May 1996

Inland Empire Business Journal

Follow this and additional works at: https://scholarworks.lib.csusb.edu/iebusinessjournal

Part of the Business Commons

Recommended Citation
https://scholarworks.lib.csusb.edu/iebusinessjournal/46

This Article is brought to you for free and open access by the Special Collections & Archives at CSUSB ScholarWorks. It has been accepted for inclusion in Inland Empire Business Journal by an authorized administrator of CSUSB ScholarWorks. For more information, please contact scholarworks@csusb.edu.
INLAND EMPIRE
business journal

VOLUME 8, NUMBER 5

$2.00 MAY 1996

WOMEN & BUSINESS EXPO
MARCIA CLARK SPEAKS OUT ON GENDER AND JUSTICE

PRESENTED BY GTE AND INLAND EMPIRE

RIVERSIDE CONVENTION CENTER - MAY 17TH

BATTLEGROUN
OF THE
MALLS?

CLOSE-UP:
SHERI
ROSS

CORPORATE PROFILE:
LIKKLE A DIS,
LIKKLE A DAS

WOMEN
OF
PROMINENCE
Marcia Clark Speaks Out

FRIDAY MAY 17, 1996

Women & Business Expo

PRESENTED BY

INLAND EMPIRE business journal

&

OFFICIAL SPONSORS

U.S. LONG DISTANCE
LOMA LINDA UNIVERSITY MEDICAL CENTER

Select Three Workshop Sessions - From Over Twenty-Five "WOMEN & BUSINESS EXPO 1996" - Registration

Registration fee includes: lunch, three learning workshops, two keynote speakers and networking.

Pre-Registration Required: The full-day pre-registration cost is $95 per person.

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
8560 Vineyard Ave. Suite 306
Rancho Cucamonga, CA 91730
(909) 484-9765/Fax (909) 791-3160

Workshop selection form will be returned with your paid registration receipt.

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 Marriana Nunes, a humorist that captivates, educates, and motivates her audiences. Having survived cancer, Marriana 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. Marriana is also known for her singles program, The Art of Flirting, in which her compassionate humor and effervescent personality delight audiences.

OFFICIAL SPONSORS

U.S. LONG DISTANCE
LOMA LINDA UNIVERSITY MEDICAL CENTER

Economist Skeptical Ontario Mega-Mall Will Have Dynamic Draw

Inland Empire economist Dr. John Husing said he fails to see that the Ontario Mills mega-mall will generate significant new revenue for the west San Bernardino Valley. “It will boost the economy only to the extent that it pulls in dollars from the outside world,” he said.

The successful Mills entertainment-style marketing efforts and retailing experiences in other parts of the country may not play in this region, Husing mused. “Southern California is really a very difficult market because of the number of entertainment options. It’s afoot in every community,” he stressed.

Husing said he expects a zero-sum transfer of retail revenue from other area malls to Ontario Mills.

Economist is skeptical that Ontario Mills will generate new revenue for the west San Bernardino Valley. “It will boost the economy only to the extent that it pulls in dollars from the outside world,” Husing said.

Husing said he expects a zero-sum transfer of retail revenue from other area malls to Ontario Mills.

Inland Empire: A Battleground of the Malls?

by Robert W. Relsky

The newest regional mall scheduled to open in the Inland Empire will be Ontario Mills. When the Mills-owned "super value retail center" opens in November, it will be the largest mall in the Inland Empire, 30 percent larger than the Montclair Plaza. Ontario Mills will encompass 1.7 million square-feet and have at least 11 anchor tenants, or major department stores: Bed, Bath & Beyond, Burlington Coat Factory, J. C. Penney Outlet, Marshall’s, Mikesic; Off 5th — Saks Fifth Avenue Outlet; Sports Authority; T.J. Maxx, and Trudy’s Kids.

Once a mall has leased its major anchor stores, management seeks other stores to fill up remaining retail space.

“For instance, new, exciting tenants is the most difficult task in the industry today,” said Mark Schofield, spokesman for the New York-based International Council of Shopping Centers. The council owns and operates 2,000 enclosed malls in the United States and 30,000 shopping malls worldwide.

A study conducted by Econometrics Associates of Los Angeles estimates that once Ontario Mills is opened, and over the next 15 years, it will bring the county $15.7 million dollars in aggregate tax revenues.

Economist John Husing is skeptical. He stated that the net gain or loss of retail dollars depends on whether the Ontario Mills mall will attract shoppers from outside the region.

“To the extent that it does draw customers from outside the region, it is contributing to economic growth,” said Husing. Otherwise it’s just an exercise in trade diversion.

Mall operators remain optimistic

Many of the existing centers’ officials say they are not concerned about the opening of the Ontario Mills complex.

Leasing representative Candace Rice with Donahue Scherber, agents for Montclair Plaza, said, “Montclair Plaza has everything that a shopper would want. They have the best service, food and entertainment — everything a shopper wants under one roof.”

But according to Kimberly Hughes Duncan, marketing director at Montclair Plaza, “We’re looking at ways to improve the physical features of the mall, emphasizing the mall’s family and community-orientation, to make it more comfortable for the shopper.”

Operations of Terra Vista Town Center — a much smaller mall which occupies less than 600,000-square-feet — are also not concerned. They cite a roster of stores that the other malls don’t have, such as the 24,000-square-foot Barnes & Noble Booksellers.

Paul Dempsey, senior commercial marketing director with Lewis Homes Management Corp., Terra Vista’s owner-manager, said, “We’re not competing with major anchor stores. Shoppers come here because of the low traffic, and we have stores like Target, Barnes & Noble and Home Express. They are going shopping at the other stores, eating here or going to the movies while they are here. We plan to open an Office Max and an Old Country Buffet soon.”

“Convenience remains a competitive edge,” said Randell Lewis, developer of Terra Vista Town Center.

Lewis Homes also owns Town Center Square at Terra Vista which is located next to the Town Center. Before Lewis Homes built Terra Vista Town Center, the builder first constructed homes in the area to support the shopping mall.

Some retailers disagree

Harry Gueruay, who operates Harry’s Jewelry in the Terra Vista Town Center, said, “Everyone is concerned. I’m trying to do some extra promotions in business.”

Plaza Continental, a small outlet mall with less than 50,000-square-feet, has been struggling since it opened. The operators have been trying to fill vacancies with tenants.


Texas firm selling utilities to California companies

Euron Capital and Trade, a Houston-area firm, is soliciting customers in California while offering as much as a 19 percent discount on natural gas prices.

The move follows the recent deregulation of utilities distribution in California.

Tara Stramble, spokeswoman for Euron, said the company is among the top 100 of the Fortune 500 and has been in business for 10 years. Company officials intend to expand service offerings in the near future, she said, to include the sale of electricity.

In a related development, the federal Energy Regulatory Commission voted April 24 to deregulate the wholesale delivery of electricity nationwide.

Coachealla Valley awarded Clean Cities Region designation

The Coachealla Valley was named a “Clean Cities Region” by the U.S. Department of Energy at a ceremony April 22 — Earth Day.

continued on Page 56

continued on Page 73

“Historically, employers worked their way up from a technical position and worked at night on earning their degrees. I was among the first group of people, certainly among the first group of women, who came in with an advanced education.”

Inland Empire Counties Co-founded Medi-Cal Provider

by D'Lois DeBarge

Medi-Cal recipients in Riverside and San Bernardino counties will soon be offered a choice of two new managed care organizations (MCOs) — Molina Medical, a commercial plan that has been in existence for a number of years and the newly organized Inland Empire Health Plan.

Molina Medical is the current Medi-Cal provider in the county. The new plan, Inland Empire Health Plan is unique in the state. It is a joint powers agency that was formed by San Bernardino, Los Angeles and Riverside counties in June 1994, three years after the state signed managed care into law.

The health plan partnership was founded in response to the state's policy position that operating medical costs can be curbed at the local level, and to enable counties to attract a minimum plan provider to establish a local initiative in administering the Medi-Cal program. By combining resources, San Bernardino and Riverside counties hope to reduce health care costs in partnership with private enterprise.

The State Department of Health Services was forced in June 1994, to implement state Senate Bill 456. This legislation mandated that $10 million from the 1993-94 statewide pool of disproportionate share funding and distribution as start-up funds to targeted counties. Each county received $541,667 for planning and implementation of managed care.

Additionally, an arrangement with the Federal Health Care Financial Administration (HCFA) provides matching funds from Federal Financial Participation (FFP), which could double the amount available to each county. Currently, HCFA has established four counties as defined costs incurred since June 1994. The Inland Empire Health Plan is one of those counties and is designated to initiate operations, to be reaped out of operating funds.

Richard Bruno, newly appointed chief executive officer of IEHP, said, "A growing number of people who can save dollars ... our mission is to be a leader in Medi-Cal managed care, to provide a plan that can save dollars ... our mission is to be a leader in Medi-Cal managed care, providing a plan that can save dollars and to totally manage health care services in a cost effective manner."

Bruno said IEHP was organized and began operating in March 1995. The health care chief anticipates achieving approximately 75 percent, or 300,000, of the Medi-Cal claims in the two counties. The plan, which is one percent, will be assigned to Molina Medical, a commercial provider, instead of the traditional fee-for-service payment system, IEHP will offer capped managed care, which is also known as a prepaid health care plan.

Traditionally, medical providers have simply billed the state for services rendered, but ever-increasing fees to cover the cost of new technology and the increased stress of formularies have exceeded funding and caused delays. Furthermore, over-billing and fraud have created the need for scrutinizing claims. Utilization of services is recognized as the key to keeping costs down.

Additionally, many physicians have severely limited the state for services rendered, but ever-increasing fees to cover the cost of new technology and the increased stress of formularies have exceeded funding and caused delays. Furthermore, over-billing and fraud have created the need for scrutinizing claims. Utilization of services is recognized as the key to keeping costs down.

"As providers, we know that converting a medical center to civil use is difficult, and costly," said James Morgan, director of San Bernardino and Riverside International Airports. "But we also know it is worth it."

"Inland Empire Health Plan is funding closed and realignment changes being wrought at his own airport — formerly Norton Air Force Base at Southern California International Airport in Victorville and March Air Force Base near Riverside, will take from five to 15 years to complete. Notwithstanding the rigors of developing joint powers agencies and promoting and overseeing environmental cleanup and finding interim financing for redevelopment, the directors, managers and other personnel at the "Air Base and Conversion Development Opportunities" workshop agreed the reward of having major airports in their communities — increased trade and commerce — were worth the efforts.

"Panelists who spoke at the "Economic Transition" workshop indicated the Southern California economy is changing to one which is based on growth in four non-traditional areas: motion picture production; wholesale trade, engineering, management and computer services; and construction, tourism, entertainment, communications, health services and transportation were also mentioned as leading-edge segments in the recovery of the Inland Empire."

Economist Stephen Leyton can testify that jobs lost in the fifth year of "transition" are not automatically displaced by jobs in the various sectors of the economy, he said; the jobs needed in aerospace production, for example, are not the same as for the motion picture industry, and wages are not necessarily similar.

— Gary Broder

Connell Cites Presses on State Economy

California Congressman Kathleen Connell cited pressure on the state budget from three major areas when she addressed the Southern California Association of Governments (SCAG) at their annual general conference April 11. She named the three areas of concern as growing managed care, rising health care payments and longer prison sentences due to provisions of the three "strikes" law and the "three-strikes" incorporation.

"In fact, it has to do with the Inland Empire Business Journal and Inland Empire Television News, Connell said, her great concern since being elected to the post in 1994, was the aggressive series of audits that were underway for agencies of the state government. She said her office found $100 million in savings in operating costs in the Medi-Cal program. The congressman is directly or indirectly responsible for the state's corrections and education departments.

Connell attributed the creation of 300,000 jobs in California last year to international trade — "directly or indirectly," she said — and said that the immigration issue is "much more complex than is portrayed in this country's media." She said many immigrants arrive with little or no education, skills or resources that "creates more pressure" for the
S

Women and Immigration

Effective welfare reform — will when it happen? And how does that system make existing jobs unattainable for qualified, legitimate workers, yet attractive to illegals willing to risk detention, injury or death for the opportunity to make a living? By maintaining a lather pool vacuum, of course.

And why have our political leaders failed to see the simplicity and dependency of those two problems, and the simplicity of the solutions?

It is no wonder the economy reels when the combined value of public assistance benefits to unemployed individuals extends $11 per hour, when health benefits are included, when so much contribution to society or the gras regional product is required. Potential workers sometimes find it easier to elect to remain "displaced."

It's time to stop making welfare a more attractive way of life than working to earn one's daily bread. It's time to rework the welfare system into a safety net for the displaced from its configuration as a cornucopia of easy pickings which working taxpayers are forced to subsidize.

The problem is a two-barreled assault on our way of life: it removes incentives from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.

The solution is: We must strictly limit the duration over which benefits are allowed to collect welfare from the not-so-deep pockets of society. If a person is permitted to collect welfare from working taxpayers, then we must limit the number of times that the person is allowed to collect welfare from the not-so-deep pockets of society. The incentive from the free market and labor pools; it drains resources and undermines self-esteem without delivering hard goods or generating revenue.
Employment Services/Agencies

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone</th>
<th>Zip Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>AppleOne Employment Services</td>
<td>2495 Rivercenter Dr.</td>
<td>(909) 785-3000</td>
<td>92502</td>
</tr>
<tr>
<td>Colonial Temporary Services</td>
<td>3109 Pomona Rd.</td>
<td>(909) 787-2222</td>
<td>92507</td>
</tr>
<tr>
<td>Career Development Services</td>
<td>1431 Vans Way</td>
<td>(909) 783-3000</td>
<td>92501</td>
</tr>
<tr>
<td>Women's Industrial Mgmt., Inc.</td>
<td>3361 Arlington Ave.</td>
<td>(909) 786-7878</td>
<td>92506</td>
</tr>
<tr>
<td>Thomas Time, Inc.</td>
<td>2546 Inland Ave.</td>
<td>(909) 786-9900</td>
<td>92506</td>
</tr>
<tr>
<td>Interion Personnel</td>
<td>703 E. Inland Empire Blvd., #330</td>
<td>(909) 783-1100</td>
<td>92506</td>
</tr>
<tr>
<td>Kimco Personnel Services</td>
<td>1245 Central Ave.</td>
<td>(909) 783-1100</td>
<td>92501</td>
</tr>
<tr>
<td>Caliber Staffing Services</td>
<td>2200 E. Inland Empire Blvd.</td>
<td>(909) 785-1100</td>
<td>92506</td>
</tr>
<tr>
<td>Baldor Staffing Services</td>
<td>10777 Seven Ave.</td>
<td>(909) 786-7878</td>
<td>92506</td>
</tr>
<tr>
<td>Olympic Personnel</td>
<td>30 N. Mission Rd., Bldg. A</td>
<td>(909) 786-7878</td>
<td>92506</td>
</tr>
</tbody>
</table>

The following companies should have been included on this list but have failed to provide adequate data: Riverside Temp., Inc., Magna Temporary Staffing Services, Staffing Services, Inc. No credit will be given to any companies not included in this list.

The Guide also details regional living conditions — with specific information on what skills are hard to find, which industries are hiring and local business outlook, ratings on major industries in the region.

To obtain your FREE Salary Guide, call the Ontario Robert Half Staffing office at (909) 936-9600.

The Guide is Free... but the Information is Priceless.
A Touch of the Caribbean in Upland

D’Oyen's display of renderings retained from commissioned architectural projects. "That's how the gallery was born; when our architectural projects were finished, the original pieces were added to our collection," D'Oyen said. She has worked with numerous minority artists over the years on public design projects and privately commissioned contracts; the originals and comprehensive renderings retained from those projects helped grow Likkle a Dis, Likkle a Dat's gallery. It now features works by internationally renowned artists from the Caribbean — the roster includes Charles Bibbs, Bernard Hayes, Alex Basquiat and Edwin Harris.

The firm's Afro-centric and tropical floral designs are noteworthy. D'Oyen's Los Angeles Convention Center trade show booth design at "Location Expo" took first place. "We beat Hawaii!" with the Jamaican Film Commission entry, she said. Likkle a Dis, Likkle a Dat recently added Lenora Santa Monica Beach Hotel to its list of floral design clients for reception displays.

