

Health care will continue moving toward more affordable health mainte­

nance systems, but costs that limit access to care for many residents of the Inland Empire.

Master of ceremonies Lina Wyllie, president and chief executive officer of Chino Valley Bank, predicted long-term interest rates would stay low.

Kaiser Permanente Strives To Balance Care And Costs

by Gary Breden, Editor

On Friday, Feb. 8, Kaiser Permanente, Southern California Region’s largest health maintenance organization, introduced new alternative methods of delivering insur­

ance coverage — by bed days and care capacity — at several of its medical centers. The new care system is expected to reduce the number of train accidents by 10 percent, and the number of train accidents by 10 percent, the number of train accidents by 10 percent, and the number of train accidents by 10 percent.

The health care giant plans to cut expenses in Southern California in May by more than $100 million over the next five years by cutting hospital elimi­

nation from 232 days per 1,000 people in 1994 to 164 days per 1,000 by 1997.

The plan calls for more surgical proce­

dures such as gall bladder surgery, mastectomies and prostate operations — that are now performed in the hospital to be done at outpatient clinics.

Although this represents a change from our traditional, we are excited at this opportunity to form alliances with our neighboring hospi­

tals,” said Dr. Oliver Galaham, medical director and chairman of the board, Southern California Region.

Four major changes were made.

The changes are outlined in a 213­

page business plan for restructuring introduced at the Kaiser Permanente board meeting last Tuesday. The plan includes four major changes: closing or consolidating

(continued on Page 20)
EDITORIAL
SQUEALING ALLOCA TION

Assemblmen Jim Brulte, a Republican from Rancho Cucamonga, shocked a blow for fairness, civil rights, and freedom this past week by engineering an end to racial and gender quotas in contracts for government construction.

Under the rule that was repealed at Mr. Brulte's urging, contractors on school-construction projects were pressured to set aside 15 percent of the subcontracting work for racial and ethnic minorities and five percent for firms owned by women.

While that might sound equitable, there is no evidence that those numbers reflect the number of minority or female-headed firms in the state. Indeed, the quota numbers were drawn purely from the air, with no reference to any hard data. No wonder contractors complain of difficulty in making bids.

This divergence between government dictate and marketplace action is only the tip of the iceberg, because the greater the quotas, the more bidding competition is frozen. Free and open competition is one of the reasons why some perfectly competent firms get squeezed out of the bidding because they aren't from the right color or right gender background.

The cost of projects is raised, as competition is diminished. Beyond that, there is little credibility among advocates of set-aside programs about how quotas addressed to right-old wrongs — but no
class. Many news reports assume that a flat tax will mean a cut of 21 percent or more to offset any loss in revenue, and to the rich. Even with the generous personal allowance, this tax rate would adversely affect those in the highest Brutal.

Reality: With a 17 percent rate, the Army-Skyflat tax explicitly is designed to reduce the amount of money the government collects. As a result, the plan缴费es towards faster economic growth and increased competitiveness of the U.S. economy.

Mistake #2

Many reporters write that the flat tax contains a huge loophole for the rich because they have trouble understanding how income is taxed under a flat tax. This error shows up in several ways. Some report that dividend and interest income is tax free. Others write that only labor income is taxed.

Reality: The source of these common mistakes is that the most well-known features of the flat tax are: a single rate on capital income at the source; a flat tax, for instance, a corporation must pay $1 on behalf of shareholders before the income is distributed in the form of dividends. This approach, which reduces administrative costs and ensures greater compliance, makes a dividend check subject to a worker's payroll tax and in that respect similar to other income.

Accurate and fair reporting depends on a well-informed general public in a straightforward fashion.

Joe Cochran, Executive Editor, Zurich, Switzerland

Joe D. Cochran Jr., Executive Chef/Director of Food and Beverage, Mission Inn Restaurant, Riverside, CA

Joe Cochran oversees menu selection and preparation, and a staff of 130 food service workers at the Mission Inn Restaurant, Duarte's Steak House, and the Mission Inn room service and catering activities.

Joe is well-known for his fair dealing with American-style dishes and for inclusion of light, or healthy, fare in the menu.

Last month, Cochran was elected president of Les Toques Blanches (The White Hats), a non-profit professional club with a worldwide membership of chefs. He was also named the association's "Chef of the Year." He is a 20-year member of the American Culinary Federation.

Cochran decided to be a chef after two years of work in the food industry. He started out as a dish washer and busboy for a pancake house in northern Virginia at the age of 14. Cochran loved baseball, but when it was obvious he wouldn't even make the cut for the high school Orioles, he set sights on a top spot in the restaurant business.

Cochran knew there was something - I saw I could move up to the next step," Cochran said.

Two years later, Cochran was 16 years old. Cochran was working for Ian Ale, a Scott's cheft who oversaw operations at a 1,000-room hotel in Washington, D.C. While Cochran was working as assistant chef and administrative skills, the chef gave him a hard time. "You can never be a chef," Cochran said.

Cochran took it as a challenge and he quit high school to work full-time in his chosen profession alongside Ale. Cochran eventually completed his secondary education by passing a general equivalency, or G.E.D., exam. Along the career path, he added studied in business administration, gastronomy and personnel management, especially as related to the restaurant business.

Cochran met a second chef through his next assignment: in 1979 he landed a coveted position as sous chef (assistant chef), for several seasons at the Georgetown Hotel in the section of Washington, D.C. He served under the direction of W. "Doug" McNell, a man who exerted great influence on the 23-year-old Easterner. McNell recommended Cochran to that day, this Cochran's second son was named after him.

"At this point," said Cochran, "my career really began. The Four Seasons is a world-class hotel that set the standard for the rest of my life. It was the dream job, like an actor landing on Broadway: he shouted, 'I'm printed!'

Cochran said of McNell, "He was a very demanding chef. He took me under his wings and taught me the business, and he taught me about cooking. When I decided to cook Nouvelle Cuisine, and today, my Mission Inn kitchen professionally displays a style on quality that was developed from his work under Mr. McNell."

After three years, Cochran was appointed executive sous chef of the second chef, Anthony Carnes. Cochran then transferred to the Seattle, Wash., location, at the age of 27. He was promoted to executive chef of the San Antonio, Tex., hotel restaurant. Not only was Cochran the youngest executive chef in a full-service restaurant in America, but he was the only American. Cochran was chosen for his ecletic American regional dishes.

Since then, he has been working at chic restaurants in Europe and America. In 1988, he was named "100 percent influenced" by this, and his menus in American restaurants.

Cochran is most of the Los Angeles restaurant business.

"It was love at first sight — for both of us," Cochran said. "We met the former Kathleen Ham, the hotel's marketing director. It followed a relationship in the 1992 riots prompted the Cochrans to move the Four Seasons Las Colinas restaurant in Dallas, Tex. Especially while in the restaurant business, Cochran knows: the customer is king, from all walks of life — athletes, singers, actors, business people, and rich families. We are good friends.

Cochran has been associated with a culinary consulting firm for additional expression of his talent. JDC.

"Joe Cochran, Executive Chef/Director of Food and Beverage, Mission Inn Restaurant, Riverside, CA, joins the four best restaurants in the country, each offering Hopkins, in Spanish and English.

Cochran was lured back to the Washington, D.C., Sherraton's Club Jean Jones on a "healthy" American interpretation of European Spa meals as well as to the English-style menu. At four Seasons, the lighter spa-type menu was done by the chef, who is a former executive chef.

When asked what he looked for in a restaurant, Cochran summed up the Mission Inn Restaurant experience as being based on freshness, sensual variety and a comfortable atmosphere.
When Will the Delta Water Wars End?

by Geoffrey Vanden Heuvel

One year ago, water-factions long at odds finally came to the bargaining table to hammer out a truce and to resolve to an age-old conflict. The subject was water's boundaries, reliance on religion, or water wars. The participants in the truce laid down neither all nor customarily rhetoric and litigation, in the hope that a cease-fire would provide the opportunity to devise a permanent solution to the state's water crisis.

For the year 2000, according to state water officials, California could routinely face water shortages more than three times greater than the shortfalls experienced during the height of the 1987-92 drought. For the last year, state and federal officials, industry, agriculture, water districts and environmentalists have tried to put aside their differences to figure out how best to provide long-term water supply reliability to an ever-expanding population while protecting the state's unique ecology. This so-called CALFED (California Environmental FLow Experiment) process provides a three-year window to hammer out a truce and to resolve to a water shortage problem, if Measure L, the one referendum that will be decided by the voters of the state of California on March 26, does not pass.

During the height of the 1987-92 drought the threat of such a shortage was ever-present, industry, farming, residential users and the environment, all vied for their fair share of the gathering water. Now, their job is to devise a comprehensive solution to California's water problems. This process both provides a sufficient, affordable and reliable water supply for the state's residents, farms, industry, and protects critical environmental habitats, including the Delta — the heart of the state's water supply and delivery system.

The Delta lies roughly between Sacramento and the San Francisco Bay, where the two great rivers of the Central Valley meet in the vast Pacific Ocean. Two of California's most important water systems — the State Water Project and the federal Central Valley Project — export water from the Delta for use in the Bay Area, the San Joaquin Valley and Southern California. In most years, the water in California either is drawn directly from the Delta or is diverted from rivers that feed into the Delta. In addition, more than 20 million acre-feet of water from the Delta for their drinking water.

The Delta is the intersection of the agricultural, industrial, commercial, and residential development, and as such must be given top priority in any solution to the state's water crisis. Also, additional water supplies must be developed to provide adequate water to a soaring population and to enhance the state's $75 billion agricultural industry.

In the mid-1850s, a visitor to California who had been heretofore surveyed the state's potential, and observed, "Balancing resources and needs shows a growing community and compares favorably with territory, California is the poorest state in the Union. She has a growing population and is wealthy except for fascinating metal."