"Staging to provide something for everyone," D'Oyen explained, her 14-year-old business expanded in October 1995 to offer the decorative meeting facility as its latest creative addition.

"Our banquet-meeting facility offers an excellent opportunity for the community to utilize a Jamaican way of saying, 'a little of this, a little of that,'" D'Oyen said the gallery grew from her commercial design studio's display of renderings which takes place the last three weekends of August in Rancho Cucamonga Park in L.A.

The center's third year in Upland will be celebrated in July. D'Oyen said she chose to reopen the business there because she lives in the area and it is centrally located for her Los Angeles, Orange County and Riverside customers. She expressed confidence in the drawing power of the location near 1-10 in the retail corridor and economic development sections, to private receptions, dances and parties.

"Our new banquet-meeting facility offers an excellent opportunity for the community to utilize a Jamaican way of saying, 'a little of this, a little of that,'" D'Oyen said. "Likkle a Dis, Likkle a Dat's gallery is fascinated by the works of Caribbean craftsmen, and artists such as Charles Bibbs and Bernard Hayes."

There's Room in the Radio Booth for Mother and Child

by Paul Hughes

Balancing a career and a new-born child would be a daunting task for anyone. Cindy West got by with help from her friends.

West, the morning disc jockey at rock and roll radio station KXZK-95.5 FM, "The Burner," in Barstow, had her first infant son Gunnar with her for 10 months as she broadcast live daily from a small studio filled with compact discs and radio engineering equipment.

"They insisted I bring the baby in, I didn't ask," the peppy, popular morning host said. Listeners, she added, got a kick out of hearing the toddler cry in the background.

"A lot of people wouldn't think a rock and roll station would be a family place, but it really is," said West, who stopped bringing her son with her after 10 months. Gunnar is now a year old.

"A side from having her son at arm's reach while on the air five days a week, West may be breaking ground in other ways. She knows of no other women presiding over a popular 6 to 10 a.m. time slot.

"I'm the only woman who does morning as far as I know," she said. "It's definitely a male-dominated territory, but that's a male-dominated industry.

West has worked for the only classic rock station in the Desert for seven years and spins discs by the likes of the Doors, the Beatles, Elton John and others of the '60s and '70s. A common feature of her Monday through Friday show is the 'What's in my box' guessing-game segment. A door hinge creaks, a lid may shut. Callers with correct answers win prizes. She got the idea for the gimmick from a friend at a radio station in Anaheim.

And some of the highlights of her career are the fund-raisers the radio station has conducted on the air for worthy causes, such as for victims of the Laguna Beach and Hemet fires a few years ago, and the campaign to collect for the needy during the winter holiday season.

"West, a 1984 graduate of Big Bear High School and a native of the ski resort town, "sort of fell into" radio. A former insurance sales representative, she moved to Barstow in 1987 and tried to land a sales job at a now-defunct radio station. When they told her she was too young, West accepted a position doing engineering studio work at the station.

With no experience, she soon after landed her current position as DJ at The Burner. There, she has seen the station go through two other formats, but adult contemporary and oldies.

There's Room in the Radio Booth for Mother and Child

by Paul Hughes

Balancing a career and a new-born child would be a daunting task for anyone. Cindy West got by with help from her friends.

West, the morning disc jockey at rock and roll radio station KXZK-95.5 FM, "The Burner," in Barstow, had her first infant son Gunnar with her for 10 months as she broadcast live daily from a small studio filled with compact discs and radio engineering equipment.

"They insisted I bring the baby in, I didn't ask," the peppy, popular morning host said. Listeners, she added, got a kick out of hearing the toddler cry in the background.

"A lot of people wouldn't think a rock and roll station would be a family place, but it really is," said West, who stopped bringing her son with her after 10 months. Gunnar is now a year old.

"A side from having her son at arm's reach while on the air five days a week, West may be breaking ground in other ways. She knows of no other women presiding over a popular 6 to 10 a.m. time slot.

"I'm the only woman who does morning as far as I know," she said. "It's definitely a male-dominated territory, but that's a male-dominated industry.

West has worked for the only classic rock station in the Desert for seven years and spins discs by the likes of the Doors, the Beatles, Elton John and others of the '60s and '70s. A common feature of her Monday through Friday show is the 'What's in my box' guessing-game segment. A door hinge creaks, a lid may shut. Callers with correct answers win prizes. She got the idea for the gimmick from a friend at a radio station in Anaheim.

And some of the highlights of her career are the fund-raisers the radio station has conducted on the air for worthy causes, such as for victims of the Laguna Beach and Hemet fires a few years ago, and the campaign to collect for the needy during the winter holiday season.

"West, a 1984 graduate of Big Bear High School and a native of the ski resort town, "sort of fell into" radio. A former insurance sales representative, she moved to Barstow in 1987 and tried to land a sales job at a now-defunct radio station. When they told her she was too young, West accepted a position doing engineering studio work at the station.

With no experience, she soon after landed her current position as DJ at The Burner. There, she has seen the station go through two other formats, but adult contemporary and oldies.

Costs of living in Upland have continued to rise as much of the Los Angeles area has developed. One of the largest businesses to move into Upland is Likkle a Dis, Likkle a Dat.

"A shopkeeper at Likkle a Dis' gallery is fascinated by the works of Caribbean craftsmen, and artists such as Charles Bibbs and Bernard Hayes."

A shopper at Likkle a Dis' gallery is fascinated by the works of Caribbean craftsmen, and artists such as Charles Bibbs and Bernard Hayes.

Likkle a Dis, Likkle a Dat is 521 N. Mountain Ave., Suite E, Upland, CA 91786. D'Oyen may be reached by telephone at (909) 931-1034, or by fax at (909) 931-1035.

The address for Likkle a Dis, Likkle a Dat is 521 N. Mountain Ave., Suite E, Upland, CA 91786. D'Oyen may be reached by telephone at (909) 931-1034, or by fax at (909) 931-1035.

"A shopper at Likkle a Dis' gallery is fascinated by the works of Caribbean craftsmen, and artists such as Charles Bibbs and Bernard Hayes."

Balancing a career and a new-born child would be a daunting task for anyone. Cindy West got by with help from her friends.

West, the morning disc jockey at rock and roll radio station KXZK-95.5 FM, "The Burner," in Barstow, had her first infant son Gunnar with her for 10 months as she broadcast live daily from a small studio filled with compact discs and radio engineering equipment.

"They insisted I bring the baby in, I didn't ask," the peppy, popular morning host said. Listeners, she added, got a kick out of hearing the toddler cry in the background.

"A lot of people wouldn't think a rock and roll station would be a family place, but it really is," said West, who stopped bringing her son with her after 10 months. Gunnar is now a year old.

"A side from having her son at arm's reach while on the air five days a week, West may be breaking ground in other ways. She knows of no other women presiding over a popular 6 to 10 a.m. time slot.

"I'm the only woman who does morning as far as I know," she said. "It's definitely a male-dominated territory, but that's a male-dominated industry.

West has worked for the only classic rock station in the Desert for seven years and spins discs by the likes of the Doors, the Beatles, Elton John and others of the '60s and '70s. A common feature of her Monday through Friday show is the 'What's in my box' guessing-game segment. A door hinge creaks, a lid may shut. Callers with correct answers win prizes. She got the idea for the gimmick from a friend at a radio station in Anaheim.

And some of the highlights of her career are the fund-raisers the radio station has conducted on the air for worthy causes, such as for victims of the Laguna Beach and Hemet fires a few years ago, and the campaign to collect for the needy during the winter holiday season.

"West, a 1984 graduate of Big Bear High School and a native of the ski resort town, "sort of fell into" radio. A former insurance sales representative, she moved to Barstow in 1987 and tried to land a sales job at a now-defunct radio station. When they told her she was too young, West accepted a position doing engineering studio work at the station.

With no experience, she soon after landed her current position as DJ at The Burner. There, she has seen the station go through two other formats, but adult contemporary and oldies.

Likkle a Dis, Likkle a Dat is 521 N. Mountain Ave., Suite E, Upland, CA 91786. D'Oyen may be reached by telephone at (909) 931-1034, or by fax at (909) 931-1035.
### Law Firms

<table>
<thead>
<tr>
<th>Firm Name</th>
<th>City, Zip</th>
<th>Tel</th>
<th>Email</th>
<th>Web</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bisgaard Bisgaard, PA</td>
<td>Temecula, CA 92590</td>
<td>(951) 676-1720</td>
<td><a href="mailto:Info@bbjlaw.com">Info@bbjlaw.com</a></td>
<td><a href="http://www.bjlaw.com">www.bjlaw.com</a></td>
<td>General litigation, business law, real estate, personal injury, family law, bankruptcy, bankruptcy, divorce, estate planning, probate, business organization and operations, employment law.</td>
</tr>
<tr>
<td>Bisgaard Bisgaard, PA</td>
<td>Temecula, CA 92590</td>
<td>(951) 676-1720</td>
<td><a href="mailto:Info@bbjlaw.com">Info@bbjlaw.com</a></td>
<td><a href="http://www.bjlaw.com">www.bjlaw.com</a></td>
<td>General litigation, business law, real estate, personal injury, family law, bankruptcy, bankruptcy, divorce, estate planning, probate, business organization and operations, employment law.</td>
</tr>
<tr>
<td>Bisgaard Bisgaard, PA</td>
<td>Temecula, CA 92590</td>
<td>(951) 676-1720</td>
<td><a href="mailto:Info@bbjlaw.com">Info@bbjlaw.com</a></td>
<td><a href="http://www.bjlaw.com">www.bjlaw.com</a></td>
<td>General litigation, business law, real estate, personal injury, family law, bankruptcy, bankruptcy, divorce, estate planning, probate, business organization and operations, employment law.</td>
</tr>
<tr>
<td>Bisgaard Bisgaard, PA</td>
<td>Temecula, CA 92590</td>
<td>(951) 676-1720</td>
<td><a href="mailto:Info@bbjlaw.com">Info@bbjlaw.com</a></td>
<td><a href="http://www.bjlaw.com">www.bjlaw.com</a></td>
<td>General litigation, business law, real estate, personal injury, family law, bankruptcy, bankruptcy, divorce, estate planning, probate, business organization and operations, employment law.</td>
</tr>
<tr>
<td>Bisgaard Bisgaard, PA</td>
<td>Temecula, CA 92590</td>
<td>(951) 676-1720</td>
<td><a href="mailto:Info@bbjlaw.com">Info@bbjlaw.com</a></td>
<td><a href="http://www.bjlaw.com">www.bjlaw.com</a></td>
<td>General litigation, business law, real estate, personal injury, family law, bankruptcy, bankruptcy, divorce, estate planning, probate, business organization and operations, employment law.</td>
</tr>
</tbody>
</table>

### Ranking by Number of Attorneys in the Inland Empire

<table>
<thead>
<tr>
<th>Firm Name</th>
<th>City, Zip</th>
<th>Tel</th>
<th>Email</th>
<th>Web</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bisgaard Bisgaard, PA</td>
<td>Temecula, CA 92590</td>
<td>(951) 676-1720</td>
<td><a href="mailto:Info@bbjlaw.com">Info@bbjlaw.com</a></td>
<td><a href="http://www.bjlaw.com">www.bjlaw.com</a></td>
<td>General litigation, business law, real estate, personal injury, family law, bankruptcy, bankruptcy, divorce, estate planning, probate, business organization and operations, employment law.</td>
</tr>
<tr>
<td>Bisgaard Bisgaard, PA</td>
<td>Temecula, CA 92590</td>
<td>(951) 676-1720</td>
<td><a href="mailto:Info@bbjlaw.com">Info@bbjlaw.com</a></td>
<td><a href="http://www.bjlaw.com">www.bjlaw.com</a></td>
<td>General litigation, business law, real estate, personal injury, family law, bankruptcy, bankruptcy, divorce, estate planning, probate, business organization and operations, employment law.</td>
</tr>
<tr>
<td>Bisgaard Bisgaard, PA</td>
<td>Temecula, CA 92590</td>
<td>(951) 676-1720</td>
<td><a href="mailto:Info@bbjlaw.com">Info@bbjlaw.com</a></td>
<td><a href="http://www.bjlaw.com">www.bjlaw.com</a></td>
<td>General litigation, business law, real estate, personal injury, family law, bankruptcy, bankruptcy, divorce, estate planning, probate, business organization and operations, employment law.</td>
</tr>
<tr>
<td>Bisgaard Bisgaard, PA</td>
<td>Temecula, CA 92590</td>
<td>(951) 676-1720</td>
<td><a href="mailto:Info@bbjlaw.com">Info@bbjlaw.com</a></td>
<td><a href="http://www.bjlaw.com">www.bjlaw.com</a></td>
<td>General litigation, business law, real estate, personal injury, family law, bankruptcy, bankruptcy, divorce, estate planning, probate, business organization and operations, employment law.</td>
</tr>
<tr>
<td>Bisgaard Bisgaard, PA</td>
<td>Temecula, CA 92590</td>
<td>(951) 676-1720</td>
<td><a href="mailto:Info@bbjlaw.com">Info@bbjlaw.com</a></td>
<td><a href="http://www.bjlaw.com">www.bjlaw.com</a></td>
<td>General litigation, business law, real estate, personal injury, family law, bankruptcy, bankruptcy, divorce, estate planning, probate, business organization and operations, employment law.</td>
</tr>
</tbody>
</table>

### Getting the Most Out of Your Attorney

The law has become so complex and specialized that it is extremely important to choose an attorney who is an expert in the matter for which you need legal assistance. By finding the right attorney for your particular case, you will be able to obtain the representation you need and get the most out of that relationship.

Start your search by making a list of all the qualifications you are looking for in an attorney.

1. **Legal Qualification:**
   - **Education:** Law degree from a reputable law school.
   - **Experience:** Experience in the specialty of your case requirements.

2. **Communication Skills:**
   - **Clear Communication:** The attorney should be able to explain complex legal concepts in understandable terms.
   - **Effective Negotiation:** The attorney should be skilled in negotiating settlements.

3. **Professional Reputation:**
   - **Client Reviews:** Check reviews and testimonials from previous clients.
   - **Professional Associations:** Membership in relevant legal organizations.

4. **Clergy:**
   - **Interpersonal Skills:** An attorney who is approachable and communicative.
   - **Negotiation Skills:** An attorney who is skilled in negotiation and settlement.

By carefully considering these factors, you can be sure to find an attorney who is well-suited to your legal needs.

---

**SBA Loans**

**Funding in 30 Days or, no Bank Costs!**

Last year Bank of Commerce funded more than $77 million in small business loans. We provide owners with long-term SBA guaranteed financing for commercial real estate acquisition, finance and construction. We are the SBA loan experts. Call us today for a no obligation consultation.

- **Up to 2.5%**
- **Up to 25-year terms**
- **Up to 90% financing**
- **SBA"Preferred" Lender**
- **No balloon payments**
- **No prepayment penalties**
- **Competitive rates**

**Brokers referrals welcome**

**In Orange**

(714) 748-7307

**“Laws were made to be broken”** Christopher Northop, May, 1830

**“Had laws not been, we never had been blam’d; for not to know we sin’d is innocence”** Sir Williams Davenant, 1606-1668
Panel Formed to Hear Environmental Issues Disputes

The American Arbitration Association announced the formation of the California/Nevada Environmental Panel, a de factostandard which offers a select panel of neutral arbitrators and mediators specially trained in handling the wide variety of environmental conflicts in California and Nevada.

The panel was established to provide a timely and cost-effective alternative to the traditional litigation process, enabling the association to handle a variety of environmental disputes in a more time-efficient and cost-effective manner.

Environmental-related disputes comprise a growing percentage of the 60,000 cases filed annually with the American Arbitration Association. California, in particular, is home to a significant number of these cases. The blue-ribbon environmental panel, composed of leading industry experts adhering to the association's national Environmental Dispute Avoidance and Resolution Guidelines, will provide parties involved in environmental disputes with greater incentives to forge standard courtroom-like mediation in favor of alternative dispute resolution.