Obviously, the California of today controls its environment as everyone has been instructed, but a study of vision and courage who made possible the California we know is not our generation's task to make the improvements necessary to meet the needs of the city and county of San Francisco's future for those who will follow.

by Geoffrey Vanden Heuvel

As San Bernardino County continues to grow and prosper, the strain is being put on its natural resources. There is nothing new, or unusual about this, as the county's residents have a direct impact on the environment. The local officials have taken on the use of these resources.

The March 26 election will provide that opportunity to San Bernardino County.

California will likely face water shortages in the next 20 years.

CALFED is expected to release a final report on the Delta by May 1996. But that is only a first step. The regulatory process must be accompanied by a legislative effort to pass the Delta solution identified by CALFED. To that end, state Senator Jim Costa (D-Fresno), chairman of the Agriculture and Water Resources Committee, introduced SB 900, which will finance a Delta solution, as well as a variety of water supply and environmental projects.

Prominently, voters will need to ratify what the Legislature approves. A recent statewide poll discovered that 67 percent of a private sample believe the state has a serious problem with its long-term water supply and that people are prepared to face water shortages in the next 20 years. Consequently, more than 80 percent support expanding and improving water storage and delivery system. Support for this expansion is strong in all areas of the state and with all demographic groups.

Water interests, therefore, must face the decision to build a new underground aquifer. A dump that will contain household cleaning solvents and pesticides, motor oil and other contaminants — be it a landfill or a dump in the soil — as the county runs out of space in its other dumps, and gives two years notice to Waste Management first.

Hum. Let's see, build a mega-dump in the middle of a state and put it next to a underground aquifer. A dump that will contain household cleaning solvents and pesticides, motor oil and other contaminants — be it a landfill or a dump in the soil — as the county runs out of space in its other dumps, and gives two years notice to Waste Management first.

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If you ever thought about where you would go to become a professional wrestler, you may want to check out the School of Hard Knocks in San Bernardino.

Bill Anderson and Jesse Hernandez operate the professional wrestling training business in 1982 after working as pro wrestlers for many years. The school has been at several locations over the years and it is now located at 3265 E. Street. Anderson and Hernandez have been at this location for four years.

"We are the only professional wrestling training school in Southern California," said Anderson. "There are other schools, but they are just a playground for amateurs. We are the only school that is run by professional wrestlers. I can't understand how someone can run a school and train someone in this great sport without ever having a pro match. Both Jesse and I have been professional wrestlers for over 20 years; we still wrestle, when needed."

"The school has trained hundreds of people who went on to become professional wrestlers. Some became superstars like Steve Austin and the Ultimate Warrior. If you want to be a pro, make sure you are training like a professional wrestler before spending your time and money on other schools," Anderson added.

The school also trains people who want to be managers, trainers, referees and ring announcers. Anderson said, "We do more than just train wrestlers. We teach ring psychology. Our students learn about the different aspects of the wrestling profession."

"The School of Hard Knocks is well respected in the world of wrestling; students come from all over the country to train at the school. Anderson said: "We have one student that is here from New Zealand."

The length of the training program varies with each student because some students attend three times a week while other students attend once a week or a month. Anderson said the regimen also depends on how seriously the student wants to become professional wrestlers.

"Some students learn faster and have more talent than others, so they are usually ready for a professional match in about three months," explained Anderson, "while others are slower to learn and it will take them longer. We have the time and the patience to help those who learn at a slower pace."

The training program costs $2,500, which can be paid in several installments of $250 per month; or by paying $25 per training session. We will work with each student individually to set-up a payment program for them. There is a trust that is built up during this time."

In the summer of 1995, when the WCW staged its " Bash of the Beach," the organizers contacted the School of Hard Knocks for wrestlers to fill empty match-up spots in the event's card. Whenever the WCW schedules events in Southern California, they call upon the school for wrestlers and referees.

"A wrestler can make between $250 to $400 per night, depending on how much the promoters take for the event, the partners said. Anderson, Hernandez, the school itself and individual students have appeared in several movies as extras and as stunt people. Film titles include: "Ed Wood," "Titanic," and "Azul Tonica, Mexican Wrestler."

"Film crews have come to the school to film the ring. It's quieter here than at a match," Hernandez said. One week, the partners may be scheduled in Phoenix, Ariz., to wrestle Jake "The Snake" Roberts in a production called "The Empty Ring," an illustrated sermon hosted by Super Star Billy Graham, former world wrestling champion. The next week, they may be off elsewhere to wrestle, promote, announce or help one of their students in the world of wrestling.

"The School of Hard Knocks may be reached by mail at P.O. Box 6721, San Bernardino, CA 92412, or we help book wrestlers wherever we can. We even place ring announcers and referees. We have built up a good reputation in the WCW and WCW."
FONG AFFIRMED INLAND EMPIRE'S ROLE

The Inland Empire Economic Forecast Conference's keynote speaker, California Treasurer Matt Fong, affirmed that San Bernardino and Riverside counties comprise "the fastest-growing region in the state with a seven percent growth rate over the last 10 years.

It has taken quite a lot of vision by government, business, and community activists, Fong said. "Because of the Inland Empire's success, it is fueling the success of the state."

Fong said he visited Wall Street financial rating services last month to present evidence of the state's recovery while lobbying for better investment ratings. As a result, Fitch's Investors Service upgraded California's credit rating for the first time since the recession hit six years ago. Fong said better investment ratings mean better interest rates will be available for the passage of up to $8 billion in bond issues that will appear on state ballots this year.

Fong also made a pitch for the National Tax Reform Committee's "Flat tax" recommendations for revising the national income tax code. The state treasurer said the flat tax concept is a "fairer, simpler, flatter, pro-growth" proposal.

He said income would be taxed at "a single rate as low as possible, with a generous personal exemption, and taxed only one time." Fong pointed out that after income taxes, are so on capital investments, He said, "the most egregious tax is the death tax" on transfers of property, and he blasted the present tax code for inspiring consumption rather than investment.

In order to answer critics who dread the loss of the current home ownership exemption, Fong said, "We may have a flat tax with a home-owner, or any other, exemption."

He added that it was a "myth" that wealthier taxpayers would pay less. Under the flat tax plan, he said, "The rich do pay more, proportional to their income. If someone earns 10 times more, they will pay 10 times more in taxes — not five, or 15 or 20 percent more."

— Gary Brodeur

EMPLOYMENT PROGRAM NETS SAVINGS OF $15 MILLION FOR SAN BERNARDINO COUNTY

In San Bernardino County there is a program in place that is making significant in-roads into waste reduction costs — the Greater Avenues for Independence (GAIN) program.

In a recent letter from the California Department of Social Services, Director Eloise Anderson is quoted as saying, "Your county Aid to Families with Dependent Children (AFDC) savings, due to employment, increased by $8,739,055 in fiscal year 1992-93 by $13,056,627 in fiscal year 1994-95. As a result, a large number of families in your county now enjoy a greater degree of self sufficiency."

On Feb. 6, GAIN staff members presented the San Bernardino County Board of Supervisors a check for $244,102. The County became the beneficiary of state incentive funds for GAIN's participa

ZERO TOLERANCE FOR DRUNK DRIVERS

by Bill Leonard, State Senator

Courtney Cheney was born on Sept. 9, 1979. She was a native of Roseville, California and went to Oakmont High School. She was remarkably good in sports and inspired to be an Olympic skier. She was very popular at her school and in her community. She should have lived.

In the year prior to Courtney's death, 1,488 people were killed in drunk driving accidents in California. Children accounted for 11 of those deaths. Additionally, 4,300 kids were hurt in collisions involving alcohol. In other words, 12 California children were hurt or killed in alcohol-related automobile accidents each day in 1994.

On April 9, 1995, Courtney was hit from behind and killed by Kenneth Jones, a drunk driver and child killer. Jones' criminal record for driving under the influence and resulting injury while driving stretches back to the 1970s. After Jones killed Courtney, there was a scene. He was caught and, after several weeks of trial, was given the maximum penalty of 11 years. Jones will be eligible for parole in 5 and 1/2 years. After the trial and the imposition of sentence, the Placer County judge who sentenced Jones told him that he wished that he could impose more time under the law.

Jones must consider himself lucky that he is out of jail. Jones got behind the wheel after a night of drinking, will pay for their malicious behavior. California is fed up. We are reaching a zero tolerance for alcohol related reckless behavior while behind the wheel of a car.

Courtney Cheney is dead because Kenneth Jones got behind the wheel of a car after drinking. Jones deserves the same harsh, lengthy punishment that he would have gotten if he had shot and killed Courtney. It is too late for justice for Courtney, but this new law will bear her name so that justice will not be denied in the future.

— Bill Leonard, State Senator

Help Us Defeat Measure L: Stop the Decrease in Landfills

Coalition for Clean Drinking Water

Dear San Bernardino County Neighbor,

You have the opportunity to vote on a very important issue — an issue that could adversely affect every San Bernardino County resident.

Measure L, the Landfill Law, is deceptively, misleading and dangerous. It poses hidden risks to everyone living in our county. That's why we urge you to take a closer look at Measure L before you vote. Consider these facts:

• Measure L closes the most remote portions of San Bernardino County to any large, new landfills, yet is that where they belong — far from our families and children.

• Measure L could force the county to rapidly expand existing trash dumps and build as many as 16 new dumps on top of precious drinking water supplies in the most populated part of San Bernardino County.

• Measure L could triple the county's landfill costs and cost tax payers millions in legal fees for environmental lawsuits.

So just who is behind Measure L? A foreign-controlled and speculator called CADIZ. The CADIZ lawyers actually wrote Measure L, and CADIZ has funded 99 percent of the Measure L campaign. CADIZ has a scheme to pump water from beneath the desert in the eastern part of our county and profit from it.

Measure L is bad for the people of our county. Let's send a message loud and clear on Election Day: Protect our drinking water. Vote NO on L. Stop the Decrease in Landfills.

Sincerely,

Patrick L. Taiep
Professional Engineer, Yucaipa

Co-Chair, Coalition for Clean Drinking Water

NO ON L

MEASURE L Template:

• Can force the county to expand existing trash dumps.

• Could cost millions in legal fees for environmental lawsuits.

• Could triple the county's landfill costs.

• Could force the county to make decisions on top of precious drinking water supplies.

Join neighbors, professionals and community leaders from throughout San Bernardino County. Vote NO on L.

If you have questions about Measure L, or its many deceptive, misleading, and dangerous aspects, please call: 800-703-2420.

Coalition for Clean Drinking Water

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Coalition for Clean Drinking Water

Phone Number (Optional)

Occupation* (Optional)

*No personal information collected
Bookseller Opens in Rancho Cucamonga

Lorraine Reidy, district manager for the bookseller’s Orange County district, said the company is involved with schools through Adopt-a-Book programs whereby interested booksellers purchase books for libraries and classrooms.

Occupying a similar amount of floor space, the Software Etc computer software retailer located inside the bookstore was subleased, according to Reed. It is conveniently located next to the bookseller’s shelves of computer, business and technology titles.

Reed and Lopez indicated Barnes & Noble seeks other companies as neighbors which offer complementary products and services. The result is convenience for customers within a relaxed atmosphere.

The attached Starbucks Coffee shop has its own address. Lopez said, “We want people to come in, browse and be comfortable. That’s why we have all the comfy chairs and coffee and all.”

The building is part of Upland developer Lewis Homes’ Town Center Square commercial project. The location’s grand opening is Mar. 8, and special events are scheduled through the end of the month.

-- Gary Brodert

Association to Honor Businesswomen

The National Association of Women Business Owners, Los Angeles Chapter (NAWBO-LA) will honor 36 of its members at Mar. 15 luncheon, including several members from the inland Empire.

The association’s 10th annual award program, titled “Appraising L.A. Businesswomen,” will honor: Liz Bergman, president of Womanet, Inc. of Chino Hills; Rose González, president of Phoenix Construction in Riverside; Wimminite Marich, corporate secretary of Match Corporation in San Bernardino; Alba Becherl of Glossary, and Linda Nelson, CPA, of San Dimas. Each was named Member of the Year by their respective special-interest business affiliates.

Actress Meredith MacRae and Lynda Rae Resnick, co-owner of the Franklin Mint and chairman of the Ken Venturi Provonutrition Therapy Center, will receive the awards.

The organization represents more than 100,000 women business owners in the greater Los Angeles area and is the nation’s largest chapter of NAWBO.

THE CLUB

The first Jack Nicklaus “signature” course in the desert, The Club at Mountainridge is a most challenging layout. The links cover 142 acres and bring 20 acres of water into play on all but four holes.

Raided fairways and contoured approaches to the large, rolling greens — some ringed by pot bunkers — help give the course its reputation as one of the finest in the desert. The double greens and links design gives the golfer a unique and pleasantable experience.

THE PURPOSE

Since its first patient was received in 1990, more than 1,300 people have completed treatment at the Proton Treatment Center. Physicians and staff at the center have a total of five beam lines in four treatment rooms to treat greater numbers of patients than in the past.

The clinical beams are supplemented by an additional three lines in a separate research room which are used only for research purposes, permitting the therapy beams to be used full-time for patient care.

Proton beam radiation therapy at the Loma Linda University Proton Treatment Center is unique throughout the world. Prior to the center’s establishment, proton beams were generated in accelerators designed for physical research and were delivered in laboratories rather than in hospitals.

At Loma Linda, however, the accelerator, the beam transport system — including three gantries — and the building itself were designed to be used in a hospital environment.

Participants in the tournament contribute to proton research, contact the Loma Linda University Medical Center Department of Radiation Medicine by calling (909) 824-4277.

The sixth annual Loma Linda University Proton Therapy Invitational golf tournament is scheduled for play May 20 in Rancho Mirage. The event will be hosted at The Club at Mountainridge by Ken Venturi, a former U.S. Open champion, the winner of 14 Professional Golf Association (PGA) tournaments and one of the sport’s premier gentlemen.

To a generation of golfers who never had the opportunity to see him play competitively, he is perhaps best known for his CBS broadcast career. To many who love the game, Venturi is the authority who interprets the inner game of golf and simplifies its mysteries.

THE ADVISOR

John Cook, one of the best golfers on the PGA Tour, will assist in the event as an advisory hire. He has also been instrumental in the success of this charity event. Cook became a professional golfer in 1979 and has earned among PGA Tour competitions demonstrating his talent, he won over one million dollars on the tour, placing third on the money list and establishing himself as one of the finest shot-makers in the game.

THE CLUB

In 1967, “The Answer To Employment Services

For an office near you call (800) 564-5644

The Answer To All Your Staffing Needs

AppleOne is the largest temporary and full-time employment service in California with several locations in the Inland Empire. We have over 31 years of experience providing staffing solutions to local businesses.

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MOST INSURANCE COMPANIES PRACTICE MEDICINE FROM BEHIND A DESK. WE PREFER A MORE HANDS-ON APPROACH.

Kaiser Permanente

We believe that doctors, not gatekeepers, should call the shots when it comes to health care. So we’ve given our physicians everything they need to take care of you and your employees. Including the freedom to prescribe whatever services are required. And that freedom is one reason why doctors who could practice medicine anywhere choose Kaiser Permanente. It also helps to explain why more of our members are extremely satisfied with the quality of their medical care than members of any other Southern California HMO surveyed. Because it's your health, we take it personally.

AGREEMENT BETWEEN THE COUNTY OF SAN BERNARDINO AND THE CONCERNED TAXPAYERS FOR A HEALTHY SAN BERNARDINO

1. The County shall continue to pay for indigent patients under contracts to private health care providers to ensure access and to pro vie services not available at the County Medical Center.

2. The County shall agree to limit the license of the replacement facility to 328 beds. This includes 90 acute beds plus 238 acute care beds (current acute care licensed beds).

3. The County shall work with private providers to increase patient access in satellite medical clinics to present class.

4. The County shall agree to contract for Home Health Care and Ancillary Services in the event that they are not presently available by County Medical Center's Home Health Care and Ancillary Services.

5. The County shall agree to work with the Coalition to explore the possibility of a joint HMO program with the Coalition.

6. The County shall agree to work with the Coalition to develop a non-exclusive IPA.

7. The County shall agree to work with Loma Linda University, Loma Linda Medical School and Loma Linda Medical Center C.O.M.F. and other affiliated medical schools to receive undergraduate and graduate medical education at the County Medical Center. This will include Loma Linda University's School of Medicine in the Inland Empire.

8. The County shall agree to enter into contractual relationships pursuant to a formal RFP process for cardiac vascular surgery (both facility and professional fees) high voltage radiation services (both facility and professional fees). An agreement will continue to be performed by Quake Cardiology and only the facility fee will be subject to a RFP process.

9. The County shall agree to establish and appoint an independent advisory board to review and operate the operations of the Medical Center and to report and advise the Board of Supervisors on their findings and recommendations. The advisory committee shall be comprised of public sector members, three health care professionals, and three members of the public, one of whom will be a member of a local taxpayer advocate group.

10. The advisory board shall have full access to all public records and documents under the protection of the Freedom of Information Act.

11. The advisory board shall act as an advisory body and as such have access to and regularly review the financial performance and operations of the County Medical Center and report in its findings to the Board of Supervisors and the public.

12. The advisory board shall meet at least quarterly and publish an annual report.

13. The County shall agree to full disclosure of the financial benefits of the joint initiative to the new County Medical Center.

14. The County shall provide a legal opinion as to whether members of the Board of Supervisors who are sitting on the Inland Empire Public Facilities Corporation may receive campaign contributions related to the performance of the Inland Empire Public Facilities Corporation during.

15. The County shall provide identification of the role of the Inland Empire Finance Authority.

16. The County shall agree to the above for a period of five years from the date the County Medical Center becomes fully operational.

17. Upon acceptance of the Concerned Taxpayers for a Healthy San Bernardino and the Board of Supervisors on behalf of the County of San Bernardino to agree to cease their current and proposed media and/or litigation campaigns.
KAISER STRIVES... (continued from Page 5)

some of the 10 Southern California hospitals, and sending patients to outside hospitals; having aptituded surgical procedures done and sending patients to private clinics; increasing bonuses paid to doctors for holding down costs, for example, by limiting patients having operations earlier from the hospital, and paying bonuses to doctors for holding down the number of patients out of the hospital faster and by cutting other medical costs.

Lebowitz, G&L is a growth-oriented health care real estate investment trust with two main divisions: the office building division, which owns and operates its own hospitals and clinics is investigating the quality, vacancy and location of hospitals and clinics in surrounding communities, its members' likes and desires about where their hospital is located, and the costs continuing to upgrade and maintain facilities.

"We are taking a hard look at the practicality of continuing to invest large sums of our members' dollars into facilities that soon may not be needed by our members in surrounding communities," Jones stated.

In a highly competitive market such as Southern California, most of the other HMOS control with hospitals and medical groups to supply for-profit medical services. They would use the flexibility and leverage to negotiate steep discounts with doctors and hospitals.

"Kaiser is being picked apart by much trimmer, quicker, more flexible HMOS," said Pete Bullough, a Berkeley health care consultant.

Jones said, "We have made no firm decisions about which of our 10 medical centers might be reconfigured. We are looking at six months to a year at this point."

Chita Castano, assistant director of public affairs for the Fontana and Riverside hospitals said, "We haven't decided what's going to happen in the Inland Empire. We are not collapsing any hospitals.