Potential disputes may involve issues related to land use, natural resource management and public land use, water resources, energy, air quality, solid and hazardous waste, and toxic substances. Parties may mutually select the arbitrators from the association's highly trained arbitrators and mediators to help resolve environmental disputes in a more timely and cost-effective manner.

Retiring Director Sees Bright Future for the Inland Empire

by Marc T. Edwards

Growth, economic prosperity and a high standard of living.

Pipe dreams? Not according to William M. McDaniel, executive director of the Inland Empire Regional Planning Agency (SANBAG).

Southern California is experiencing the very sparse opening of business and industry that it needs, McDaniel said. "We're getting them..."

One of the things that's happened in just the last couple of years is the impetus to growth. Much of it consists of distribution and warehousing which is not very labor-intensive or highly-paid, but we've achieved quite a bit of business success and we're growing by leaps and bounds.

Cultural sophistication is another area of growth that McDaniel is looking at. "I think that the coming of age of Cal State San Bernardino is part of that trend toward sophistication that is happening in our county," he explained.

"Educational institutions, cultural and social institutions and corporate headquarters are all a part of the integrated growth of what we need," McDaniel looks at businesses, cultural trends that are already active in the Inland Empire and sees great potential in them.

"I look at things like the new William N. Kemper of Gray Cary Ware & Freidenrich, San Diego; Raymond C. Marshall of Cunningham, Dey Brown & Enersen, San Francisco; Paul Pistone, vice president of Real Estate, Pomona, C.A. 91768. As a transportation agency, business, the Bulk of money - about 20 percent given to five designated freeway projects.

Those projects are: Route 30, Route 71, I-15, and two different sections of I-215 through San Bernardino. Route 71 is under construction, and construction of Route 30 will begin in 1997.

"I think that the greatest accomplishment of SANBAG is the creation of a $600 million bond issue and the provision of $200 million for public transportation improvement..."
PRO & CON
Resolved: The Governor’s proposed 15 percent across-the-board tax cut should be passed by the legislature.

PRO: by Michael Books, a member of the Task Force on California Tax Reform and Reduction, and by Senator Martin Weltz of the California Trade and Commerce Agency.

This tax cut is critically important for California’s continued economic growth. By stimulating our economy and making California more competitive for investment and jobs, it will create an additional 250,000 jobs over the next five years.

Our state is finally recovering from a deep recession, but we can’t allow ourselves to become complacent. We must continue to tax cut and provide an insurance policy for continued economic growth.

Despite recent improvements to California’s jobs climate, California’s taxes remain far higher than our competition’s. Last year, 29 other states cut taxes. This year, 23 states are cutting tax rates. Some of California’s major competitors don’t even have an income tax.

Gov. Wilson’s prudent tax cuts will make California a high tax state to a moderate tax state, while providing substantial incentives for education and other priorities. Combined with Gov. Wilson’s spending reforms, well-balanced, regulatory strengthening and education reforms, this tax cut will help ensure that California has the future of dynamic economic growth that our children deserve.

California is in competition with other states and nations for job-creating business investments. California not only has the highest corporate tax of any Western state, but the competition is getting tougher.

According to the Center for the Study of the States, 29 other states cut their taxes in 1995, and 23 states plan to cut taxes this year.

California’s top personal income tax rate, at 13 percent, ranks higher than any of our major competitors, including Washington, Texas, and many others. Arizona, Utah, Idaho, New Mexico and Oregon.

Gov. Wilson’s tax cut, AB 2033 by Assemblyman Jim Brulte, R-Rancho Cucamonga, proposes a 15 percent across-the-board reduction in personal tax rates, phased in over three years. Wilson’s proposal will reduce the current rate of 9.3 percent to 9.3 percent by 1999.

Lower-income families will have a greater income tax reduction rate. Wealthier families will follow the tax cut off the tax rolls completely.

According to the Hoover Institution, the tax cut would create new jobs for 50,000 Californians each year. Wilson’s proposal would generate a total of 250,000 new jobs by 2001.

Editor’s note: The California Teachers Association was invited to submit an opposing view, but a response was not received by deadline.

The American Dream is Alive and Well With Women

The American Dream of starting a business anew is as real today for women as it is for men. In fact, the Small Business Administration expects to see an increase of all types of women-owned businesses; more women are opting to go into business on their own.

Female-owned businesses already create more than 11 million jobs in the United States and employ more workers than the Fortune 500 companies.

Women-owned businesses’ success rate scores higher than the national average — with 72 percent of women-owned firms still in business today.

So what’s the secret to success? According to the Qualico survey, 73 percent of women agree that the ability to manage all parts of the business — including the finances — is important for starting a small business. Yet, many are uncomfortable with the number side of running a small business.

Small business owners can get help with the accounting side of the business by investing in the latest computer and software technology, said Jane Wesman, author of Dive Right In, The Shark’s Blue Book.

Among the reasons we see an increase in female-owned businesses is that women are seeking more flexible work schedules, and new technology provides them with the tools to start and run their own businesses.

Women-owned businesses already create more than 11 million jobs in the United States and employ more workers than the Fortune 500 companies.

Women-owned businesses’ success rate scores higher than the national average — with 72 percent of women-owned firms still in business today.

So what’s the secret to success? According to the Qualico survey, 73 percent of women agree that the ability to manage all parts of the business — including the finances — is important for starting a small business. Yet, many are uncomfortable with the number side of running a small business.

Small business owners can get help with the accounting side of the business by investing in the latest computer and software technology, said Jane Wesman, author of Dive Right In, The Shark’s Blue Book.

Among the reasons we see an increase in female-owned businesses is that women are seeking more flexible work schedules, and new technology provides them with the tools to start and run their own businesses.

Female-owned businesses already create more than 11 million jobs in the United States and employ more workers than the Fortune 500 companies.

Women-owned businesses’ success rate scores higher than the national average — with 72 percent of women-owned firms still in business today.

So what’s the secret to success? According to the Qualico survey, 73 percent of women agree that the ability to manage all parts of the business — including the finances — is important for starting a small business. Yet, many are uncomfortable with the number side of running a small business.

Small business owners can get help with the accounting side of the business by investing in the latest computer and software technology, said Jane Wesman, author of Dive Right In, The Shark’s Blue Book.

Among the reasons we see an increase in female-owned businesses is that women are seeking more flexible work schedules, and new technology provides them with the tools to start and run their own businesses.

Female-owned businesses already create more than 11 million jobs in the United States and employ more workers than the Fortune 500 companies.

Women-owned businesses’ success rate scores higher than the national average — with 72 percent of women-owned firms still in business today.

So what’s the secret to success? According to the Qualico survey, 73 percent of women agree that the ability to manage all parts of the business — including the finances — is important for starting a small business. Yet, many are uncomfortable with the number side of running a small business.

Small business owners can get help with the accounting side of the business by investing in the latest computer and software technology, said Jane Wesman, author of Dive Right In, The Shark’s Blue Book.

Among the reasons we see an increase in female-owned businesses is that women are seeking more flexible work schedules, and new technology provides them with the tools to start and run their own businesses.

Female-owned businesses already create more than 11 million jobs in the United States and employ more workers than the Fortune 500 companies.

Women-owned businesses’ success rate scores higher than the national average — with 72 percent of women-owned firms still in business today.

So what’s the secret to success? According to the Qualico survey, 73 percent of women agree that the ability to manage all parts of the business — including the finances — is important for starting a small business. Yet, many are uncomfortable with the number side of running a small business.

Small business owners can get help with the accounting side of the business by investing in the latest computer and software technology, said Jane Wesman, author of Dive Right In, The Shark’s Blue Book.

Among the reasons we see an increase in female-owned businesses is that women are seeking more flexible work schedules, and new technology provides them with the tools to start and run their own businesses.

Female-owned businesses already create more than 11 million jobs in the United States and employ more workers than the Fortune 500 companies.

Women-owned businesses’ success rate scores higher than the national average — with 72 percent of women-owned firms still in business today.

So what’s the secret to success? According to the Qualico survey, 73 percent of women agree that the ability to manage all parts of the business — including the finances — is important for starting a small business. Yet, many are uncomfortable with the number side of running a small business.

Small business owners can get help with the accounting side of the business by investing in the latest computer and software technology, said Jane Wesman, author of Dive Right In, The Shark’s Blue Book.

Among the reasons we see an increase in female-owned businesses is that women are seeking more flexible work schedules, and new technology provides them with the tools to start and run their own businesses.

Female-owned businesses already create more than 11 million jobs in the United States and employ more workers than the Fortune 500 companies.

Women-owned businesses’ success rate scores higher than the national average — with 72 percent of women-owned firms still in business today.

So what’s the secret to success? According to the Qualico survey, 73 percent of women agree that the ability to manage all parts of the business — including the finances — is important for starting a small business. Yet, many are uncomfortable with the number side of running a small business.

Small business owners can get help with the accounting side of the business by investing in the latest computer and software technology, said Jane Wesman, author of Dive Right In, The Shark’s Blue Book.

Among the reasons we see an increase in female-owned businesses is that women are seeking more flexible work schedules, and new technology provides them with the tools to start and run their own businesses.

Female-owned businesses already create more than 11 million jobs in the United States and employ more workers than the Fortune 500 companies.
Returning to School? — Some Secrets for Success

by Christine Watson Bizar

As an administrator for a master’s program, my door is always open to prospective students. Their goals include career advancement, professional development, career transitioning and even personal enjoyment. Although the goals vary, most potential students share common concerns. I call these S.T.A.R. issues: time, support systems, stress and resources. Almost every adult student struggles with these issues. The difference is that successful students find solutions.

Support systems

Regardless of their field of endeavor, successful people enlist the help of others. In other words, they set up support systems. Successful students enlist the support of family and friends, and make extra babysitters, make special appeals to grandparents, and trade off carpooling duties. A solid support system helps students deal with the occasional, but inevitable, crisis that is bound to happen. Children get sick when final presentations are due and spouses go out of town on the only night study groups can meet.

Employers are another source of support. Employers have a vested, and sometimes financial, interest in employees who return to school. Many companies allow changes in work schedules to accommodate school nights.

Think about ways to keep your support system healthy. Discuss your goals with your fellow students and your friends. They can share responsibilities, or even share your workload. From time to time, call or e-mail the students you are working with. They can make suggestions or requests for help.

Apprehensions

We refer to these issues as S.T.A.R. issues. S.T.A.R. stands for support, time, stress and resources. Almost every adult student struggles with these issues. The difference is that successful students find solutions.

Support systems

Regardless of their field of endeavor, successful people enlist the help of others. In other words, they set up support systems. Effective students enlist the support of family and friends, and make extra babysitters, make special appeals to grandparents, and trade off carpooling duties. A solid support system helps students deal with the occasional, but inevitable, crisis that is bound to happen. Children get sick when final presentations are due and spouses go out of town on the only night study groups can meet.

Employers are another source of support. Employers have a vested, and sometimes financial, interest in employees who return to school. Many companies allow changes in work schedules to accommodate school nights.

Think about ways to keep your support system healthy. Discuss your goals with your fellow students and your friends. They can share responsibilities, or even share your workload. From time to time, call or e-mail the students you are working with. They can make suggestions or requests for help.

Apprehensions

We refer to these issues as S.T.A.R. issues. S.T.A.R. stands for support, time, stress and resources. Almost every adult student struggles with these issues. The difference is that successful students find solutions.
Women of Cal Poly — Future California Business Owners?

by Dr. Donna Tillman

Women own more than one-third of American businesses, and one out of four American workers is employed in a business owned by a woman. Approximately 7.95 million companies are owned by women, compared with only 4.46 million in 1987. These woman-owned firms increased sales to $22.38 trillion, as compared with $18.7 billion in 1987 figures of $681 billion. (Excerpted from 1996 Facts on Women-Owned Businesses).

Do women business owners matter in the bigger economic picture? Absolutely.

How do women become business owners? Some have inherited their businesses from their families, while others — having advanced as far as they could in their employing firms and stymied by the “glass ceiling” — started their own new businesses. Still other women start by pursuing professional training at both the undergraduate and graduate levels in business schools across the country. Eventually, many become business owners.

The profile of the following three students in business at Cal Poly Pomona provides a glimpse into the motivation of some young women today.

When Darra Widman was asked what advice she has for women, she replied, “If you really want to make an impact on society, first you need to get involved with professional business organizations, such as the Cal Poly World Traders, which can help motivate and better prepare you for the highly competitive business world.”

Widman strongly supports Cal Poly’s motto of “learning by doing.” She says she would like to see more women get involved with society and play key roles within school, work, and the community. According to Widman, “You get back as much as you put in. You can’t sit back and expect the opportunities to come knocking on your door. Rather, you must focus at all times on what you can do to make a difference.”

Widman is president of the Cal Poly World Traders — Cal Poly’s number one business club for the past two years. She serves as an International Student Senator for the College of Business, is active with the International Business Association, volunteers her time to community service as a member of Poly Corps — a division of AmeriCorp — and works as a membership counselor for LA Fitness. She spends any free time traveling, practicing Spanish, art, product design, and weight training. Widman will graduate in June and is interested in a career in marketing, advertising, importing, exporting, and/or sales.

Art Horie is from Japan and was raised in a single-parent family headed by her mother. As she grew up, she watched her own mother pursue her career. This lesson in life made her realize she must eventually have a career of her own.

In Japan’s culture, women are not encouraged to be independent and career minded, but Horie’s own family situation stressed cultural training. Her early friendships with American children created intense curiosity, to the extent that she applied for, and was accepted into, the student exchange program. According to Horie, her mind was already in America! After completing a one-year program as an exchange student, Horie returned to Japan to finish high school. Upon return she remembers facing intense “culture shock.” The year in America had broadened her horizons and her return to Japan convinced her that she would spend her life helping to bridge the gap between the two cultures.

Golden Key, Horie is successful in arranging for Nerynchi Hattori, president of Makita, Inc. to make a presentation for faculty, staff, and students in February, 1996. Horie

continued on page 21

Women of Cal Poly...

continued from page 20

The professional goals of Yolanda Escobedo include living abroad and eventually having her own business. Yolanda graduated cum laude from Cal Poly and was named “Outstanding Senior of the 1994 Graduation Class.” She holds a degree in international business with a minor in contact administration. While at Cal Poly, Escobedo was vice president of the Cal Poly World Traders. She worked closely with Dr. Donna Tillman in research which resulted in their joint publication, “NAFTA: Attitudes of Some Mexican Nationals,” in Proceedings of the 1994 Conference, published by the Academy of International Business, U.S. West Region. Escobedo grew up in a very supportive and nurturing family that always encouraged her to strive for higher goals. She studied in Mexico for five years during high school and junior college, ranking at the top of her class and graduating with honors, despite the language barrier which she first encountered in Mexico. She has become accustomed to overcoming obstacles, including those that many women face. When asked what she thought about the role of women in the business world, she replied, “I have a deep appreciation and respect for those women who came before me and fought to be allowed to have a choice to vote, receive an education, and develop a career.”

In the future, Escobedo also expects to have a balanced career and family. She is hoping to find a mate who will be supportive of her in maintaining a balance between her career and her future family, and not be intimidated by her achievements outside the home.

Since graduation, Escobedo has worked with an engineering firm, holding the title of domestic and international business development specialist, where her Spanish fluency and understanding of the Latin American culture helped her become the liaison for the company’s Latin American operations. She was responsible for coordination of all domestic and international marketing efforts, proposals, contract negotiations, technical seminars in Mexico, and project management.

As of the continuing story...
Business Climate Improves for Women

LaSalle Partners is pleased to announce that
University of LaVerne

has signed a new lease totaling 13,660 square feet in a single story office building at 2315 West Foothill Boulevard in College Business Park Upland, California

For leasing information please contact: LA SALLE PARTNERS (909) 949-2080

MAY 1996

INLAND EMPIRE WOMEN OF PROMINENCE

Debra L. Burr

Standards and Quality Control Guidelines for CPA's. She helps clients with financial accounting, business management and development, and computer systems. Burr has diverse experience in counseling with clients on their accounting and administrative needs, training staff, developing business plans and forecasts, internal control evaluations, financial statement preparation and compliance auditing.