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Critics attack physician bonuses

Harvey Rosenfield, executive director of the Los Angeles-based Consumers for Quality Care, is critical of Kaiser Permanente's plan to pay doctors up to $3,000 a year for bonuses for keeping patients out of the hospital. Rosenfield's group criticizes such efforts as examples of Kaiser's "less cost cutting."

Giving doctors bonuses for holding down costs and sending patients home earlier from the hospital than in the past is necessary to decrease the costly over-treatment, according to Kaiser's business plan.

A Kaiser memo dated March 31, 1995, states that the benefits of the eight-hour discharge time for women who gave birth "would reduce our overhead costs to remain competitive in a fluid marketplace and thus retain our jobs and attract more patients."

Assemblywoman Liz Zigafoos, D-Fremont, who is sponsoring a bill that would ban certain early-discharge practices, says her state's "is a fit for putting profits before the best interests of a healthy society."

"The tax-exempt offering totaled $13 million, including capital improvements and working capital for the facility. In addition to the front fees, the company anticipates earning 2 to 3 cents per share annually from a combination of the note and property management income.

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An Influenza Primer

Recent History

Influenza is a contagious disease caused by a respiratory virus that has infected human populations for hundreds of thousands of years. Hippocrates recorded the first known observations of this condition. The actual name “influenza” most likely originated during the 16th century, when outbreaks of the disease were attributed to the “influence” of the stars.

Recent influenza epidemics have occurred periodically since the 1890 pandemic (global epidemic of 1889-1890).

The influenza outbreak of 1918—referred to as the “Spanish flu”—remains the most devastating pandemic of modern times. Influenza-related illness usually causes about 30,000 deaths annually in the United States. From September 1918 to November 1919, more than 500,000 flu-related deaths were recorded in the United States. Influenza killed 196,900 Americans during October 1918; 4,000 died in Philadelphia in one week. By June 1919, two billion people around the world had become ill from the influenza virus, and 20 million had died.

During World War I, influenza affected both German and U.S. military forces. The disease打扮了 thousands of German soldiers prior to the failed Marne offensive. Similarly, more U.S. soldiers killed in battle (approximately 35,000) died from influenza than from battle wounds or German bullets.

Other major pandemics during the 20th century include the “Spanish flu” in 1917 and the Hong Kong flu in 1968. The Russian flu of 1977-78 was caused by a viral strain identified in the rat to cause an epidemic in the U.S. in 1950. The strain’s re-emergence after 27 years primarily affected people under the age of 25. This phenomenon allowed scientists to recognize that natural immunity—without exposure results from actual illness rather than from vaccination—can last for decades.

Vaccination

Today, influenza vaccination is the primary method of preventing influenza illnesses and transmissions. Each year’s vaccine contains three virus strains (usually two type A and one type B), representing the influenza viruses that are likely to circulate in the United States in the upcoming winter. Some healthcare facilities sponsor such clinics are listed below. For information on schedules, patient qualifications and vaccine brands, numbers are provided.

Eisenhower Medical Center, Rancho Mirage 769-345-8311
J.F.K. Medical Hospital, Indio 769-347-6701, Ext. 8002
Loma Linda University Medical Center, Urgent Care, Loma Linda 909-795-6177
St. Bernardine Medical Center, San Bernardino 909-231-2025
Victor Valley Community Hospital, Victorville 769-245-8091, Ext. 340/3423

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CAREER OPPORTUNITIES

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When it comes to selling a product or service effectively, a video impacts the point of a well-produced video. The creative talent of our award-winning production staff assures you the best value in town, regardless of your budget.

909-484-9765 ...ask for Art Kemp at ext. 37

Restaurant Funds Leukemia Research

Carl Karcher Enterprises, Inc. presented the Leukemia Society of America with $250,000, the result of a recent month-long “sunny” coupon booklet campaign. Nearly 600 Carl’s Jr. locations offered the coupon booklets for a $1 donation. In return customers received coupon values worth $15, skill-off their favorite Carl’s Jr.

Carl Karcher, Jr., founder of Carl’s Jr. Restaurants, presented the $250,000 check at a “Celebrity Server” event at the Olson’s Citrus Glen Heights Carl’s Jr. location on Feb. 1. Carl’s Jr. and the Leukemia Society teamed up with radio station KRXQ- 93 Rock to help raise money for the cause. Radio personality Pat Martin was on hand to help Carl Karcher serve patrons their food. The celebrity servers raised an additional $1,000 in customer tips.

Each year leukemia kills more children in the United States than any other disease. Studies show that every 10 minutes, leukemia or a related disease takes the life of another child or adult. The Leukemia Society’s goal is to find a cure by the year 2000. The society also offers programs to support those afflicted with leukemia as well as their families. By partnering with Carl’s Jr., the lemonade stand hoped to not only raise money, but also increase awareness of the disease.

Carl Karcher Enterprises, Inc., which, along with franchises and licensees, operates 665 Carl’s Jr., quick-service restaurants, located primarily in California, Nevada, Oregon, Arizona, Mexico and the Pacific Rim.
Workers' Compensation: Solvency Crisis Ahead for the Industry?
by Jim Zelnisky and Curt Olsen

Reform and Competitive Rating
Prior to passage of California's landmark 1988 workers' compensation reform legislation in 1991 and 1993, the workers' compensation system was in need of repair. Costs for employers were among the highest in the nation and benefit levels for workers among the lowest; and if anything was broken, it was unrepairable. Reform remedied that, and workers' compensation became part of the solution in California's economic recovery. Open rating, which is a key aspect of the reform legislation — was introduced in January, repealing the minimum rate law which for 80 years regulated the rates carriers could charge for workers' compensation coverage.

Almost immediately, open rating fostered a "buyers market" where employers could shop around for the best value from carriers and expect more cost-cutting from insurers who may be subjected to enforcement power through audits to identify and correct abuses. Although workers' compensation insurance rates were set as a percentage of payroll in California's economy slipped into recession. The first involves making work accommodations to employees which would make it easier to keep a good job. The second is Kaiser-Permanente's most comprehensive wellness program. It includes health care, fitness, nutrition, lifestyle and transportation options. This is a great way for you to take steps toward a happier, healthier work environment. We encourage you to participate and make the most of the services offered through the program.

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Kaiser Permanente is among the nation's largest and most highly regarded managed care organizations. One in five Californians rely on Kaiser Permanente and more than two million Southern Californians rely on us for health care.

Based on surveys of more than 400 physicians conducted by Health Plan Management Services in 1992 and 1993, Kaiser Permanente of Southern California has been ranked among the nation's leading HMOs for financial stability, cost controls, and medical and organizational performance. Kaiser Permanente was also recognized for excellence in pediatric expertise and for the database used to oversee patient care.

Performance

There are many reasons why individuals and businesses alike choose Kaiser Permanente above any other health plan. Among the most significant independent reports, Kaiser Permanente members are more satisfied with their health plan than the members of any other Southern California HMO surveyed.* In almost every category, our Kaiser Permanente members rated their health plan best. Kaiser Permanente offers the best care, the best HMOs. Better than Blue Shield and Blue Cross/California Care, Health Net and PacificCare. In a separate survey conducted later by the same group, our Kaiser Permanente Senior/Advantage members said they, too, were more satisfied with their health plan than the members of any other Southern California HMO included in that survey.

The Joint Commission on Accreditation of Healthcare Organizations recently accredited all 10 Kaiser Permanente medical centers in Southern California as among the best-managed hospitals in the nation—averaging a near-perfect score (96 out of 100 points). And three Kaiser Permanente hospitals were awarded JCAHO’s very highest honors: Accreditation with Commendation.

Our ratio of primary care physicians to specialists is virtually one to one, which is among the best in the country. We place an average of 8.4 primary care physicians in every five-bed medical unit, which is one to three. Our staff includes an array of health care professionals whose one goal is to provide high-quality care to all of our members.

Kaiser Permanente operates the nation’s largest hospital-based HMO laboratory with 10 million tests performed annually. The lab serves more than two million members and has been commended and accredited by the American College of Pathologists.

Outstanding physicians

Our reputation in health care also rests upon the fact that 85 percent of our members say they are very or mostly satisfied with our physicians. One of our members, Dr. Lakhbir Singh, has been named one of the top 15 percent in the nation—the top 15 percent of their class. At Kaiser Permanente, you’ll be graduating from Harvard, Yale, UCLA, Stanford, UCSF, Dartmouth, and USU.

Our physicians possess skills in general medicine and every medical specialty. Eighty-eight percent are board certified, compared with the national average of only 70 percent. More than 30 percent of our physicians pass their board examinations to future generations by teaching at leading Southern California medical schools such as UCLA, USC, UC Irvine, and Loma Linda University.

Convenience

Our 10 medical centers and more than 90 medical offices are all within Southern California HMO service areas. Kaiser Permanente serves the entire county. Wherever our members work, play or live, we are never far away if they need us. Members are never restricted to one medical center or medical specialty. They’re free to go where it’s most convenient at any time. And virtually every medical specialty our members need is easily accessible—from physicians to pharmacists to parking spaces.

Preventive care

Kaiser Permanente’s prevention is still the best medicine. Early detection and early treatment are paramount. We systematically schedule visits for breast, colon, cervical, prostate, and skin cancers. When we see something that concerns us, we respond. For instance, we aggressively track all patients who have abnormal Papanicolaou smears and arrange for follow-up examinations.

Each of our medical centers has a Health Education Department with a wealth of information to help our members stay healthy—books, manuals, video shows, and audiovisual support groups. We also offer a wide array of programs and services to help them stay healthy.

The faculty includes a fully licensed chemical dependency counselor, a weekly inpatient and outpatient recovery program, an acute inpatient rehabilitation unit, and other specialty units that support all types of general and specialty care. The recently remodeled gynecology obstetrics unit is considered one of the finest in the state.