Vita: Burr participates in Riverside County's small business financial officer of the Riverside County Chamber of Commerce; Charter Member, YMCA; YMCA Professional Women's Group, Riverside; and the California Riverside Monetary Forum. Education: California State University, Los Angeles; M.S. in business administration; health care management, Chapman College. B.S. is nursing. Quote: "Do the job you enjoy, and you will excel."
INLAND EMPIRE WOMEN OF PROMINENCE...

(continued from Page 23)

Claim to fame: As a result of the most extensive grassroots campaign in San Bernardino County history, Davis received 49 percent of the votes in the March primary election for supervisor, first district, in which there were four candidates including the two-term incumbent. She served as mayor and mayor pro tem of the Town of Apple Valley and is in her second term as a council member.

Vita: Davis has provided community leadership through participation in a wide range of organizations: Apple Valley Women's Advisory Board for the Rancho Cucamonga Chamber of Commerce, Corporate 2000 Council of San Antonio Hospital, the Graphic Arts Credit Union and the Inland Empire Ad Club. She served on the board of advisors for the First Annual Women's Conference, sponsored by Inland Empire Business Journal, an active supporter of the Rancho Cucamonga Community Foundation and the YMCA. She provides seminars for art students in graphic production for Chaffey College, Pomona College, California State University at San Bernardino, Cal Poly Pomona and Mt. Sac.

Faust was awarded the Women Entrepreneur award by the Inland Empire Business Journal, a Certificate of Recognition from the San Bernardino County Board of Supervisors, is listed in the U.S. Registry of Who's Who, Leading American Executives 1992-93, is on the Business Advisory Board for Assemblyman Fred Aguiar, and is the 1996 Small Business

INLAND EMPIRE BUSINESS JOURNAL • PAGE 25
Comprehensive Women's Services Offered at Pomona Valley Hospital Medical Center

At GTE, We're Making The World Smaller, So Your Community Can Reach Farther.

At GTE, we believe communication is more than the latest technological breakthrough. True communication is the art of bringing people closer. Of tearing down divisive barriers. Encouraging dialogue. And giving individuals the power to impact the world around them, whether they live in quiet little towns or sprawling urban centers. So while the world is indeed becoming smaller - GTE is making sure your community's place in it is growing larger every day.

MAY 1996

Inland Empire Business Journal • PAGE 27

Hospital has been serving the community since 1963

Going from one facility to another for healthcare services can be a hassle. But at Pomona Valley Hospital Medical Center (PVHMC), women can obtain virtually any service they may need during their lifetime - with much of it on an outpatient basis, which means greater cost-efficiency and convenience. Following is a look at some of the services and programs available at PVHMC.

Maternity Care

PVHMC has a long history of caring for expectant moms and their babies — in fact, over 100,000 babies have been delivered there since 1963!

Family Birth Services at PVHMC's Women's Center is the only full-service, on-site program in the area for the expectant parents, siblings and grandparents. Many free or low-cost educational classes are offered, along with an information line at (909) 620-MOM (666). To call Monday through Friday during normal business hours (9 a.m. to 5 p.m.), and Saturday from 9 a.m. to 1 p.m.

The Comprehensive Perinatal Services Program (CPP) is also available for women with Medical benefits who are pregnant or who have previously delivered a baby at PVHMC.

For women with special risks or health care needs during pregnancy, the outpatient Perinatal Center (a state-approved Prenatal Diagnosis Center) offers a team of perinatologists — who are physicians specializing in maternal-fetal medicine — along with specialized counselors, nurses and other health care professionals.

Women with diabetes, for instance, participate in the "Sweet Success" program, which closely monitors and counsels women throughout their pregnancy to help ensure a safe delivery.

The Women's Center obstetrics (OB) unit has 48 LDRP (Labor, Delivery, Recovery, Postpartum) suites, which allow patients to remain in one beautifully appointed room during their stay. The OB unit also includes private nook areas, and is staffed with nurses specially trained to handle such medical specialists. Most of the surgical suites at the Women's Center accommodate women delivering their baby by Caesarean section.

Also located in the Women's Center are a regional Neonatal Intensive Care Unit (NICU) and a Regional Infant Intensive Care Unit (RNICU). The RNICU is staffed by neonatologists — who are physicians specializing in care for at-risk newborns — specially trained nurses and respiratory therapists who provide comprehensive intensive care for all life-threatening or disability-producing situations.

Pediatric services provide care for children ages one day old to 14 years. The NICU is a 33-bed unit staffed by pediatric intensivists, specially trained registered nurses, and respiratory therapists who care for patients with critical injuries or any type of critical disease. PVHMC's 32-bed Pediatric Unit cares for children who are suffering from illnesses, injuries, diseases, and disorders.

The Women's Center also offers maternal, pediatric and neonatal transport services 24 hours a day, seven days a week. Highly trained teams of registered nurses and respiratory therapists — as well as perinatologists, neonatologists and pediatric intensivists — are ready to respond within 30 minutes to calls from other area hospitals that do not have the scope of services available at PVHMC. In fact, PVHMC is the only hospital in the area to offer all three types of services.

After delivery, the Center provides Mother-Baby nursing care and a lactation consultant (breastfeeding specialist), who can be reached at (909) 620-MILK. A "Working Moms Breastfeeding Class" is available, as are other classes such as "Mom and Me," "Infant/Child Care 101," and various support groups.

Women's Diagnostic Imaging Center

To help women fit mammography into their lifestyles, the Women's Diagnostic Imaging Center (WDIC) is open Monday through Friday from 7:30 a.m. to 3:30 p.m., and from 1 p.m. to 4 p.m., with later hours (until 7 p.m.) on Tuesday, and until Saturday from 9 a.m. to 1 p.m.

The WDIC has an all-female staff and offers the latest, low-dosage mammography equipment, as well as breast biopsy procedures available today. The WDIC has been a Certified Mammography Facility by the FDA, which means it has complied with requirements of the Mammography Quality Standards Act, and is accredited by the Mammography Accreditation Program of the American College of Radiology. All technologists on staff are certified in mammography by the American Registry of Radiologic Technologists.

Should a mammogram reveal a lump or mass that may require tissue analysis, the patient may need to undergo a biopsy, in which the physician extracts a sample of the area in question for further evaluation. In the past, biopsies were basically surgical procedures that required hospitalization and general anesthesia. The WDIC offers a minimally invasive core biopsy and ultrasound-guided vacuum procedure, which are considerably more cost-effective — plus there are no stitches, scars, pain or recovery time to sit patients can return to work directly after. A large percentage of patients are appropriate candidates for these procedures.

The stereotactic core biopsy has a high accuracy rate and is primarily used to evaluate both calcified lesions (often indicative of cancer) and noncalcified lesions that have been detected by a mammogram. The site of the biopsy is anesthetized and a sampling needle is placed in the breast to extract pieces of tissue that are sent to the laboratory for diagnosis.

Ultrasound biopsy is an extremely effective procedure for mass-type lesions. The breast area is coated with a warm gel, and a wand-like device is passed over the area, translating the image of the breast and lesion onto a TV screen. The physician uses this image to guide the procedure and can actually watch the insertion of the needle into the mass to extract a tissue sample for evaluation.

Osteoporosis Screening

"In mid-May, PVHMC will be the first hospital in the area to offer dual X-ray absorptiometry testing (DXA), a simple, safe, fast, and non-invasive test that can determine whether an individual is at high risk for osteoporosis (loss of bone mass) or already has the disease.

During the procedure, the patient lies perfectly still on a table while a movable arm passes over the area to be tested, such as arms, spine or hips. The test takes from two to five minutes for each area scanned. No special preparatory, drinks, medications or injections are required, and the patient is exposed to very little radiation (a spine test delivers less than one-tenth the dosage of a chest X-ray). Patients must have a referral from their physician for the DXA test, and results are available the same day.

Other Services at PVHMC

Pomona Valley Hospital Medical Center offers many other specialty services that include:

- The Women's Center Obstetric Care Unit, which conveniently houses both state-of-the-art radiology and medical oncology under one roof.
- The Emergency Department (ED), classified as a paramedic base station, and the only ED in the region to be Emergency Department Approved for Pediatrics (EDAP) and to handle patients requiring neonatal transport services.
- The Robert and Beverly Lewis Family Cancer Center, an all-female facility that houses a breast care program from PVHMC that conveniently houses both state-of-the-art radiation oncology and medical oncology under one roof.
- The Stead Heart and Stead Health and Fitness Center, offers every cardiac service (except heart transplantation) available in a community setting, including open heart surgery, angioplasty and the latest coronary interventional procedures; and individualized rehabilitation and fitness programs.
- Other services include the outstanding, outpatient Regional Kidney Stone Center and the Magnetic Resonance Imaging Center, the Sleep Disorders Center, the Sports Medicine Center, and the Diabetes Management Program.

The easiest way to access PVHMC is to be sure your health plan is contracted with the hospital, and that your physician is affiliated with Pomona Valley Medical Group, the largest physician group in the region that exclusively treats patients at PVHMC. If you do not have a physician, or would like to make sure your physician is affiliated with PVHMC, call the hospital at (909) 865-9129.

Inland Empire Business Journal • PAGE 27
Help us clean up the air and protect public health by bidding on procurement opportunities at AQMD.

The South Coast Air Quality Management District spends some $20,000,000 a year on purchased materials, supplies and services — everything from consulting to paper products.

We're looking to expand the amount of business we do with certified minority businesses, women-owned businesses, disabled veteran-owned businesses and small businesses.

To find out more about how to do business with us:

- Call 909-396-2550 and ask for a copy of "Bidding for Clean Air."
- Attend a certification screening workshop in your local Assembly District.
- Call 909-396-2742 or click on our web page http://www.aqmd.gov for new RFP summaries.
- Check your local newspaper for advertised requests for proposals.
- Talk with our Purchasing Department at 909-396-3520 to obtain vendor data forms and information for procurement opportunities.

Claim to fame: Foster and Yvonne’s Salon, Adelanto

Foster Realty and Yvonne’s Salon, Adelanto

Claim to fame: Foster has always been a woman of high goals and ambitions — a woman who reaches those goals. She is CEO of her company for five years and served on the city council for 12 years until 1996.

Meanwhile, she operated her own real estate company, a beauty salon, Foster Home Repair, and her own beauty salon — Yvonne’s Salon. At 60 years of age she decided to go back to school to obtain her cosmetology license, she graduated with honors.

While Foster was still working for the Adelaide City Council again and will continue to operate her business.

Foster’s best accomplishment to date is training her successful son, Ronald, and her two grandsons, Geoffrey and Daniel.

Foster is a past president of the Lions Club and was involved in many of that group’s community activities. She is a licensed real estate broker, a member of the National Association of Realtors, a licensed cosmetologist and cosmetologist, and a Rotary public.

Foster is a high school graduate who also completed professional courses at schools for real estate sales, real estate brokerage, notary public licensing.

Claim to fame: Foster is the first woman on purchased materials, supplies and services — everything from consulting to paper products.

Mary Foster

President

Rehabilitation Technology Works

Age 54

Claim to fame: Foster is one of the first women to take an entrepreneurial approach to the latter work. Foster runs her own company, Rehabilitation Technology Works (RTW), which is recognized throughout the United States as a center of excellence and a model that others in the industry strive to emulate.

Foster, President of the American Occupational Therapy Association, member of four foundation boards, member of the American Medical Association Relative Values Committee, representative to the Trailblaze of Health Professionals, president of Injury Foster Foster Consult and President of Rehabilitation Technology Works.

Education: University of Southern California.

Claim to fame: Foster is one of the women in the United States with a master’s degree in business administration.

Charlotte Y. Foster

Business owner/real estate broker

Foster Realty and Yvonne’s Salon, Adelanto

Claim to fame: Foster has always been a woman of high goals and ambitions — a woman who reaches those goals. She is CEO of her company for five years and served on the city council for 12 years until 1996.

Foster is a past president of the Lions Club and was involved in many of that group’s community activities. She is a licensed real estate broker, a member of the National Association of Realtors, a licensed cosmetologist and cosmetologist, and a Rotary public.

Foster is a high school graduate who also completed professional courses at schools for real estate sales, real estate brokerage, notary public licensing.

Claim to fame: Foster is the first woman on purchased materials, supplies and services — everything from consulting to paper products.

Foster is a past president of the Lions Club and was involved in many of that group’s community activities. She is a licensed real estate broker, a member of the National Association of Realtors, a licensed cosmetologist and cosmetologist, and a Rotary public.

Foster is a high school graduate who also completed professional courses at schools for real estate sales, real estate brokerage, notary public licensing.

Claim to fame: Foster is the first woman on purchased materials, supplies and services — everything from consulting to paper products.
Personal Touch

Our complimentary shopping service complements your style.
And can save you time, energy and money.

A well-planned, personalized approach to fashion is the key to a simple but fabulous wardrobe—full of wise investments and pieces that move easily from work to the weekend. Whether you are a corporate leader or just starting out, our friendly, trained wardrobe experts are happy to help with these services:

- provide one-on-one personal consultations and shopping assistance for women and men
- coordinate an entirely new wardrobe for business, travel or casual wear
- Update your present wardrobe with key pieces
- help you create the image you need for business
- create a comprehensive wardrobe plan for the future, to eliminate random purchases
- have items ready to try on when you arrive at the store, after your initial consultation
- shop for the special occasion outfit
- do your gift shopping for you

Relax, and let us help. To schedule an appointment, call Personal Touch at Nordstrom The Galleria at Tyler.

NORDSTROM

3601 Tyler Mall Street
Riverside, CA 92503-6130
(909) 351-3170

AT GTE,
WE PUT CUSTOMERS FIRST

GTE has been making telecommunications history in California for years.

We're the:

- 1st U.S. phone company to carry regular calls on fiber optics.
- 1st and only major phone company in California whose network is 100% digital and electronic.
- 1st in California to build telecommuting centers to reduce air pollution and traffic congestion.
- 1st in California to be used telecommuting centers to help keep employees working after the Jan. 17, 1994 Northridge earthquake.
- 1st in California to build fiber-optic rings.
- 1st in California to build a broadband network—with $5 billion invested in the late 1980s and an ongoing annual investment of about $500 million.
- 1st in California to install the world's fastest digital transmission system.
- 1st U.S. phone company to test various interactive video services in Cerritos, California, with more than 4,000 customers participating.

GTE is pleased to participate in the Women and Business Expo 1996 placing women 1st in the Inland Empire.

GTE makes doing business easy ... so when you need help finding telecommunications solutions, call us 1st.
Inland Empire Women of Prominence...

(continued from Page 26)

you love your community as I do, you are committed to serving it...

Susan M. Mitchell
Executive officer and President of Riverside Personal Service, Inc. Age: 43


Angie Mills Morris — President

Claim to fame: Morris company acts as the consulting engineers on the Kaiser/Pomona California Speedway in Pomona and is designing the $18 million, Ninth Street Storm Drain Project for San Bernardino County Flood Control and the city of Upland. Associated Engineers are also working as sub-consultant for many state highway projects.

Angie is president of Riverside/San Bernardino County Chapter of the California Council of Civil Engineers and Surveyors. She serves on the State Board of Directors of Consulting Engineers and Land Surveyors of California and its California Legislation Committee. Past president of Upland Chamber of Commerce, the Ontario Chamber of Commerce, the Building Industry Association (BIA), the Inland Empire Economic Partnership (IEEP), the Ontario Convention and Visitors Bureau and is a member of the President’s Circle of the Children’s Fund.

Education: California State University, B.S. in civil engineering; The Belo Pi and Chi Epsilon.

Jocelyn C. (Connie) Moura

Diana J. (Carole) Nours
Councilwoman and attorney
City of Hesperia/MacLachlan, B.F., Age: 41

Claim to fame: Nours entered politics in 1994 and her continued on Page 37

INLAND EMPIRE BUSINESS JOURNAL • MAY 11, 1996

NATIONAL TOURISM WEEK — MAY 5-11, 1996

• Tourism is the Coachella Valley’s number one industry.
• Over 5 million visitors a year create an economic impact of $1 billion.
• Tourism supports 40 percent of the local workforce.
• You are the desert’s best salesperson.
• Take time to thank a visitor!