Customer service

Kaiser Permanente account managers, service associates, and account coordinators who serve our customers are qualified professionals with an average of 20 years of experience in the health care industry. Our centralized administrative services department provides customers with easier communication, faster response, and continuity of service.

Responding to member inquiries in a large part of the Kaiser Customer Service Call Center was created for maximum responsiveness. Careful training and selection of our service representatives, at one easy toll-free number, provide fast answers to questions about any health plan-related issue.

More than 50 years of caring

More than fifty years ago, Kaiser Permanente began serving Californians quality health care at a fair price. Today, we’re one of the nation’s largest and most highly regarded HMOs with over 2 million members in Southern California.

Over half a century of experience and leadership have shaped us into an organization well-suited to provide both the business community and our membership the highest quality health care at a reasonable cost.

Kaiser Permanente

More people turn to us for good health.

*Data from CareData Annual Commendation, the highest level of national recognition given to HMOs and PPOs in the United States. For more information visit Kaiser Permanente, Fontana Medical Center was recently awarded Accreditation with Commendation by JCAHO’s. The birthplace of Kaiser Permanente in Southern California, the center now exists as a 326,000-square-foot hospital. Primary care represents one of our strongest features. The departments of Family Medicine, Internal Medicine, Obstetrics/Gynecology, and Pediatric Medicine are all provided by Kaiser Permanente primary care. Referral care is provided by a team of dedicated specialists. Kaiser Permanente is proud to be one of the few health care providers in the country to accept all types of insurance.

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Rehabilitation Technology Works (RTW) can put you—and your company—on the road to recovery.

Rehab Technology 2019

Kaiser Permanente Southern California supports those in need of self-insured employers and third party administrators.

Business Owners

APPLY FOR THE

Kaiser Permanente

The TRADE CARD™ from TCE

let’s you Barter what you have for what you want!

HOSPITAL AND MEDICAL CENTER COLLABORATE ON COUNSELING CENTER

Michael Rembis, M.D., Kaiser Permanente's Chief Medical Executive, said the collaboration brings in a wealth of information to help our members stay healthy—books, manuals, video shows, and audiovisual support groups. We also offer a wide array of programs and services to help them stay healthy.

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To us for good health.
**Retail Mall Lists**

<table>
<thead>
<tr>
<th>Mall Name</th>
<th>Location</th>
<th>Size (Acres)</th>
<th>Anchor Stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission Viejo</td>
<td>Mission Viejo, CA</td>
<td>20.0</td>
<td>Nordstrom, Macy's, Pier 1 Imports</td>
</tr>
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<td>Ontario Mills</td>
<td>Ontario, CA</td>
<td>380.57</td>
<td>Nordstrom, Macy's, Pier 1 Imports</td>
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<tr>
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<td>Tustin, CA</td>
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<td>Nordstrom, Macy's, Pier 1 Imports</td>
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<td>Manhattan Beach, CA</td>
<td>1.52</td>
<td>Nordstrom, Macy's, Pier 1 Imports</td>
</tr>
</tbody>
</table>

**CITY TO REDEVELOP ONTARIO PLAZA SHOPPING CENTER**

Mayor Gas Gagopolos and the Ontario city council recently announced the city is planning to redevelop the Ontario Plaza Shopping Center in northwest Ontario.

The plaza, which was built in the late 1950s on the east side of Mountain Avenue between Fourth and Sixth Streets, has come under a threat to become a major retail activity in the city. Over the years the plaza has lost much of its economic vitality; it has become outdated and unsuccessful, suffering much physical decay and lost many of its tenants.

A wave of improvements in the early 1980s when it received a cosmetic facelift, but in major tenants — the Market Basket Grocery Store — moved out, things started to go downhill once again. City leaders are optimistic that their new plan to tear down the old complex and build on the site will help revive Ontario Plaza.

At the direction of the mayor and city council, the Ontario Redevelopment Agency (RAA) has been working on a revitalize plan on the project. Agency leaders hope to have construction started as early as this summer. Recently unveiled plans for the project call for a new Albertson's supermarket, a total of over 150,000 square-feet of new commercial retail space, and a new 80-unit senior citizen housing complex.

The plaza saw a short revival in 1988 when it received a cosmetic facelift, but in major tenants — the Market Basket Grocery Store — moved out, things started to go downhill once again. City leaders are optimistic that their new plan to tear down the old complex and build on the site will help revive Ontario Plaza.

Many of the existing tenants, including Family Dollar, Party City, and a number of specialty shops, are optimistic that the new plan will revitalize the shopping center.

**RENOVATION UNDERWAY FOR RADISSON HOTEL**

The 12-story Radisson Hotel in downtown San Bernardino is undergoing a $1.6 million renovation of all its guest rooms, elevators, and the hotel's lobby and restaurant areas to meet the city's standards for hotel reconstruction.

General Manager James Deskins said, "The work will be done in phases so that guests will not be inconvenienced during the work. We expect the project to be completed by November 1996." He added that the hotel's computer system will be upgraded for quicker check-in.

Deskins also announced several promotions for Radisson Hotel guests and business travelers. A $75 gift certificate to Spencer's Restaurant, Boomers' Lounge, room service and the catering and banquets departments. McCann was named food and beverage director and will oversee operations of Spencer's Restaurant, Boomers' Lounge, room service and the catering and banquets departments.

"We are optimistic that their new plan to tear down the old complex and build on the site will help revive Ontario Plaza."

**Creative Audio Marketing**

The following concepts should have been included in our list but have been deleted by default: Deseret Hills Factory Store, Center at Ontario Mills, Radisson Mall. Not applicable: N/A = Not applicable; NO = Not available; **B** = Best Deal as of current publication. The information in the above list was obtained from a shopping center's directory. The latest list of information for the above shopping center is available at the source. (909) 946-7511/949-6740

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Call 1-800-747-2562 today!
LETTERS TO THE EDITOR
(continued from Page 6)

MDW was created in 1928 to build an aqueduct to provide an ongoing source of Colorado River water to Southern California. In 1960, the U.S. Supreme Court cut MDW’s 1.2 million acre-foot water allotment by half. Although the implications of this decision were devastating, more than 40 years later, Southern California has, fortunately, yet to experience the negative impact.

Other states, principally Arizona, have not developed as quickly as anticipated. The Secretary of State’s office has recently declared Arizona to be medium-size water agencies. As the population grows, the price of water is likely to rise. MDW’s reliable, affordable water for 16 million area owners is still a valuable asset. MDW has a proven track record of managing water effectively and efficiently. MDW is committed to providing water for the needs of Southern California.

On March 26, voters throughout San Bernardino County will have a chance to head on views at Measure L. (The Clean Desert Water Coalition: the real water coalition) and Measure M. (The Rail-Cycle Water License) in the March election. If approved, voters throughout the county will be able to decide if we are going to have clean, reliable water for 16 million area owners.

Sincerely,

John V. Foley
Chairman of the Board Metropolitan Water District of Southern California

Dear Editor:

On March 26, voters throughout San Bernardino County will have a chance to head a ballot item on the issue of clean, reliable water. The Colorado River is the lifeblood of the region. MDW has been providing clean, affordable water for more than 80 years. The need for clean, reliable water is more important than ever.

Thank you for the opportunity to review a report that was submitted to the San Bernardino County Board of Supervisors on Jan. 23, which became even more enlightening on March 26 when Measure L was passed. The potential import of 19618 ton per has placed significant pressure on San Bernardino County to consider lowering tipping fees.

On Jan. 23, 1996, the Board of Supervisors considered a report from the San Bernardino County Solid Waste Management Department to lower tipping fees. The county agency has not been able to secure additional water from the Colorado River. SANAG has secured an additional 600 acre-feet of unused water on the Colorado River. The Colorado River is the source of most of the water used in Southern California. The county has not developed as many new water sources as Arizona. According to the March 1992, San Bernardino County has not developed as many new water sources as Arizona. The report concluded that the Rail-Cycle project will solve our county's most important water problem. The problem is in the fact that we are going to import [it] from out of state.

The facts in today's market clearly dictate that there is more than enough capacity throughout Southern California, as witnessed by the Imperial County, which will be filled with an additional capacity of this project. If we are going to secure the necessary capacity, we will need to come from Southern California.

We have been pushed out of Southern California by the growing businesses with the more diverse business product offerings of the larger financial institutions. Small businesses have been pushed out of the market by the large financial institutions. Small businesses have sometimes been left out of the market by the large financial institutions.

Account receivables financing has always been a means of providing growing businesses with the necessary working capital. The Rail-Cycle project will also help the smaller community banks solve our county's most important water problem.

The report also concluded, "The County already has been faced with an opportunity to sell a large portion of landfill capacity at the Landfills Fund for jurisdictional councils in the City of Ontario. The report also concluded, "The County already has been faced with an opportunity to sell a large portion of landfill capacity at the Landfills Fund for jurisdictional councils in the City of Ontario. The report also concluded, "The County already has been faced with an opportunity to sell a large portion of landfill capacity at the Landfills Fund for jurisdictional councils in the City of Ontario.

BARTER EXCHANGE
(continued from Page 1)

If you’re a "small business" who has had difficulty in obtaining financing through conventional sources - Inland Empire National Bank and the California Small Business Development Corp., please call for additional information.

Jack Brown, chairman, president, and chief executive officer of Inland Empire National Bank and the California Small Business Development Corp., is available to help you.

Call: (909) 780-2265
Fax: (919) 728-5858

Equity Funding

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Office 95: Is It Worth the Upgrade?

by Carlene Jones

With the advent of Windows 95, many Microsoft Office users may feel pressured into upgrading to Office 95. That's not necessarily true—Office 95 does not offer an enhanced program, or is this another ploy to get us to spend more money? An upgrade that will be upgraded again within a few months? Do its new features justify the expense? Is its efficiency potential so great that we can't live without it?