Palm Springs Desert Resorts
Convention and Visitors Bureau
The Atrium
69-930 HWY 111, SUITE 201
Rancho Mirage, CA 92270
(760) 343-1500

Tourism Works for America

ADVERTORIAL

Inter Valley Health Plan Women...

As a regional, non-profit Health Maintenance Organization (HMO), Pomona-based Inter Valley Health Plan is dedicated to the health education, wellness and patient care of its members. From the Chairperson of its Board of Directors, Jan Brown, to the 149 women it employs, to the unique women’s health education seminars and programs it provides to its members, Inter Valley takes pride in its support of women as leaders in its workplace and as valued colleagues.

The women employed by Inter Valley are a particularly special group. By day, they work for a non-profit health care organization that provides a service to their communities. And, for many of these women, this work includes the office, Beverly Bailey is also on the Board of the Inland Valley Resource Center.

Inland Valley Health Plan Women...}

Serving...}

Below is a profile of four stand-out employees from Inter Valley Health Plan, and a view of the lives they lead—inside the office and out.

Beverly Bailey
Director of Human Resources

Since joining Inter Valley last year as Associate Medical Director and Director of Quality Management, Dr. Blumberg has developed and implemented a comprehensive Practice Performance Improvement program while performing daily medical supervisions and overseeing case management.

She also implemented new patient education classes, including a diabetes study, a hearing and study and evaluation of access and wellness statistics. Prior to joining Inter Valley, Dr. Blumberg was Chief of Surgery at Miller Hospital and a Member-Honorary of the Medical Executive Committee of Cedars-Sinai Medical Center. She received her Medical Doctorate from Washington University in St. Louis and her Master in Business Administration from UCLA.

Dr. Blumberg is committed to protecting the health issues of women through political health care actions and her written articles, and appears on radio programs to discuss both subjects. She represented the California Association of HMO’s on the historical Women’s Legislative Summit last October in Sacramento where she presented State legislative efforts on an analysis of female health prevention services opportunities for the Inland Empire. Dr. Blumberg is also an advocate of expanded business practices within health care systems and is a charter alumni supporter of the OVC-Business School.

Lesley Blumberg, M.D.
Associate Medical Director

As Director of Sales, Kathleen Cade oversees all Group and Medicaid sales activities and develops short and long range outreach strategies to help Inter Valley Health Plan achieve its growth goals. She was a key player in developing outreach strategies for Inter Valley last year, for example, when the HMO expanded its senior care to provide coverage to members being served by Southern California’s Life Plan. When she joined Inter Valley in 1990, Kathy brought to Inter Valley several years experience as Marketing Manager of the Newport Data Plan and a degree in Business Administration from California State University at Northridge.

Outside of work, Kathy maintains a loyal commitment to the community through her involvement with Catholic Charities. For about two years, she has worked with the County chapter of the group in preparing food drives, clothing drives and other direction programs for the needy. For this cause, Kathy encourages the members of her family to get involved, and can be seen with her young daughter during the holiday season preparing food, gift baskets and soliciting donations of food from markets and stores around town.

Kathleen Cade
Manager of Sales

Norma Newsom’s administrative Inter Valley’s “Service to Women” program, the Benefits and Eligibility unit and the Member Services unit. She is responsible for all operational and administrative functions that allow an individual to group to become members, access the Plan, ask questions about Inter Valley, and resolve grievances. Norma came to Inter Valley in 1990 after several years of performing operational functions at various health care organizations. She attended National University, majoring in Business Administration and received a Certificate in Personnel Administration from UC, San Diego.

Outside Inter Valley, Norma keeps an up-to-date awareness of the legislative and legislative issues involved in the world of health care. She is a member of the Lt. County Bar Association and attends many functions and seminars on health care law. Norma is an avid reader and photographer. Earlier this year, while she was not attending membership satisfaction figures for Inter Valley, she was among the glaciers of Antarctica doing a homework trip aboard a Russian Scientific vessel.

Norma Newsom
Director of Membership Services

INLAND EMPIRE BUSINESS JOURNAL • PAGE 33

W & B

W & B
NEW NAME, NEW LOOK, RENEWED COMMITMENT

Southern California Edison has a new look as a new era dawns for both the company and its customers.

While we've changed our corporate name to Edison International, the name of our electric company stays the same. For over a century, Southern California Edison has stood for high quality and reliable service — a company you can depend on.

For the next hundred years, Edison's commitment to the communities it serves won't stop with simply supplying energy. We will continue to be proud to support such organizations as the California Woman's Economic Development Corporation, National Association of Women Business Owners and Women Incorporated.

http://www.edisonx.com

SOUTHERN CALIFORNIA EDISON
An EDISON INTERNATIONAL Company

A Healthcare Community
For The Community

Back in 1903 local community residents established Pomona Valley Hospital with the goal of providing hospital services to a growing area. While the people and the needs of the community have changed over the years, the Hospital's mission remains the same: to operate a not-for-profit, regional Medical Center dedicated to providing high quality, cost effective health care services to residents of the greater Pomona Valley.

Today, more than 90 years after its founding, Pomona Valley Hospital Medical Center and its "healthcare community" of more than 2,300 employees, 550 physicians and 800 volunteers uphold their responsibility to the Pomona Valley as "the region's leading medical center." Offering the most extensive list of healthcare services available 24 hours a day, and a staff dedicated to meeting the needs of each individual patient, PVHMC is the choice of more residents than any other healthcare provider.

To find out about comprehensive services, experienced primary care physicians or specialists, or free/low-cost health education opportunities available for your family, call the Hospital at (909) 865-9129. Be sure to make PVHMC your choice for the finest healthcare services in your community.

Call us at (909) 865-9129 for a copy of our free Good Health Booklet

Pomona Valley Hospital Medical Center
1798 North Garey Avenue • Pomona • California 91767
(909) 865-9129
CONSUMER PROTECTION

continued from Page 33

election to the Hesperia City Council; she was unanimously chosen the city's first woman mayor by her fellow council members. Through her leadership, the new council moved the issue into city to path of progress, ending several political lawsuits, instituting an first capital improvements program, stabilizing the budget, and instituting in its first program of economic development — resulting in a Grand Prize for Excellence from CALFED, a state economic development organization. As an elected official, Nourse also serves as commissioner to the Victor Valley Economic Development Authority (VVEDA), the base re-user authority in the Victor Valley, director of San Bernardino Associated Governments (SANBAG), the county's transportation commission executive board member of HDREDA, the High Desert Regional Economic Development Authority, and is a fervent and outspoken advocate of the Clean Desert Water Coalition, campaigning to protect the desert's most precious asset, water.

Visits: Focusing her leadership skills while a young lawyer in Los Angeles, Nourse was the first woman president of the Italian American Lawyers Association, Los Angeles County in 1986, and in 1988, was appointed as delegate to State Bar for several years. She volunteers as Judge Pro Tem for the San Bernardino County Trial Courts, is a member and officer of the High Desert Bar Association, a member and client-attorney for arbitrator for the San Bernardino County Bar Association. Nourse participates in community hospit and youth advisory boards, the International Association of Footprinters, and several Republican organizations. She writes a weekly column on city issues for the local newspaper and finds time during her busy schedule to attend these civic affairs supporting youth, law enforcement and economic development activities.

Education: Loyola Law School, Los Angeles, L.J.; University of California at Los Angeles, B.A.; Spanish/B.A. Portuguese.

Quote: "Be diverse in your thinking but strong in your convictions. Building confidence is the key success."

Cynthia O'Brien
Communication manager
Inland Valley Health Plan
Phone: 909-949-0900

Claim to fame: O'Brien was promoted in April, 1995 and launched an expansion advertising program three months later which included a TV commercial, direct mail and collateral marketing material. She was a guest speaker at the Western Area Conference of the National Multiple Sclerosis Society; Inland Valley Health Plan was the corporate sponsor for the event and through cooperative efforts it was appraised as being very successful for the Southern California Chapter, which invited O'Brien to share some of the promotional strategies. She joined a women's soccer team this year and recently scored her first point.

Visits: O'Brien serves on the board of directors for the Inland Empire Ad Club, is a member of Healthcare Public Relations and Marketing Association, and president of the Parents Guild at her daughter's school. Education: California State University, Long Beach, B.A.

Quote: "I always strive to be honest with others — this way they know where I stand. Just give me two hours in each day, then I can do it all."

Lois Ziegler O'Donnell
Executive director
Children's Fund
Phone: 909-935-7000

Age: Old enough to know better than to answer that question!

Claim to fame: O'Donnell's background includes public relations, business management and ownership as well as entrepreneurship, but what really garners her interest is anything having to do with children. Even in the days she owned and operated a multi-faceted "farm market" on a major highway in Michigan, she managed to provide field signs for school children that "took them through the life cycle of the apple — from seed to harvest — and which included a special treat of freshly pressed cider and warm donuts!" The excavation was so popular it was booked to capacity in a fall year in advance.

After moving to California in 1979, she served as administra-
tor of a private Montessori school for nearly 12 years. There were just 44 students when she assumed the principal; during her leadership, the program expanded to include children from 18 months old to sixth grade students. More than 200 children were enrolled when the "remote," and a brand new com-
campus was being built to meet the needs that had been created. Retirement didn't last long, the opportunity to serve an entirely different population of young-
gers came along when she was invited to serve as executive director of Children's Fund in 1991. The non-profit component of the Children's Network provided badly needed resources for more than 80,000 at-risk children in San Bernardino County last year.

Visits: O'Donnell has served on many boards and chaired many events. Among those are presidency of the Child Soup Club, PTA, Business Association, Jaycee Auxiliary. She has also served as an officer on the Chamber of Commerce board of directors, currently is serving on the board of Hesperia YMCA. O'Donnell has been a speaker at national conferences, and in...
EXECUTIVE TIME OUT

Mix Business With Pleasure at L’Auberge Del Mar Resort and Spa

by Marc T. Edwards

Combine the finest conference facilities with the advantages of a fully-equipped health spa, now add fine dining, elegant decor and hospitable service — with more than just a touch-of-class — and you have L’Auberge Del Mar Resort and Spa. Add to all of that L’Auberge’s location in the beautiful seaside village of Del Mar, and you may well find L’Auberge’s charm irresistible.

Once a playground for Hollywood’s elite, L’Auberge now caters to businesses that require the finest conference facilities in a stylish pool and health and fitness equipment.

L’Auberge’s location in the beautiful seaside village of Del Mar, and you have L’Auberge Del Mar Resort and Spa. Add to all of that L’Auberge’s location in the beautiful seaside village of Del Mar, and you may well find L’Auberge’s charm irresistible.

Once a playground for Hollywood’s elite, L’Auberge now caters to businesses that require the finest conference facilities in a stylish pool and health and fitness equipment.

L’Auberge’s location in the beautiful seaside village of Del Mar, and you have L’Auberge Del Mar Resort and Spa. Add to all of that L’Auberge’s location in the beautiful seaside village of Del Mar, and you may well find L’Auberge’s charm irresistible.

Once a playground for Hollywood’s elite, L’Auberge now caters to businesses that require the finest conference facilities in a stylish

The grand lobby

L’Auberge offers a view of the pool area

Mix Business With Pleasure at L’Auberge Del Mar Resort and Spa

by Marc T. Edwards

Combine the finest conference facilities with the advantages of a fully-equipped health spa, now add fine dining, elegant decor and hospitable service — with more than just a touch-of-class — and you have L’Auberge Del Mar Resort and Spa. Add to all of that L’Auberge’s location in the beautiful seaside village of Del Mar, and you may well find L’Auberge’s charm irresistible.

Once a playground for Hollywood’s elite, L’Auberge now caters to businesses that require the finest conference facilities in a stylish pool and health and fitness equipment.

L’Auberge’s location in the beautiful seaside village of Del Mar, and you have L’Auberge Del Mar Resort and Spa. Add to all of that L’Auberge’s location in the beautiful seaside village of Del Mar, and you may well find L’Auberge’s charm irresistible.

Once a playground for Hollywood’s elite, L’Auberge now caters to businesses that require the finest conference facilities in a stylish pool and health and fitness equipment.

L’Auberge’s location in the beautiful seaside village of Del Mar, and you have L’Auberge Del Mar Resort and Spa. Add to all of that L’Auberge’s location in the beautiful seaside village of Del Mar, and you may well find L’Auberge’s charm irresistible.

Once a playground for Hollywood’s elite, L’Auberge now caters to businesses that require the finest conference facilities in a stylish pool and health and fitness equipment.

L’Auberge’s location in the beautiful seaside village of Del Mar, and you have L’Auberge Del Mar Resort and Spa. Add to all of that L’Auberge’s location in the beautiful seaside village of Del Mar, and you may well find L’Auberge’s charm irresistible.

Once a playground for Hollywood’s elite, L’Auberge now caters to businesses that require the finest conference facilities in a stylish pool and health and fitness equipment.

L’Auberge’s location in the beautiful seaside village of Del Mar, and you have L’Auberge Del Mar Resort and Spa. Add to all of that L’Auberge’s location in the beautiful seaside village of Del Mar, and you may well find L’Auberge’s charm irresistible.

Once a playground for Hollywood’s elite, L’Auberge now caters to businesses that require the finest conference facilities in a stylish pool and health and fitness equipment.
INLAND EMPIRE WOMEN OF PROMINENCE ...

(continued from Page 37)

1994 received an award at a non-profit leader of the year by the A. Gary Anderson Graduate School of Management at the University of California, Riverside.

Quote: "Investment in citizen offers the best results i could possible imagine I highly recommend it."

Monica Poling
Marketing manager
Riverside Convention & Visitors Bureau

Sometimes when you make a change, it can be just right.

With growth comes change, and we’re happy to report that, effective immediately, Chino Valley Bank has become Citizens Business Bank, a name designed to more accurately reflect the bank’s growth over the years as well as the communities it serves.

Our newly named entity has assets of more than $1 billion with 23 branch offices, a new trust department and significantly expanded services.

We’re very much aware of the fact that it is our customers who have made this change – and this growth – possible. And we’re not going to forget it.

Which is why we are seeing it that Citizens Business Bank customers will continue to receive the same high quality service, attention to detail and personal care that has been characteristic of a Chino Valley Bank relationship.

We’ve changed our name. But not our style!

Chino Valley Bank is now Citizens Business Bank

Officers in Arcadia, Brea, Chino, Colton, Corona, Covina, Fontana, Fullerton, La Cañada Flintridge, Ontario, Palmdale, Pomona, Riverside, San Bernardino, San Gorgonio, San Jacinto, Yucaipa, El Monte, Upland and Victorville.

Member FDIC

$1 million in membership rev- er for the Los Angeles Convention & Visitors Bureau. Created database software for use with membership programs and received the University of California at Riverside Chancellor’s award. Vice President of Impact Marketing, manager of member relations of the Los Angeles Convention and Visitors Bureau, member of Los Angeles Junior Chamber of Commerce, Chrysalis Volunteer, California Museum of Science Industry Museum voluntee, University of California Alumni associate member and the University of California, Riverside activities/orientation coordinator.

Education: University of California, B.A. in mathematics.

Quote: "It is very exciting to be part of Riverside’s tourism industry during this age of eco-momic growth and increased area-awareness. I am delighted to be a part of a team that will encourage more visitors than ever before to view the Inland Empire as a viable travel destin-
ination."

Barbara Crum Riedian
Supervisor, San Bernardino

County, Third District
San Bernardino County Board of Supervisors
Age: 54

NO MORE SPIDER VEINS!

LET YOUR LEGS LOOK THEIR BEST

You are all dressed up and looking great, until you look down and notice those unsightly veins on your legs.

"Spider veins", a type of varicose veins, affect nearly 80,000,000 Americans, mostly women. Spider veins are not just a cosmetic concern, they can cause aching and feelings of heaviness. You do not have to live with spider veins! Now you can care for this problem with special therapies from "Beautiful Choices". Our Registered Nurses utilize the latest techniques in injection-compression sclerotherapy and PhotoKinetic Therapy™

Injection-compression sclerotherapy consists of a series of tiny micro injections using FDA approved medications to reduce larger varicose veins. After each treatment medically prescribed stockings help hold these treated veins closed. This prepares you for the next step.

PhotoKinetic Therapy™ - a unique laser application - is used next to reduce the smaller spider veins on the legs, body or face. This therapy is performed without drugs, cutting, puncturing, bleeding or bruising of the skin.

By taking a more holistic approach, our Registered Nurses have improved the quality of care now available. All are members of the National Association of Nurse Sclerotherapists (NANS), a professional organization committed to better care for varicose vein sufferers.

Your medical insurance may pay for your treatment depending on the specifics of your insurance plan and your medical problem. We will be happy to assist you in determining your coverage for this service.

Call our toll free number listed below and talk directly with a Registered Nurse consultant about any questions concerning treatment and costs.

Ask for your free brochure.

Make a Beautiful Choice for you or a friend - call today!

Visit our booth at the "Women & Business Expo" May 17, 1996 Riverside Convention Center Free $100.00 Gift Certificate See you at the Expo!!!

Beautiful Choices

by National Laser Laboratories, Inc.

with 4 Southern California locations to serve you

(800) 547-3047

continued on Page 48
Fulfilling the Promise of Managed Care by Customizing a Health Plan Your Employees and CFO Can Live With.

The health plan you offer can make a big impact upon employee satisfaction and your bottom line. That's why Inter Valley Health Plan was founded with the objective of providing quality health care that anyone can afford. Since 1979, we've been doing a fine job of both. In a recent survey, over 90% of our members would recommend Inter Valley to a friend.

Inter Valley Health Plan
Fulfilling the Promise
300 South Park Avenue • Pomona, CA 91766
800-843-3520
Inter Valley is a non-profit, Federally Qualified HMO.
Sometimes when you make a change, it can be just right.

With growth comes change, and we're happy to report that, effective immediately, Chino Valley Bank has become Citizens Business Bank, a name designed to more accurately reflect the bank’s growth over the years as well as the communities it serves.

Our newly named entity has assets of more than $1 billion with 23 branch offices, a new trust department and significantly expanded services.

We’re very much aware of the fact that it is our customers who have made this change – and this growth – possible. And we’re not going to forget it.

Which is why we are seeing to it that Citizens Business Bank customers will continue to receive the same high quality service, attention to detail and personal care that has been characteristic of a Chino Valley Bank relationship.

We’ve changed our name. But not our style!

Chino Valley Bank is now

Citizens Business Bank

Offices in Arcadia, Brea, Chino, Colton, Corona, Covina, Fontana, Fullerton, La Canada Flintridge, Ontario, Pasadena, Pomona, Riverside, San Bernardino, San Gabriel, San Marino, South El Monte, Upland and Victorville.

Member FDIC
Visualization, partnerships help cover new ground

Traditional long distance is a thing of the past. Basic service no longer satisfies the consumer — nor should it. The rapidly evolving industry of telecommunications demands that consumers become more educated about the products and services they need to ensure the success of their operation. At the same time, long distance providers must continuously strive to achieve those needs in the most creative, results-driven manner possible.

Today, long distance companies offer such non-traditional services as pre-paid calling cards and Internet programs that can enhance marketing efforts and increase consumer awareness. Programs such as these, which can be customized to meet virtually any communication need, exist primarily because choosing a long distance company is no longer a matter of just saving dollars and comparing rates. It has become a quest to find the company that offers the most specialized programs and customized solutions.

There is a shift in long distance companies to become more than just long distance providers — they are now serving as business and communications partners. Those companies which embrace the movement and capitalize on this newfound partnership will undoubtedly find longevity in the telecommunications industry. Visualization is key to the understanding and implementing of all aspects of the partner role.

The current business market requires flexibility and technological expertise. Companies such as U.S. Long Distance (formerly Call America) have achieved success in the telecommunications arena by developing innovative, specialized products in response to their customers' needs.

For example, U.S. Long Distance (USLD) recently launched a commercial/residential service. This unique product offering is only available to the employees of USLD’s current business customers. It was developed in order to foster customer loyalty, while providing an additional benefit for the customers to offer their employees. Rates for this program are as low as $0.08 per minute and include off-peak calls.

Programs such as these differentiate those companies which recognize the customers' wants and discover ways to perform.

Oftentimes, this personal approach cannot be found among the giants of the "big three." Larger companies can become unresponsive to their customers' needs due to massive size of their customer base. Smaller companies, on the other hand, have the ability to remain flexible and resilient. These companies have a tendency to work harder to develop enhancements that make a difference, such as customized reporting, efficient and responsive customer service and information management systems.

In this varied and competitive telecommunications era, it is easy to get wrapped up in the mayhem. However, there are ways to minimize the confusion. A long distance company that provides effective tools — and tailors them to the needs of a business — simplifies the process.

Program enhancements, personal attention and unsurpassed customer service are no longer the icing on the cake. Instead, these key ingredients are now the foundation which makes the cake to stand upright and complete. A company should be willing to listen, learn, suggest, and take action to embellish and develop all aspects of a business's most important asset — communications. It is the integral ingredient which institutes progress, advancement and prosperity.
**INLAND EMPIRE WOMEN OF PROMINENCE ...**

(continued from Page 4)

**Vivian:** Founder, Turk Communications, Inc. in 1979 and Turk & Eckstrom Advertising in 1985. Served as communications director for four hospitals, as HMO and large multi-specialty medical groups, and as the current director of the Inland Empire Ad Club and the Women's Business Forum of the Marketing Association of Southern California.

**Marcella M. Walker**

**Vivian:** Founder and president, of the Humanes International Fund of Animal Welfare, Inc., and a frequent lecturer on marketing and communications. She is the partner in the firm of Eckstrom Advertising.

**Vivian:** A native of the United States and the International Fund of Animal Welfare.

**Carolyn Hayes Uber**

**President and creative director**

Age: 47

**Uber:** Founder of client services and marketing Turk & Eckstrom Advertising Age: 47

**Claim to Fame:** Wonder of more than 60 awards for strategic creativity excellence

**Turk** is a nationally-known specialist in health care advertising, having worked with some of the largest hospital groups, medical groups, health plans, and managed care organizations (HMOs) in Southern California. Turk's mission is to reach out to those in need of health care.

**Carolyn Hayes Uber**

**President and creative director**

**Claim to Fame:** Founder of client services and marketing Turk & Eckstrom Advertising Age: 47

**Vivian:** A native of the United States and the International Fund of Animal Welfare.

**Marcella M. Walker**

**Vivian:** A native of the United States and the International Fund of Animal Welfare.

**Carolyn Hayes Uber**

**President and creative director**

**Claim to Fame:** Wonder of more than 60 awards for strategic creativity excellence

**Turk** is a nationally-known specialist in health care advertising, having worked with some of the largest hospital groups, medical groups, health plans, and managed care organizations (HMOs) in Southern California. Turk's mission is to reach out to those in need of health care.

**Carolyn Hayes Uber**

**President and creative director**

**Claim to Fame:** Founder of client services and marketing Turk & Eckstrom Advertising Age: 47

**Vivian:** A native of the United States and the International Fund of Animal Welfare.

**Marcella M. Walker**

**Vivian:** A native of the United States and the International Fund of Animal Welfare.

**Carolyn Hayes Uber**

**President and creative director**

**Claim to Fame:** Wonder of more than 60 awards for strategic creativity excellence

**Turk** is a nationally-known specialist in health care advertising, having worked with some of the largest hospital groups, medical groups, health plans, and managed care organizations (HMOs) in Southern California. Turk's mission is to reach out to those in need of health care.
Transforming Venture Capital for Everyone's Economic Gain

by Nelina Henry, M.B.A.

In the wake of the massive aerospace and defense downsizing that is occurring, Southern California is witnessing an unprecedented explosion of entrepreneurial activity that could have far-reaching implications for the state's economic viability and its ability to compete in the world marketplace.

The ability of entrepreneurial businesses to regenerate immediately in response to ever-changing market demands is a valuable asset in our rapidly changing environment.

However, the survival and long-term success of many of Southern California's new businesses is threatened by an uninformative and financially illusionary business community, and by inefficiencies in capital markets. Therefore small business leaders must become financial strategists and learn how to access the appropriate type of capital.

One of the primary issues of interest to the American entrepreneur is transport to merchandise to overseas destinations. With today's emphasis on marketing strategy, the question of shipping methods is often overlooked.

This article is written to inform and educate small business leaders on the importance and the ability to leverage their competitive advantage to help strengthen their own economy.

Some of the reasons that I see for the proposed Venture Capital Institute are:

1) the demand for financial resources to fund entrepreneurial projects is rising;
2) the supply of financial resources in the venture capital community is declining;
3) the failure rate and riskiness of small businesses are diminishing; and
4) the need for financial and human capital into business projects that have merit and the ability to leverage their competitive advantage to help strengthen our economy.

The venture capital industry has inefficiencies that must be addressed in order to increase its effectiveness and profitability.

I invite readers of this article to join me in the creation of a stronger and more viable venture capital industry — for a better capitalized business community — that is able to compete and offer highly attractive returns on investments, benefiting everyone.

Nelina Henry is senior vice president of research for Financial Capital Resources Corporation—a commercial financial services company in Torrance—and an instructor at the Center for Economic Development and Continuing Education at West Los Angeles College. Henry may be contacted by phone at (310) 375-1238, or by fax at (310) 375-0728.
Affirmative Action and the Search for Talent

By Pete G. Peterson

The pipeline is filled with a diverse population, but not all of them can "arrive." Frustrated, those in the "almost there" category are leaving organizations at record rate, creating new friction with employers who feel they have invested a lot in their development.

Adding to these disappointments of the slow growth of the American economy, the stagnation of middle-class incomes and the public's disgust with government operations in general, then the question of who gets hired/fired becomes more volatile. White males, down to 37 percent of America's population, are circling the wagons; the calls for Affirmative Action reform are coming from every corner — Newt and the Republican presidential hopefuls, Gov. Wilson, and President Clinton. Suggestions range from a low-key proposal to review U.S. attempts to create equality of opportunity for passionate calls for the end of the Affirmative Action goal.

Many companies are adept at hiring minorities, but they fail to recognize that a culturally diverse workforce requires organizational changes to be effective. Research shows that workers who are different from the majority in the workplace are 35 percent to 50 percent of their energy conforming to the dominant culture in a company, the norm. The leftover energy goes to personalities and programs as a business strategy in order to satisfy the hard questions. How are you balancing special needs against fair and equal treatment? Are you prepared to respond to backlash from formerly favored groups?

Managers also have to be cautious of being oversensitive in picking talented minority workers too far too fast. With all the best intentions, this eagerness to support Affirmative Action goals can result in placing people into jobs for which they are not ready.

This is not only an unfortunate and, in some situations for the individual, it gives credence to the suspicion that Affirmative Action is giving jobs to minorities who are not qualified.

Certified Public Accountants and Loma Linda University Medical Center are proud to chosspor, aging and health expert Dr. Bruce Clark of AGF WAVE. AGE WAVE -Crisis or Opportunity examines effects of the Baby Boom on the Medical Industry.

For more information call 909-889-0071, or see the back cover of this publication.

Managing

Managing Public Accountants

Certified by Number of CPA's in the Island Empire

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th># CPA's in L.E.</th>
<th># Priors in L.E.</th>
<th>Year Founded</th>
<th># Offices in LE</th>
<th>Company Headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soren McAdam &amp; Ball</td>
<td>30 W. 57th St, Suite 310</td>
<td>38</td>
<td>1961</td>
<td>2</td>
<td>8</td>
<td>San Bernardino</td>
</tr>
<tr>
<td>Van Vleet &amp; Co., Inc.</td>
<td>3706 Main St., Ste 600</td>
<td>40</td>
<td>1960</td>
<td>3</td>
<td>13</td>
<td>Rancho Cucamonga</td>
</tr>
<tr>
<td>Layton &amp; Steven</td>
<td>1901 Main St., Suite 300</td>
<td>19</td>
<td>1953</td>
<td>1</td>
<td>2</td>
<td>La Verne</td>
</tr>
<tr>
<td>McGilvary &amp; Pullen, LLP</td>
<td>300 W. 4th St., Suite 400</td>
<td>20</td>
<td>1924</td>
<td>6</td>
<td>12</td>
<td>Fontana</td>
</tr>
<tr>
<td>Barger, Anderson &amp; Scott</td>
<td>600 S. Flower St., Ste 300</td>
<td>19</td>
<td>1951</td>
<td>1</td>
<td>12</td>
<td>Glendale</td>
</tr>
<tr>
<td>Swenson Accountancy Corporation</td>
<td>1940 E. 17th St., Suite 100</td>
<td>15</td>
<td>1966</td>
<td>1</td>
<td>23</td>
<td>Ontario</td>
</tr>
<tr>
<td>Genden, Mauk &amp; Co. CPA</td>
<td>240 S. Central Ave., 3rd Flr</td>
<td>11</td>
<td>1968</td>
<td>1</td>
<td>17</td>
<td>San Bernardino</td>
</tr>
<tr>
<td>Leach &amp; Smith &amp; Associates</td>
<td>1421 W. 15th St., Ste 300</td>
<td>8</td>
<td>1948</td>
<td>1</td>
<td>17</td>
<td>Riverside</td>
</tr>
<tr>
<td>Rous, Low &amp; Page</td>
<td>1400 E. 16th St., Ste 100</td>
<td>8</td>
<td>1952</td>
<td>1</td>
<td>17</td>
<td>Riverside</td>
</tr>
<tr>
<td>Crain &amp; Partners</td>
<td>1185 E. 11th St., Ste 100</td>
<td>6</td>
<td>1957</td>
<td>1</td>
<td>17</td>
<td>Riverside</td>
</tr>
<tr>
<td>Land &amp; Gentry</td>
<td>1755 S. Eucalyptus Ave, #110</td>
<td>6</td>
<td>1967</td>
<td>1</td>
<td>17</td>
<td>Riverside</td>
</tr>
<tr>
<td>Kondor, Smith &amp; Co.</td>
<td>1400 S. 4th St., Ste 100</td>
<td>2</td>
<td>1987</td>
<td>1</td>
<td>17</td>
<td>Riverside</td>
</tr>
<tr>
<td>Thrall, Lavaty &amp; Basoli</td>
<td>170 M. N. Broadway, Ste 300</td>
<td>4</td>
<td>1946</td>
<td>1</td>
<td>17</td>
<td>Fullerton</td>
</tr>
<tr>
<td>Dewar &amp; Butler</td>
<td>1705 S. Eucalyptus Ave, #100</td>
<td>2</td>
<td>1978</td>
<td>1</td>
<td>17</td>
<td>Riverside</td>
</tr>
<tr>
<td>Hillard, Brown &amp; Co. CPA</td>
<td>240 S. Central Ave, 3rd Flr</td>
<td>2</td>
<td>1971</td>
<td>1</td>
<td>17</td>
<td>Claremont</td>
</tr>
<tr>
<td>Reinberg &amp; Company</td>
<td>200 N. Market St., Ste 100</td>
<td>2</td>
<td>1967</td>
<td>1</td>
<td>17</td>
<td>Claremont</td>
</tr>
<tr>
<td>Giedt, Reuber &amp; Feldman</td>
<td>24 S. Palm Canyon Dr, Suite 160</td>
<td>1</td>
<td>1973</td>
<td>1</td>
<td>17</td>
<td>New York</td>
</tr>
</tbody>
</table>

For a FREE discussion call 909-277-9465

TOM WILLENNBERG
Certified Public Accountant - Certified Business Administrator
Certified Professional Consultant to Management

30 Years of Diversified Experience

<table>
<thead>
<tr>
<th>Special Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax Service/Audits</td>
</tr>
<tr>
<td>Business Plans</td>
</tr>
<tr>
<td>Human Resources</td>
</tr>
<tr>
<td>Contract Negotiations</td>
</tr>
<tr>
<td>Marketing Strategies</td>
</tr>
<tr>
<td>Capital Procurement</td>
</tr>
<tr>
<td>International Activities</td>
</tr>
</tbody>
</table>

Top Local Executive
- Title: Partner
- Phone/Fax: (909) 466-440-4431
- Email: dmitrav@loma.edu
- Address: 13 N. Orange St., Suite 300, Claremont, CA 91711

Other Information
- For more information call 909-889-0071, or see the back cover of this publication.