We have all heard of Windows 95's 32-bit processing capabilities. We all been told that the old version of Office was programmed for 16-bit processing; therefore, it could not benefit from the speed we've been assured we will get with Windows 95.

But we weren't told that our old 486 DXs with only 8 MB of RAM and only 16-bit capabilities weren't powerful enough to run Windows 95. What we weren't told was that the new Windows 95 package from which you can get Office 95 and you're thinking of upgrading from Windows 3.1 wouldn't be able to access it.

Remember the Office task bar? It was, in fact, replaced by one that offers Schedule+ options, and Bookshelf is included when you purchase the program on CD. You will have to be happy with the Windows 95 task bar which only lists open programs. No more clicking on a button to open other programs. Instead, Microsoft Office adds a level to the "Start" button to open.

The actual additions to the various programs inside the Office (Word, Excel, PowerPoint and Access) are not that great: some new features, but nothing revolutionary. Access has probably undergone the most changes. It has been reprogrammed. Many of its "wizards" so end-users will have more control of how things will work. But for those who program in it, the new wizards may be more of a nuisance than anything else. The module language was changed from Access Basic to Visual Basic. This is a plus, since many programmers used Access as a front end for a Visual Basic program which ultimately ran faster and more efficiently than databases programmed in Access Basic.

Be careful, though. Access programmers need to be aware that if they design a database using Access 7.0, Windows 3.1 users will not be able to access it.

Another new feature is the Binder. The Binder allows you to create documents in different Office products into one presentation with continuous pagination. It is like an advanced Master Document tool that can be used from any document and you can create a "mailing" list and add "to" and "cc" to 

The fiscal year, we aren't able to spend more money on an upgrade that will be upgraded again within a few months? Do its new features justify the expense? Is its efficiency potential so great that we can't live without it?

The industry's ability to continue posting record-setting quarters is market-specific, especially in light of the shrinking net interest spread before loan loss provisions, said Con Rushing, president of Sherwin's Financial Services. "The real question is how long can these profit levels be maintained?"

The savings and loan industry also reported record earnings during the third quarter of 1995, with a profit of $1.8 billion, up 8.4 percent, over the first three quarters of 1995, with a profit of $1.8 billion, up 8.4 percent, over the first three quarters of 1994.

"It's been a year since we started working with Union Bank.

"Has it been a good year?"

"Very. We've expanded to nearly 3,000 locations worldwide."

"Congratulations."

"You came through when our previous bank didn't and that made it easier for us to grow."

"I'm glad we could help."

Union Bank
More Bank for Your Business.
CVB to Be Renamed

CVB Financial Corp., the parent company for Chino Valley Bank, announced that the bank will change its name to Citizens Business Bank upon completion of its acquisition of Citizens Commercial Trust and Savings Bank of Pasadena. The parent company name will remain unchanged.

The decision to change the name of the bank was the result of significant financial growth and the geographic expansion during the last four years. New offices were acquired in Fontana, Victorville, South El Monte, Brea and Fullerton. Chino Valley Bank expects to complete the acquisition of Citizens Commercial during the second quarter of 1996, adding four offices in Pasadena, San Marino and La Cañada-Flintridge. The combined banks will have 23 offices serving 19 cities, and the renamed bank’s total assets will rise from $125 million to $1 billion.

"Naturally, the decision to change the name of our bank was a difficult one," said Linn Wiley, president and chief executive officer of CVB Financial Corp. and Chino Valley Bank. "We all have a close association and attachment to the community of Chino, where we started and where we enjoy nearly a 30 percent market share. At the same time, we are obligated to consider our broader geographic scope and the constituencies of these areas."

Chino Valley Bank is the largest bank headquartered in the Inland Empire, according to bank officials, with 19 offices in Riverside, San Bernardino, northern Orange and eastern Los Angeles counties.

Michelle Jett was named senior vice president and cashier at California State Bank. Jett will oversee a major computer upgrade and conversion for offices in the Inland Empire, and in Orange and L.A. counties.

SMALL BUSINESS LENDER HONORED

North County Bank was ranked 10th in the nation among U.S. Small Business Administration (SBA) lenders for the number of loans made in 1995. The Encinitas-based institution has eight full-service offices including branches in Temecula, Murrieta, Beaumont, Banning, and Cabazon.

The bank was also recognized as SBA Lender Advocate of the Year for providing the highest number of SBA loans in 1995. The Encinitas-based institution has eight full-service offices including branches in Temecula, Murrieta, Beaumont, Banning, and Cabazon.

The bank was also recognized as SBA Lender Advocate of the Year for providing the highest number of SBA loans in 1995. The information service noted that regional economic conditions and California community banks’ portfolio decisions to shift to commercial real estate lending had a significant impact on their asset quality between 1990 and 1994.

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Headline News
Health • Sports • Business Weather • Restaurant Review

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MONDAY THRU FRIDAY AT 7 AM

* Please check your local cable listings for time, day and channel in your area, or tune to KZKJ Channel 30 or on UHF.

Southland Home Sales Increase, Values Continue to Decline

Sales of new and existing homes in Southern California increased by 3.5 percent in January, compared to the same month last year. According to TRW REDI Property Data, a nationwide real estate information service based in Anaheim, more than 11,000 escrows closed on single-family homes and condominiums in the first month of the year.

The increase marks the second monthly jump in home sales in the course of the last 13 months. The last time sales went up in the Southland was in Oct., 1993. Despite the increase, a TRW REDI spokesperson said, “It is imprudent to declare that Southern California’s housing market has turned around after a disappointing 1995.”

The information service noted that home values remain soft throughout the region and homeowners continue to lose equity.

Foothill Independent Bank

Our bank has money back guarantees on SBA Loans.

Foothill Independent Bank’s SBA Loan program is backed by the U.S. Small Business Administration. Working Capital, Equipment, Business Acquisition, Expansion, Inventory, Defer Refinance, Leasehold Improvements.

WE SPECIALIZE IN BIG LOANS FOR SMALL BUSINESS

Our full service SBA Loan Department can assist your business with financing for: Purchase/Refinance of Owner Occupied Commercial Real Estate Working Capital Equipment Business Acquisition/Expansion Inventory Defer Refinance Leasehold Improvements.

As a local community bank, our primary objective is to provide area businesses with superior service and quality business banking products. It is our goal to do our best to meet your company’s ongoing credit and financial needs requirements and build a lasting banking relationship.

For details on our SBA loan programs, call John Woodward, Vice President & SBA Loan Manager, (909) 383-4608.

INLAND EMPIRE BUSINESS JOURNAL • MARCH 1996
and 1993 respectively.

"Recent profits in the nation's S&Ls were driven mainly by low loan loss provisions and steady loan growth," commented Rasling. "Given the loan growth now being realized, the industry's ability to maintain loan loss provision expenses at their current low level is questionable.

Loan Demand Fuels Asset Growth; Thrifts Steady

Total bank assets grew during the third quarter of 1995 by $35.8 billion, or 1.4 percent, raising the industry total to $4.2 trillion. Loan demand continues to spur this growth. Total domestic loans grew by $49.3 billion, or 2.2 percent, during the third quarter, and loans in foreign offices of U.S. banks rose by $7.7 billion, or 3 percent. The most significant growth during the third quarter was realized in home mortgages, up $14.6 billion, or 2.8 percent, consumer loans, up $14.4 billion, or 3 percent; and commercial and industrial loans, up $4.7 billion, or 0.9 percent.

Total assets for the industry realized a slight decrease of $3.1 billion, or 0.4 percent, totaling $775 billion for the third quarter of 1995. The declining trend in the number of thrifts leveled off during the third quarter, with the industry reporting a decrease of 1,106 institutions in both June and Sept. of 1995. This is down 4.4 percent from the 1,573 thrifts reported in Sept. of 1994.

Decline in Bank and S&L's Non-performing Loans

During the third quarter of 1995, non-performing loans outstanding at the nation's commercial banks fell $214 million, or 0.7 percent. Non-performing loans as a percentage of total loans decreased to 1.22 percent, compared to 1.26 percent as of June 30, 1995 and 1.46 percent as of Sept. 30, 1994.

"Although overall bank asset quality continues to improve, the trend is non-performing consumer loans, which have grown nearly four times as fast as total consumer loans during the third quarter of 1995. This number is down $219 million, or 1.9 percent, from the $8.1 billion reported in Sept. of 1994. For a FREE discussion call 800-750-7888.
Breeding Farm Yields to Tilt-Ups

The country's largest speculative warehouse is being built on former Old English Rancho pasture land in its first phase of development.

by Gary Brodzeit, Editor

The verdant pastures of one of California's most venerable

Thoroughbred breeding farms is making way for what is currently the nation's largest speculative ware­house complex.

Old English Rancho in Ontario is the state's top breeding facility for Thoroughbred race horses in 13 of the last 36 years and currently ranked in 13 other years — is being developed in the first of three phases. Thoroughbred Business Park, North, is advancing under the direction of owner E.W. "Bud" Johnston and Master Developers Corporation of Newport Beach.

The third phase of Missions Boulevard and a facility for construction of one of the three concert tilt-up "spec" buildings now under construction. Missions' 178,000-square-foot building will house in West Coast and Pacific Rim distribution which will serve customers primarily through the airport's air cargo.

Thurston Manager of Distribution Mike Kincannon said, "This will be our flagship center." He cited three reasons for moving operations to the business park: its location near the airport, a building suitable to the company's needs; and because of Missions' goal to serve the 11 west­est states and Pacific Rim customers.

As of its other facilities are in Ontario, Cali­fornia, and Thousand Oaks. Thousand Oaks facility have been filled with orders for 350 tons of steel, a building suitable to the company's needs; and because of Missions' goal to serve the 11 west­est states and Pacific Rim customers.

The computer distribution will bring 50 tons with it in August from an interim facility in Fontana, but company spokesmen indicated the automated plant may employ up to 320 workers.