"Rent" only the time you need at very reasonable rates! I will assist you in:
- Accounting Services
- Book Management
- Computer Systems
- Company Turnaround
- Legal Services
- Ownership Changes
- Special Projects

Management

MAY 1996

Page 53

INLAND EMPIRE BUSINESS JOURNAL
Employment Opportunities Soar Through Internet Access

By Paige Marino

With over 20,000 new Internet users each month, it is clearly a matter of the future before the entire business community is online. As an exciting marketing tool, the Internet is a dream for business people to master the art of networking. For human resources professionals, the Internet provides a forum for employers to interact with applicants and client companies in real time. Several employment agencies, already aware of the potential of the Internet, have designed elaborate Web pages to appeal to their client companies and applicants. AppleOne Employment Services considers the Internet a valuable tool for finding employment services and has a Web page on the Internet. “We are a smart and instant job bank for job seekers,” says Gregg Hassler, Inland Empire Regional Director of AppleOne. The World Wide Web is still in its infancy. Yet, since its debut in 1993, the Web has attracted over 55 million users worldwide and almost 25 million in the United States alone. While the volume of Internet users appears impressive, it is not these numbers alone that make the Internet an important business vehicle for all employment services. Currently, there are over 3.5 million available jobs on the Internet and close to 3 million resumes. With these statistics, the Internet is a major breakthrough for employment services in matching available employees to potential employers. Unlike any other marketing tool, the Internet offers a compendium of ways to promote your business. While unsearched direct mail advertising is as uninvited taboo (it may get you kicked off the Internet), there are a variety of ways to get your message across. AppleOne Employment Services utilizes their Internet site not only to exchange resumes, but to provide tips and how to write an effective resume. AppleOne’s Web site also supplies informative articles regarding the temporary services industry, labor laws and salary surveys. Providing valuable services that continues to grow, so will the opportunities for businesses, particularly those in the Internet. Businesses looking toward the future, like AppleOne, realize now is the time to act. “As the number of Internet users increases, unlimited sources of information and aids producers in finding California locations for filming. Finding information on the Internet is as simple as clicking on a button. Such ease allows for great convenience to businesses. A company interested in utilizing a temporary employment service or any other marketing tool, for example, could simply click on the AppleOne Web site, and browse a wealth of information on value-added services and recruiting methods that AppleOne offers as well as a useful reference information and company background. Interested visitors can be selective about what information they want to pursue. By browsing Web pages that pertain to their interests and needs, interested businesses save valuable time by exercising their option to selective viewing. Applicants from various geographical areas have a unique opportunity to target desirable career locations, or to secure a job prior to relocation.

Additionally, the informal culture of the Internet creates a business environment that allows companies to interact and network within the presence of formal business protocols. As the number of Internet users continues to grow, so will the opportunities for businesses, particularly those in the Internet. Businesses looking toward the future, like AppleOne, realize now is the time to act. As the number of Internet users increases, unlimited sources of information and aids producers in finding California locations for filming. Finding information on the Internet is as simple as clicking on a button. Such ease allows for great convenience to businesses. A company interested in utilizing a temporary employment service or any other marketing tool, for example, could simply click on the AppleOne Web site, and browse a wealth of information on value-added services and recruiting methods that AppleOne offers as well as a useful reference information and company background. Interested visitors can be selective about what information they want to pursue. By browsing Web pages that pertain to their interests and needs, interested businesses save valuable time by exercising their option to selective viewing. Applicants from various geographical areas have a unique opportunity to target desirable career locations, or to secure a job prior to relocation.

Additionally, the informal culture of the Internet creates a business environment that allows companies to interact and network within the presence of formal business protocols. As the number of Internet users continues to grow, so will the opportunities for businesses, particularly those in the Internet. Businesses looking toward the future, like AppleOne, realize now is the time to act. As the number of Internet users increases, unlimited sources of information and aids producers in finding California locations for filming. Finding information on the Internet is as simple as clicking on a button. Such ease allows for great convenience to businesses. A company interested in utilizing a temporary employment service or any other marketing tool, for example, could simply click on the AppleOne Web site, and browse a wealth of information on value-added services and recruiting methods that AppleOne offers as well as a useful reference information and company background. Interested visitors can be selective about what information they want to pursue. By browsing Web pages that pertain to their interests and needs, interested businesses save valuable time by exercising their option to selective viewing. Applicants from various geographical areas have a unique opportunity to target desirable career locations, or to secure a job prior to relocation.

Additionally, the informal culture of the Internet creates a business environment that allows companies to interact and network within the presence of formal business protocols. As the number of Internet users continues to grow, so will the opportunities for businesses, particularly those in the Internet. Businesses looking toward the future, like AppleOne, realize now is the time to act. As the number of Internet users increases, unlimited sources of information and aids producers in finding California locations for filming. Finding information on the Internet is as simple as clicking on a button. Such ease allows for great convenience to businesses. A company interested in utilizing a temporary employment service or any other marketing tool, for example, could simply click on the AppleOne Web site, and browse a wealth of information on value-added services and recruiting methods that AppleOne offers as well as a useful reference information and company background. Interested visitors can be selective about what information they want to pursue. By browsing Web pages that pertain to their interests and needs, interested businesses save valuable time by exercising their option to selective viewing. Applicants from various geographical areas have a unique opportunity to target desirable career locations, or to secure a job prior to relocation.

Additionally, the informal culture of the Internet creates a business environment that allows companies to interact and network within the presence of formal business protocols. As the number of Internet users continues to grow, so will the opportunities for businesses, particularly those in the Internet. Businesses looking toward the future, like AppleOne, realize now is the time to act. As the number of Internet users increases, unlimited sources of information and aids producers in finding California locations for filming. Finding information on the Internet is as simple as clicking on a button. Such ease allows for great convenience to businesses. A company interested in utilizing a temporary employment service or any other marketing tool, for example, could simply click on the AppleOne Web site, and browse a wealth of information on value-added services and recruiting methods that AppleOne offers as well as a useful reference information and company background. Interested visitors can be selective about what information they want to pursue. By browsing Web pages that pertain to their interests and needs, interested businesses save valuable time by exercising their option to selective viewing. Applicants from various geographical areas have a unique opportunity to target desirable career locations, or to secure a job prior to relocation.

Additionally, the informal culture of the Internet creates a business environment that allows companies to interact and network within the presence of formal business protocols. As the number of Internet users continues to grow, so will the opportunities for businesses, particularly those in the Internet. Businesses looking toward the future, like AppleOne, realize now is the time to act. As the number of Internet users increases, unlimited sources of information and aids producers in finding California locations for filming. Finding information on the Internet is as simple as clicking on a button. Such ease allows for great convenience to businesses. A company interested in utilizing a temporary employment service or any other marketing tool, for example, could simply click on the AppleOne Web site, and browse a wealth of information on value-added services and recruiting methods that AppleOne offers as well as a useful reference information and company background. Interested visitors can be selective about what information they want to pursue. By browsing Web pages that pertain to their interests and needs, interested businesses save valuable time by exercising their option to selective viewing. Applicants from various geographical areas have a unique opportunity to target desirable career locations, or to secure a job prior to relocation.
Battlegrounds of the malls ...

continued from Page 3

since it opened in 1989. It is directly across from Ontario Mills and is losing many of its few remaining tenants to the Mills project, according to Ruth Turner, leasing agent with Turner Prospect Co.

Outlet malls are now trying to aim at a different target—the discount shopper. Outlet operators are at a different target market since it opened in 1989. It is directly

ing many of its few remaining

"Time has owned the property or to the extent that Inland Center opposed Inland Center with helpmg dr;m he count shopper. Outlet operators are at a different target market since it opened in 1989. It is directly

ing many of its few remaining

..."
**Construction on Terra Vista Promenade Underway**

Ground has been broken and construction is continuing for the fifth shopping center in Rancho Cucamonga's master-planned Terra Vista mixed-use community. Terra Vista Promenade is owned and developed by affiliates of the Upland-based Lewis Homes group of companies.

Terra Vista is a 1,340-acre master planned community which, upon completion, will have 9,000 households as well as retail development. The owner of Terra Vista Promenade is Lewis Homes Development Co., which was formed and is owned by Lewis Homes Management Corp.

Situated at the northwest corner of Foothill Boulevard and Rochester Avenue, Terra Vista Promenade will ultimately encompass 450,000 square feet on 47 acres. This one phase of a project is scheduled to be open in late summer and will be anchored by Home Depot, one of America's foremost retailers. Home Depot will occupy 100,000-square-feet of store space. An additional 28,000 square feet will be devoted to its nursery operations.

Negotiations are underway with a number of prospective tenants in the auto care, furniture, pet supply, entertainment, sporting goods, restaurant and home electronics categories, company spokesman said.

"Terra Vista Promenade will be the latest chapter in Lewis' ongoing expansion program in the area of retail shopping center development," said Greg Herwitz, executive director of commercial development. "With this project the Foothill Corridor becomes the premier retail location in the Inland Empire."

The Lewis Homes group of companies have already developed more than 1.3 million-square-feet of retail property in Rancho Cucamonga. The group, founded in 1955, is in Forbes magazine's list of the 50 largest privately owned companies in the United States and reported combined gross revenues in excess of $500 million for 1995.

**Battle ground of the malls ...**

Redlands battling with them and they weren't allowed to expand. The lone competitor in Redlands is Redlands Mall, which includes 160,000-square-feet and two anchor stores, Harris and Sav-on. The proposed malls are Redlands Fashion Center and Citrus Plaza.

Redlands Fashion Center will ultimately occupy 1.7 million-square-feet and possible anchor stores are Robinson-May, J. C. Penney, Nordstrom, Sears, Bon Marche/Macy's. Citrus Plaza is expected to grow from 555,000-square-feet in phase one to 1.3 million-square-feet by the year 2005. Possible anchor stores are Target, The Good Guys, Tower Records, Chucks Sporting Goods, and Edwards Cinema.

With the threat of the new Redlands projects, the inland Center Mall reported San Bernardino would lose the viability of its two regional malls that attract shoppers to the city. $6.2 million in sales tax revenue they generate would be lost to the city; $6.2 million in sales tax revenue they generate would be lost to the city; $6.2 million in sales tax revenue they generate would be lost to the city; $6.2 million in sales tax revenue they generate would be lost to the city; $6.2 million in sales tax revenue they generate would be lost to the city; $6.2 million in sales tax revenue they generate would be lost to the city; $6.2 million in sales tax revenue they generate would be lost to the city; $6.2 million in sales tax revenue they generate would be lost to the city; $6.2 million in sales tax revenue they generate would be lost to the city; $6.2 million in sales tax revenue they generate would be lost to the city; $6.2 million in sales tax revenue they generate would be lost to the city.

The council voted 5-2 to approve a 20-year development agreement with the mall's parent company, General Growth Development Capitol. Inland Center Mall argued for equal opportunity to expand, but presented no specific plans.

**CONSTRUCTION NOTICES**

<table>
<thead>
<tr>
<th>PERMITS $500,000 OR LARGER</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW</td>
</tr>
<tr>
<td>4100</td>
</tr>
<tr>
<td>NEW</td>
</tr>
<tr>
<td>4129</td>
</tr>
<tr>
<td>NEW</td>
</tr>
<tr>
<td>4117</td>
</tr>
<tr>
<td>NEW</td>
</tr>
<tr>
<td>17</td>
</tr>
<tr>
<td>NEW</td>
</tr>
<tr>
<td>Montebello</td>
</tr>
<tr>
<td>NEW</td>
</tr>
<tr>
<td>Sun City</td>
</tr>
</tbody>
</table>

**Barter Business Barometer**

Now you can do something to improve your economic climate.

Barter is the ideal strategy to ride out stormy economic times. When the business barometer falls, you can use barter to bring customers, strengthen your cash flow, sell your products or services, and provide an alternative source of financing.

And ITEX is the trade exchange you should choose to handle your business barter needs. ITEX is the nation's largest, most sophisticated and innovative barter company.

**REAL ESTATE FOCUS**

**Shopping Centers Are Attracting Consumers, Investors**

"The market for well-located shopping centers has picked up despite economic weakness," said David Neil, president of Franklin Loan Center, said Mahon and Goudie "get superior results in the mortgage business because they live by the motto "service first."

"The better-quality shopping centers are enjoying a disproportionate share of total consumer expenditures. Those centers that are well-anchored, have sufficient parking facilities and good visibility to major commercial corridors or commercial intersections will be those that have staying power well into the late 1990s."

"Similarly, tenant activity — which looks good now but two years ago — continues to follow those better located and better-anchored properties."

"With the advent of stabilized low interest rates, the investment activity is also picking up. The investment dollars seem to be chasing those properties known to be classified as "A." Those properties that are not well-located and well-anchored and lack visibility will continue to trade at declining values through the foreseeable future."

Cedar Brook Apartments sold for $143 million

145-unit Cedar Brook Apartment complex in Colton was sold in an all-cash real estate investment trust transaction of $143 million. Representing buyer and seller in the deal were Wolfgang Kupka and Marc Rosen of Cushman and Wakefield Financial Services of Los Angeles. Kupka said, "I believe it is the largest multi-unit transaction this year" in Southern California. The seller was Sutter's Trust and Bank of Los Angeles, and the buyer was Security Capital Pacific of Santa Fe, N.M.

Mahon, Goudie earn funding honors

Patrick Mahon was named Franklin Loan Center's Indian Wells top broker for 1995, and Sandra Goudie was recognized for her efforts as coordinator for barter developer services for the mortgage banking firm.

"The most projects achieved the funding of about $18 million in residential loans last year, earned the award for the second consecutive year. Volume reflects a total of 80 loans with an average value of $225,000."

Goudie is Mahon's administrative assistant. She has been active in the industry for 18 years and specializes in planned unit developments.

The seller, who owns a vacation home in the community, was represented by Erik Messinger of CB Commercial Real Estate Group Inc. The buyer was represented by Emily DiSimone of Prudential Realty Group.

Metalimphy Alloys Corporation of New Jersey was represented by Ross Redhead of Bankers Capital Realty.

**Barter Business Barometer**

Everybody talks about the weather, but nobody can do anything about it. That's particularly true when economic storm clouds appear on the horizon to threaten your business.

Now you can do something to improve your economic climate.

Barter is the ideal strategy to ride out stormy economic times. When the business barometer falls, you can use barter to bring customers, strengthen your cash flow, sell your products or services, and provide an alternative source of financing.

And ITEX is the trade exchange you should choose to handle your business barter needs. ITEX is the nation's largest, most sophisticated and innovative barter company.

So put ITEX to work for you and watch your personal business barometer move to sunny and warmer.

ITEX Corporation, 555 Garden Grove Blvd., Westminster, CA 92683
Facsimile: (714) 379-4786
Telephone: (714) 379-3499

Nancy Dick Spaldin, "ITEX"
**Influence: Portable Power for the 90's**

by Elaine Zaker

**May 1996**

**Part 1 of 2**

What if you possessed a magical power that enabled people to cooperate more successfully with you and your ideas? What if you could enthusiastically implement your suggestions, your stuff was facili­tating something that was much larger, you were volunteering for additional projects, and client contract negotia­tions were decided in your favor? What if you had this ability? Of course there is no magical power, but there are skills you can develop that will give you that edge. Influence skills are powerful and can save you time and energy. They are a simple yet powerful set of techniques that will help you win support for your ideas and proposals, gain the respect of management, and earn the credibility of your colleagues.

**What is influence?**

Influence is a desire to affect change, to achieve a mutually beneficial result, while allowing others to be on the fast track. You can gain support from those inside and outside your organization. Influence is the ability to create a win-win situation. It is a positive process. Influence isn’t power — the force to control others — it is a set of interpersonal skills that you can activate when necessary. Influence is the ability to use authority or coercion. It is the art of persuasion. You can’t simply count on your expertise to achieve results. The other side of the debate is those who have access to power in the organization. Influence is a function of the personal power of the person using it, not what you offer the group. Influence comes from being experienced in water law issues, being a water attorney for the United Nations in 8222 years, or being a communications researcher to gather support for your position. Influence is a practical process. You get the results you want by allowing others to get the results they want. You can exert a mutually beneficial rela­tionship. This is the most important feature of influence skills — your ability to create a win-win situation.