The largest building in the busi­ness park, with 336,000-square-foot of floor space, and a 152,000-square-foot buildings, is a large-scale truck yard, secured truck courts, 32,000 minimum clearance and "fast­p answer" fast secure systems.

Johnston said he had been con­sidering developing the 120-acre property since the mid-1970s, but conditions were not right until late last year. The family has been pursu­ing commercial property in Fresno since 1963 for a replacement property in Ontario. The family has its nearly 400-acre central California ranch will house all of Old English Ranch's remaining broodmares and yearlings after the second phase begins.

"It's the biggest thing," Johnston said. "The horse business is a pretty good barometer to tell how business is moral in the market as a whole.

Stewarts served as president/CEO of two local banks and brings more than 25 years of banking and financial experience to his new posi­tion. He has been a resident of the Inland Empire for 18 years and has been active in many community organizations including the Inland Empire Chamber of Commerce, Rotary Club, Ontario and Chino chambers of commerce, Boys and Girls Club and United Way.

Vineyard National Bank is pleased to be able to make this service available to the communities it serves and invites anyone to stop by and speak with Warren Stewart, or to call him at (909) 910-2500.

Advertising

Steve Sennbach, president of Vineyard National Bank, announced that investment services provided by AFS Brokers, Inc., are now avail­able at each of the bank's branches.

Warren Stewart, an alternative invest­ment manager, joins AFS at the Vineyard National Bank locations.

Stewart will be specializing in a variety of investment services along with busi­ness and personal financial planning.

Alternative investment services will be provided by appointment in all of Vineyard National Bank's five branches, located in Rancho Cucamonga, Chino, Diamond Bar, Crestline and Blue Jay.

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There are a number of reasons why Scott's book is more than just a guide to a better life. The writing is excellent, mixing a combination of crisply written tips with attention-grabbing narrative. His information is solid but based on personal experience. Scott's initial career setbacks and two marriages have made him a loser. Most corporate personnel directors neither encouraged nor provided the help he needed. He is a writer and marketer, salesperson and businessman; he is also an entrepreneur.


Success is rarely found where the crowd has gathered.

by Henry Holtman

There's no half-way to it. Whenever a consumer combines motives and a solid notion of how to invest, his/her...
Managing

by Peta G. Benson

People in every era think they live in the most amazing and incredible time. Each generation considers possibilities that would have been inconceivable a couple of decades earlier.

OK, so maybe we’re not the first to come up with this game of chess. A king, delighted with this new pastime, washes his hands under the faucet, finds food in the refrigerator, cooks on the stove top, turns on a lamp and puts his feet up in front of the TV. But this fellow will be lost when he gets to the office, if he has one. His desk is crowded with unfamiliar equipment, there is no personal secretary for him to rely upon, few records are available on paper, he does not understand the product or service his company sells, and his boss is a voice from another time zone on a speaker phone. He does not know how to make a call on his cellular phone, open his e-mail, send a fax, or participate in a satellite-transmitted video conference.

What then, manager? Will you, like the people you lead, be at a standstill while you try to regain your equilibrium? Or will you realize that the only way to master an uncertain future is to start it straight in the face, create with your people a shared vision for the 21st century, and back it up with visible leadership and performance support? If you are able to do this, both you and your employees will hope eagerly toward the new millennium and use exponential change to propel your organization and yourself to new levels of mastery.

Peta G. Benson, Ed. D., is a principal with CDI-Go-Developement International. CDI is a global management consulting firm that helps corporations with strategic planning and complex business issues.

Spring Employment Outlook is Bright for Upland Area, Mixed Elsewhere

Job growth projections for Upland during the second quarter appear positive, while San Bernardino and Riverside employers will struggle to expand employment opportunities.

The quarterly survey of employers in Upland reveals that 16 percent plan to add workers during the April to June period, while only three percent expect to cut back. Seventy-eight percent anticipate no change, while three percent remain uncertain.

Upland-area job opportunities are most likely to be found in non-durable goods manufacturing, transportation and public utilities categories. Mixed industries are found among wholesale-retail trade and services employers.

The best hiring prospects are expected in wholesale-retail trade and services, but fewer workers will be needed in the construction and durable goods manufacturing industries.

Double goods manufacturing and public administration offer the best job opportunities for the spring, while staff reductions are expected to occur in the construction and transportation and public utilities categories. Mixed industries are found among wholesale-retail trade and services employers.

Riverside areaemployers reveal an even closer margin of projected hiring gains over reductions. Ten percent plan to add workers, while six percent expect to cut back. Eighty-one percent anticipate no change and three percent remain uncertain.

The best hiring prospects are expected in wholesale-retail trade and services, and in wholesale-retail trade and services.

Inland Empire growth, credit quality has improved. "This marks another sign that California’s economic recovery is continuing and expanding," said Gov. Pete Wilson. "This upgrade will give the state an economic boost at the end of last Friday’s [Feb. 23] announcement that we have added more than 377,000 jobs since Jan., 1995 and that our job growth is growing at twice the rate of the nation.”
BUSINESS LEADERS FEAR BALLOT MEASURE WILL DETER STATE'S GROWTH

Business and tort reform leaders are concerned that the passage of a proposed ballot initiative will deter businesses from moving to the state.

The initiative, called "Attorney Client Fee Arrangements," will be decided in November.

Tort reform leaders worry that the measure, if passed, will lead to increased litigation costs and make the state less attractive to businesses.

The California Chamber of Commerce recently released a study showing that the state's lawsuit climate is one of the worst in the nation.

Among the provisions found in the state attorney general's summary, the proposed initiative aims to prevent legal settlements and make it more difficult for businesses to recover costs associated with lawsuits.

The measure, if approved, would essentially ban class settlement awards, which are often used to compensate large numbers of injured individuals.

Proponents of the initiative argue that it would save businesses money by reducing the number of lawsuits and making it easier to settle cases.

Proponents of the current legal system argue that it is necessary to protect the rights of injured individuals and ensure that they are compensated for their losses.

The debate over the initiative is expected to be heated, with both sides citing statistics and anecdotes to support their positions.

In the end, the outcome of the initiative will have a significant impact on the state's economy and its ability to attract new businesses and create jobs.
California Venture Forum

by Rebecca S. Jones

You've spent hundreds, no, thousands of hours researching, writing and rewriting and now you have a crisp, neatly bound business plan. What's next?

That's where the California Venture Forum comes into the picture.

WHAT IS THE CALIFORNIA BUSINESS FORUM?

In 1994, Southern California Edison (SCE) and the California Venture Forum (CVF), created and implemented a two-stage process to successfully match investors with companies that were looking for financing. The first phase of this program offers a business plan and presentation development program. The second phase, the Special Investor Forum, showcases large numbers of companies in search of venture capital.

The review process is intensive and thorough. Each business plan is reviewed by at least two experts using an evaluation tool that provides a scored assessment of the business plan. The evaluation tool includes an opportunity for reviewers to indicate how the business concept rates in various areas like market potential, economic issues (i.e., ROI, return on investment, potential), competitive advantages, ability to erect barriers to competitors and the strength of the management team.

Based on the reviews, 12 to 15 business plans are selected and company executives are invited to a follow-up, day-long presentation workshop. The workshop is designed to identify key data in the business plan, such as marketing, finance, R&D (research and development), and develop the information into "sound bites" that will quickly gain investor attention.

The selected companies then make a seven minute presentation of their business plan at the Special Investor Forum, to an audience that includes investors, business experts and advisors. The evening of the forum includes a networking dinner and plenty of opportunity for question and answer sessions after the presentations.

DOES THE FORUM PROCESS REALLY WORK?

A year after the first forum, an independent survey was conducted to gauge the success of the program. Eleven of the 16 presenting companies participated in the survey. Nine of the 11 companies successfully raised money in the 12 month period since the inaugural forum. A total of $3.78 million was raised. Several of the companies have found the process so valuable that they have now presented in other forums as well.

That's where the California Venture Forum comes into the picture. The forum includes an opportunity for reviewers to indicate how the business concept rates in various areas like market potential, economic issues (i.e., ROI, return on investment, potential), competitive advantages, ability to erect barriers to competitors and the strength of the management team.

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How can I apply?

The California Venture Forum will sponsor two Special Investor Forums in 1996. The first is scheduled for May 15, and the second will be held in November. A company that wishes to be considered as a presenter for the November forum needs to apply by July 31, 1996.

Two copies of a company's business plan, along with a check for $150, need to be sent to:

California Venture Forum
1560 E. 10th Street, #300
Ontario, CA 91761

Rebecca Jones is a Southern California Edison project manager. For further information on the California Venture Forum, or for assistance in developing a business plan, you can call (800) 333-4766.
The Vaughan Group, she will manage a portfolio of accounts—overseeing design, printing and all aspects of clients' services.

Moreman, formerly of Watkins Moreman Design, is an award-winning graphic designer with a comprehensive background in publishing and advertising. As art director for several national sport-oriented magazines, he has received numerous awards and accolades including three MAGGIE awards for graphic design from Western Publishers Association.

"We are extremely excited with the business activity taking place in the Temecula-Murrieta region, and the addition of Maureen Dresch and Mike Moreman gives us the opportunity to better respond to this growth cycle," said Vaughan.

The firm serves national and regional accounts from offices in Riverside and Temecula. The Vaughan Group is affiliated with PPC Graphics, a full-service commercial printer headquartered in Riverside since 1955.

GOURMET CATERER ATTENDS SPECIAL EVENT CONFERENCE

Mindy Smith, of Erharts Custom Catering & Events Productions in Temecula, attended a recent four-day special event conference in Phoenix, Ariz., that displayed the latest trends in wedding, company party, and fund-raising events planning and coordination.

"I am working with a lot of brides who provide not only my catering services, but the logistical coordination as well. Each and every bride has a unique idea of how her special day will be, and I strive to create that vision," said Smith.

Erharts Custom Catering originated in Orange County where that operation specializes in corporate catering and large social gatherings. The Temecula branch also provides executive lunches and Western barbecues.

HOSPITAL APPOINTS COMMUNITY OUTREACH DIRECTOR
Riverside Community Hospital (RCH) appointed Dan Anderson as director of community outreach/chaplaincy. Anderson will identify the health needs of the community and then work with agencies that deal with those concerns to help provide necessary services.

Anderson, a 2 1/2-year employee of RCH, is now involved in assessment work related to identifying various agencies within the Riverside area that the hospital can assist. Riverside Community Hospital is already involved with Kids in Need of Doctors (KIND), and provides a women's screening center and free health education programs.

VISITORS BUREAU REPRESENTATIVES NAMED
The governing board of the Palm Springs Desert Resorts Convention and Visitors Bureau have begun terms which will run through 1996. The Joint Powers Authority (JPA) Executive Committee of the Palm Springs Desert Resorts is chaired by Councilwoman Joan Benson of Palm Desert, with Mayor Pro Tem Arthur Newman of Rancho Mirage as vice chairman. The JPA Executive Committee members are elected from its eight member cities and Riverside County.

Ray Diaz, Palm Desert's city manager, is chairman of the Technical Advisory Committee while Herb Rafetto, general manager of the Hyatt Regency Suites-Palm Springs, will chair the Hospitality Industry and Business Council of the Palm Springs Desert Resorts Convention and Visitors Bureau.

"Laws were made to be broken"
Christopher North, May, 1830

"Had laws not been, we never had been blamed; for not to know we sin is innocence"
Sir William Davenant
1660-1668

9333 BASELINE ROAD, SUITE 110 RANCHO CUCAMONGA CA 91730
(909) 980-1100 • FAX (909) 941-8610
Inland Empire Restaurant Review

by Robert Blidcoe

On hunger

But instinct warns me of two things: (1) that I am a classic foodie, and (2) that I do not want to risk making my stomach grumble. But what if I could find a restaurant that offers both? A place where I can enjoy a delicious meal without feeling hungry again afterward?

Prime directive begins. I will direct my basic urges toward one united desire. Fire my wallet at a place I can actually enjoy, without worrying about wasting my money on food that is not worth eating. I am ready to test my hypothesis.

Gina's Ristorante, Upland

That's why I went to Gina's Ristorante (translation: "restaurant"). To satisfy a primal calling: fine Italian dining. The place has been around for years, and has stood the test of time. The food is consistently good, and the service is always friendly.

We had a couple of the veal dishes and although they were quite good, I am not feeling satisfied. I am going to climb up on my soapbox here for a minute and tell you all that while I am hardly a proponent of the animal rights movement, I do believe that if we cannot eat what we have killed, our food choices will become more sustainable.

Every time you experience the necessity to use fewer animals for your meals, you are making a positive impact on the environment. This is a concept that many people are not aware of, but it is something that we should all be thinking about when we make our food choices.

Robert Blidcoe is the author of the Inland Empire Television News' "Restaurant Review" segment.

TABLE FOR TWO!

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<td>909-883-5704</td>
<td>Monday - Saturday 11:30am - 9:30pm</td>
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and Entertainment Guide

by Jerry D. Maul

NEW WORLD WINERS

The first of the major wine competitions is the New World International Wine Competition (NWIC), conducted this year at the Mount-Rainier Hotel in Southern California.

Open to wines produced anywhere in the "New World" (i.e., North America, South America, Australia, New Zealand and South Africa), the competition has been, for the past several years, a virtual crystal ball of the medal-winning wines of the year. Winning a medal is most valuable for a wine in the beginning of its lifecycle, dividing the wines into categories of "inexpensive," "moderate," "premium," and in some large categories, even "super-premium." This is because we don't expect the same thing from a $5 "lightweight variety" that we expect a $40 "reserve." NWIC awards excellence and recognition to wines that inform consumers of the best wines within the price range in which they most frequently shop.

The judges are well-versed wine critics who have been there, done that. They are well-known retailers, restaurateurs, importers and enthusiastic consumers who serve as the "eyes and ears" of the consumer.

NWIC is the only wine judging in the U.S. to give not only gold, silver and bronze medals, but also to award "commendation" and "favorable attention" for wines that may have been overlooked by other judges.

Table for Two is the only restaurant review show of its kind on television. The show airs...

3:00 pm on Tuesdays and 6:30 pm Saturdays

WINE SHIPMENT FELONY

Shame on Kentucky. Proposed changes in the laws dealing with the shipment of wine are one of the latest examples of the anti-consumer, anti-competitive, not for the dietician. The new laws would force retailers to buy only from wholesalers, denying any loopholes that might allow retailers to buy directly from producers or importers. The laws would legally ban so-called "gray market" sources which have saved consumers thousands of dollars in other states. Small California wineries would be forced to affiliate themselves with wholesales who would have client lists too large to service, or be locked out of the state altogether. The commonwealth of Kentucky is proposing to make it a felony to ship wine to dieters who could drive five or ten years in jail and pay a $25,000 fine. And get this: there's no penalty for buying, only for selling. The locals don't want you to get their hands on these wines.

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Cathedral City Businesses

Go Online!

The Cathedral City Chamber of Commerce became the first such group in the Coachella Valley to utilize a local online service to provide information to the public and to businesses. The chamber finalized an agreement on Feb. 7 with CyberVille, an online service provider located in Palm Desert.

"The Chamber wants to take advantage of new technology," Fred Bell, executive director of the organization. "What we're trying to do is continue to offer a variety of avenues for people to contact and work through the organization. What we like about CyberVille is that it's locally based."

The Cathedral City chamber and CyberVille are currently developing electronic pages that will provide a business directory of its members, a monthly newsletter, a forum area where the community can post questions and comments, and an electronic chat room where chamber employees and members can interact with other community members and businesses.

Cyndy Schonegroth, CyberVille's marketing coordinator, saidCyberville, page 55

**SCHDC is a regional non-profit corporation that promotes community, small businesses, affordable housing throughout the nine-county Southern California area.**

**FOUR FORMS INC. DEALS**

CB Commercial Real Estate Group Inc. in Riverside announced several high-profile deals that were completed last month.

Paul Reim represented the seller of a 2.5-acre plot at 1619 E. Eureka in San Bernardino; Sonoma Title Trust sold the property for $240,000 to Pacific Capital Lending; and Towndale Resorts Inc. ran a five-year, $500,000 lease for about 7,000-square-feet of office space in the Park Haven Business Center.

**EXCHANGE SPONSOR SEMINAR**

Interactive Desert Exchanges Association (IDES) is sponsoring a 21-hour seminar mid-month for licensed real estate salesperson.

The seminar is accredited by the California Association of Realtors and deals with the tax benefits of equity marketing and counseling clients.

Roy Crook, president of IDEAS, said the four-day course is being offered in response to increased real estate activity in the Palm Springs area. The seminar is scheduled March 14 and 15, and 21 and 22. For information, call Charlotte Fredricks at (619) 236-1213.

**INVESTMENT BROKER COMPLETES COMMERCIAL TRANSACTIONS**

The Ontario office of Marcus & Millichap Real Estate Investment Brokerage Company announced the sale of an apartment complex and a shopping center during February.

Alex Moharebi represented undisclosed principals in the purchase of Ahmad Zalmez's 19-story apartment complex in Riverside, located at 10050 Gould Avenue. The price was $1 million dollars.

Three agents participated in the sale of Central City South Shopping Center in San Bernardino, at 667 W. Second St. They were Alan Krezger, Alex Garcia and David Maiz.

Sey you read in...
Chamber of Commerce

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909-984-6877

**MORENO VALLEY CHAMBER OF COMMERCE**
Chamber events:
WAKE UP MORENO VALLEY!
Live news magazine format breakfast 6th Friday at 7 a.m.
BUSINESS IN ACTION • Networking
Thursdays at 7:30 a.m.
MONTHLY MIXERS
For details call the Moreno Valley Chamber of Commerce at (909) 697-4944

**TEMECULA VALLEY CHAMBER OF COMMERCE**
The Essential Tool For A Successful Business
The Temecula Valley Chamber of Commerce is dedicated to serving, promoting and supporting the local business environment with (five) standing committees:
Governmental Affairs, Education, Local Business Promotions, Membership Services, and Ways and Means.
Get involved with the Largest Business Network in Temecula Valley!
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fax (909) 829-1919

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PAGE 56  INLAND EMPIRE BUSINESS JOURNAL  MARCH 1996

PAGE 57  INLAND EMPIRE BUSINESS JOURNAL  MARCH 1996
Month in Review

1 A 49-bar Burlington Northern Santa Fe Railway train derailed south of Calpaz at 50 miles per hour, crushing concrete barriers and causing widespread damage. The train contained 10 hazardous chemicals that exploded and caught fire, sending smoke and ash across the area.

2 The combined chemical, lumber and transportation (Caltrans) program is one of the largest and most complex in the region. The program identifies and promotes the region's strengths and opportunities for businesses.

3 The Inland Empire Chamber of Commerce, in cooperation with the Inland Empire Economic Development Council, released its annual Economic Report.

4 The Association for Retarded Citizens of the Inland Empire (ARCIE) announced the opening of a new special education classroom for children with autism.

5 The Onokio Chamber of Commerce, in partnership with the Inland Empire Economic Development Council, hosted a seminar on small business development.

6 The Inland Empire Food Bank distributed over 350,000 pounds of food to families in need.

7 The Inland Empire Airport, in cooperation with the Inland Empire Economic Development Council, hosted a seminar on airport development.

8 The Inland Empire Food Bank announced the opening of a new distribution center in Fontana.

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- We have the only pediatric trauma center in the region.

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