**Influence in an Age of Change**

The 1990s have ushered in an unprecedented age of change in the business world. New technologies are changing the way we do business. Work is restructuring, mergers, downsizing, acquiring, communicating through the Internet. Employees are changing their relationships with the growing interest in the environment, quality of life issues, and diversity. Your next challenge is both personal and corporate. In this article, we conclude in the next issue of **Inland Empire Business Journal**.

**Directors see bright future...**

continued from Page 15

Sandra also worked with the organization on the development of an organization that brings all of the critics and the county Board of Supervisors together regularly. "This is an important function of the organization," she said. "We have served as a forum to facilitate a commonality of approach of all the political jurisdictions in the county."

What is the future of SAN­BAG? "Well, there’s a debate over that," McDaniel said. "There are those who believe the leadership of the agency should be replaced, that it should be radically reformed. There are those who think it should be rather narrowly defined as a transportation agency. There are those who think it should be more broadly defined — that the agency should have more responsibilities, that it should include air quality issues and quality of life issues." McDaniel said that he had hired a market research group to gather data on the agency. "I needed to have information about how the agency is perceived by its clients," he said. "We want to do that in order to achieve success you simply needed to put in place the right people with the right pro­fessional and technical expertise. After a while, this began to change and new people were brought in. We’ve had to learn from the old system and how to build a network of helpful people."

Now we have entered a new era. You can’t simply count on your influence skills anymore. "It’s a new world," McDaniel said. "You need to be a professional expert alone. These skills can quickly become obsolete. And you can’t simply count on your contacts, since high level contacts can vanish overnight with the next client."

What will guarantee your suc­cess is power that you can count on, a set of interpersonal skills that you can practice anywhere, anytime, inside or outside an organization. This “portable power” comes from possessing a set of influence skills that are portable and appropriate for the job you are doing.

**Doing it the Old-Fashioned Way**

Sandra didn’t understand how to gain support from those outside her sphere of influence. She had done a lot of work with the community, but she was not sure how to carry it over to the next phase. HDFC was being touted daily; organizations were using it as a role model. Sandra was able to use her expertise to gain support and cooperation from her neighbors who were thinking about those in upper management.

**Seven Secrets to a Positive Influence Style**

1. Thousands of people will be impressed by you if you can teach them something new.
2. Developing a positive influence style will increase your productivity and job satisfaction.
3. Influencing others is a positive process.
4. Business changes. This is the portable power of influence.
5. To be an influential leader, you need to have a vision of the future. You need to be able to create a positive influence style for the future.
6. Influence is not just about what you do, but what you say.
7. Influence is a personal skill that you can develop on your own.

**The Influence of the Future**

Sandra didn’t understand how to gain support from those outside her sphere of influence. She had done a lot of work with the community, but she was not sure how to carry it over to the next phase. HDFC was being touted daily; organizations were using it as a role model. Sandra was able to use her expertise to gain support and cooperation from her neighbors who were thinking about those in upper management.

**Seven Secrets to a Positive Influence Style**

1. Thousands of people will be impressed by you if you can teach them something new.
2. Developing a positive influence style will increase your productivity and job satisfaction.
3. Influencing others is a positive process.
4. Business changes. This is the portable power of influence.
5. To be an influential leader, you need to have a vision of the future. You need to be able to create a positive influence style for the future.
6. Influence is not just about what you do, but what you say.
7. Influence is a personal skill that you can develop on your own.

**The Influence of the Future**

Sandra didn’t understand how to gain support from those outside her sphere of influence. She had done a lot of work with the community, but she was not sure how to carry it over to the next phase. HDFC was being touted daily; organizations were using it as a role model. Sandra was able to use her expertise to gain support and cooperation from her neighbors who were thinking about those in upper management.

**Seven Secrets to a Positive Influence Style**

1. Thousands of people will be impressed by you if you can teach them something new.
2. Developing a positive influence style will increase your productivity and job satisfaction.
3. Influencing others is a positive process.
4. Business changes. This is the portable power of influence.
5. To be an influential leader, you need to have a vision of the future. You need to be able to create a positive influence style for the future.
6. Influence is not just about what you do, but what you say.
7. Influence is a personal skill that you can develop on your own.
Inland Empire Economic

Among other duties, Chavez is Colton for four and one-half years. At academy, Chavez was an administrator of Four-D Center in Riverside, because of their successful performance, the company's sales in excess of $1.6 billion. Founded in 1984, ExecuTrain was named Franchisee of the year for its innovative training of popular business skills, principles and practices through a multimedia-based approach lo affecting others. Influence is not the ability to win power for yourself, but the skill to gain the respect of management, co-workers and others, gain the respect of management, co-workers and others, gain the respect of management, co-workers and others. Influence is not the ability to win power for yourself, but the skill to gain the respect of management, co-workers and others, gain the respect of management, co-workers and others, gain the respect of management, co-workers and others.
Culinary Chapter Re-established in Inland Empire

The American Culinary Federation (ACF) has re-established a chapter in a chapter in which will host a fund-raising dinner to benefit apprentice training and a team of world-class competitive chefs.

The newly formed Greater Orange County Chefs and Cooking Association, a chapter of the Florida-based ACF, is hosting a semi-formal dinner for an anticipated 200 guests June 30 at the Mission Inn, Riverside. Eleven apprentices from different Inland Empire kitchens will help prepare and serve the organization's inaugural "Chefs and Apprentice Dinner," a six-course meal with wine. Also scheduled is a pre-dinner hour of oven-side reception with live jazz entertainment. For information, call (310) 330-2800.

Chef Roger Gambau of Hollywood Park Casino said, "The idea of thousands of children addicted to wine by someone they know and trust. Their own parents, often involved in a drug-ridden, welfare system, are more likely than rich kids being nourished."

We call on Federal Reserve, confidence, over the phone between parents. With about five number, we can help the run and parent and help their children. With our help not, please call: 1-800-252-9680 in confidence. And help your child had a zero percent failure.

"People are most like wines. Age sours the bad and improves the good."

Joseph Filipp Winery

Visit RANCHO CUCAMONGA'S PREMIUM WINERY WINE TASTING, SALES, UNIQUE WINE ACCESSORIES, RENTAL ROOMS & EVENTS

PRECISION CUVÉE VALLEY WINES

For information on the following Great American Chefs and Apprentice Dinner, contact Roger Gambau at (310) 330-2800, or Jan Debroh at (909) 737-7507.

And Entertainment Guide

MEAD ON WINE

by Jerry Mead

LAURIER UPDATE

The first three women wine-makers of my acquaintance were Zelma Long, Ann Graf and Meredith "Meny" Merriman.

Long started at Robert Mondavi and moved on to Zima where she said she had much success that at once became assistant general manager and CEO (chief executive officer) of Zima. She was a very talented staff. When Zima shut down, she was a hands-on winemaker, there were no "department personnel.

Graff, interestingly, was Long's predecessor at Simi before leaving to establish a private laboratory and consulting business. Graf now helps make many wineries' wines better.

If one had started drinking the wines made by Edwards way back when (1974), one has been drinking well for the past couple of decades. Staying in business is a feat in itself. Mount Eden Vineyards in the Santa Cruz Mountains makes their next surfaced at Matanzas Creek in Sonoma County (1977) where she helped cultivate property that's still producing reputation today. She says that she is a consultant, working for several producers who has her own label, The Mermaid's Daughter.

A series of tragedies led to Edwards' current position as wine-maker for Laurier. Founder of the brand, Jacob Shilo, died unexpectedly and his well sold it to a corporation. Staying in business is a feat in itself. Mount Eden Vineyards, for example, has had its finest wines in a decade. Some have their lives, others have had their lives. The Mermaid's Daughter's wine is a blend of Albarino and Sauvignon Blanc, which is sold for about $25. It is a blend of many of the most expensive wines.

Wines are scored using a unique 100 point system first number ranks quality; second number ranks value.

The fruit is ripe, dark cherry, black cherry, with a hint of mocha, and a hint of smoke. One might say it is a very good wine.

Ink Hill 1992 "Estates" Cabernet Sauvignon ($52): I like this wine — a lot — but not every- one. It is a controversy in its own right; it is a beautiful wine, with a rich and smoky finish. It is a very good wine.

The Mermaid's Daughter's wine is a blend of Albarino and Sauvignon Blanc, which is sold for about $25. It is a blend of many of the most expensive wines.

Wines are scored using a unique 100 point system first number ranks quality; second number ranks value.

The fruit is ripe, dark cherry, black cherry, with a hint of mocha, and a hint of smoke. One might say it is a very good wine.

Ink Hill 1992 "Estates" Cabernet Sauvignon ($52): I like this wine — a lot — but not every- one. It is a controversy in its own right; it is a beautiful wine, with a rich and smoky finish. It is a very good wine.

The Mermaid's Daughter's wine is a blend of Albarino and Sauvignon Blanc, which is sold for about $25. It is a blend of many of the most expensive wines.

Wines are scored using a unique 100 point system first number ranks quality; second number ranks value.

The fruit is ripe, dark cherry, black cherry, with a hint of mocha, and a hint of smoke. One might say it is a very good wine.

Ink Hill 1992 "Estates" Cabernet Sauvignon ($52): I like this wine — a lot — but not every- one. It is a controversy in its own right; it is a beautiful wine, with a rich and smoky finish. It is a very good wine.

The Mermaid's Daughter's wine is a blend of Albarino and Sauvignon Blanc, which is sold for about $25. It is a blend of many of the most expensive wines.

Wines are scored using a unique 100 point system first number ranks quality; second number ranks value.

The fruit is ripe, dark cherry, black cherry, with a hint of mocha, and a hint of smoke. One might say it is a very good wine.

Ink Hill 1992 "Estates" Cabernet Sauvignon ($52): I like this wine — a lot — but not every- one. It is a controversy in its own right; it is a beautiful wine, with a rich and smoky finish. It is a very good wine.

The Mermaid's Daughter's wine is a blend of Albarino and Sauvignon Blanc, which is sold for about $25. It is a blend of many of the most expensive wines.

Wines are scored using a unique 100 point system first number ranks quality; second number ranks value.

The fruit is ripe, dark cherry, black cherry, with a hint of mocha, and a hint of smoke. One might say it is a very good wine.

Ink Hill 1992 "Estates" Cabernet Sauvignon ($52): I like this wine — a lot — but not every- one. It is a controversy in its own right; it is a beautiful wine, with a rich and smoky finish. It is a very good wine.

The Mermaid's Daughter's wine is a blend of Albarino and Sauvignon Blanc, which is sold for about $25. It is a blend of many of the most expensive wines.

Wines are scored using a unique 100 point system first number ranks quality; second number ranks value.

The fruit is ripe, dark cherry, black cherry, with a hint of mocha, and a hint of smoke. One might say it is a very good wine.

Ink Hill 1992 "Estates" Cabernet Sauvignon ($52): I like this wine — a lot — but not every- one. It is a controversy in its own right; it is a beautiful wine, with a rich and smoky finish. It is a very good wine.

The Mermaid's Daughter's wine is a blend of Albarino and Sauvignon Blanc, which is sold for about $25. It is a blend of many of the most expensive wines.

Wines are scored using a unique 100 point system first number ranks quality; second number ranks value.

The fruit is ripe, dark cherry, black cherry, with a hint of mocha, and a hint of smoke. One might say it is a very good wine.
BOOMERS HIT 50: SO, WHAT’S THE BIG DEAL

The press has been full of headlines indicating the oldest Baby Boomers will hit 50 this year. Many business owners will wonder what they should care. While these headlines are a little hyped, I think that over the next five years or so this phenomenon will have very important impacts upon many businesses. Business men and women will need to adjust their marketing plans and advertising approaches.

The Baby Boom is the generation born after World War II until 1964. A rare event of modern history—the big wave—was responsible for the worldwide delay of childbearing. World War II disrupted all of Europe, most of Asia, Australia, North Africa, and the Middle East. The Baby Boom occurred immediately after the war ended.

This generation represents 78 million Americans from 32 to 50 years of age. A good illustration of the impact this age group is having is that it may be likened to a pig in a python, hugging as it moves along the length of the snake. The impact of this generation on society is no less dramatic.

Edale and Perriello, certified public accountants, sponsored an Age Wave conference in Riverside last year. Dr. Bruce Clark of Age Wave Inc. boldly stated, “I believe the most important concept of this phenomenon is that it has never happened before.”

We have a tendency to plan the future by extrapolating from the past. In other words, if a business has a target area including people 50 to 65 years old, the news of a huge increase in this consumer age group seems bright indeed. However, if a company plans to approach advertising and promotion as it has in the past, chances are strong that these efforts will fail, according to Age Wave researchers and others.

Businesses ignore this profound difference in the Boomers do so at their peril. Of course, all Boomers are not alike. They were raised with the admonition, “do your own thing.” However, as a generation, they are more educated than any generation in history. Living as teenagers through the protest years of the Vietnam War, they have their own unique stamp.

They have become middle-aged people who hang onto their rebellion youth while managing the responsibilities of jobs and children, Dr. Russell. “They are well-educated, high-tech parents who suffer from lack of leisure time.”

Charles Schwie, professor of marketing at the University of California at Amherst, says, “Baby Boomers are marked by their skepticism and rejection of authority.” Baby Boomers are more likely to own computers and access electronic bulletin boards, receive electronic mail and faxes, and voice their opinions through electronic “Town meetings.”

According to a Roper Report, they are also more likely to have negative opinions about financial services such as banking and credit cards. They are also more inclined to believe anything labeled “natural” is better. Roper finds that 52 percent of adults age 30 to 44 think natural cereal is better, compared with only 39 percent of those 60 years of age and older.

According to Roper, baby Boomers are more likely than younger or older adults to take regular walks of one mile or more. Nearly 40 percent of Boomers have already cultivated this habit. This single phenomenon has helped several walking shoe-oriented companies grow over the last decade. It will undoubtedly have a powerful influence on health and medically-related industries. According to Clark, we cannot expect the Boomers’ attitudes toward health, fitness and wellness to parallel the current senior population.

This is not to say what the Boomers will do to your business, or its effects on the health industry, are not significant. What will be important is what the Boomers will do to your business, or its effects on the health industry, be sure to attend this year’s Age Wave conference, sponsored by Loma Linda University and Edale & Payne in Riverside on May 14.

Dr. Clark, renowned keynote speaker on this topic, will host this exciting event. This is an excellent opportunity to learn more about this important subject. Call (909) 889-0071 for details.

Ron Burgess is a marketing and trade show consultant specializing in integrated planning and marketing systems. A consultant for more than 15 years, Burgess has developed numerous automated marketing systems and founded STRATEGIC, a full-service marketing and graphics agency. He may be contacted at (909) 353-8111.
COUNTIES CO-FOUNDED MEDI-CAL PROVIDER ...

continued from Page 5

provider is exploiting the system. There will be no double billing or tripling of services, there will be no doctor shopping, and no duplicating prescription drugs that might find their way to the street.

Local managed care plans and providers who contract with IEHP will essentially absorb the risk and support the "safety net-indigent care" providers in their communities. This means that the local physicians who have traditionally treated indigent patients will not be disinfranchised — rather, they will become the backbone of the system. The IPAs which contract with the new health plan must meet certain quality standards. Physicians must be board certified in their respective specialties and much of the patient care will be provided by board-certified primary care physicians. This will prevent unnecessary use of specialists, a key factor in rising medical costs.

Because IEHP is a non-profit organization, revenue savings will be re-invested in the organization. According to Bruno, the intention is to provide better incentives for the physicians and higher quality of care for the beneficiaries. "We are patient advocates and [are] not profit motivated," Bruno said. "We are trying to keep as many as that of what was previously available to beneficiaries."

The health plan, Bruno said, will offer 24-hour care to eliminate a round of emergency rooms. This has long been a problem for the state because emergency room medical treatment costs far exceed those of a simple office visit.

Beneficiaries will be able to change providers every 30 days if they wish, so they are not limited to the care of a physician they're not comfortable with.

Furthermore, the contracting IPAs will offer a built-in second opinion. Many times patients faced with a medical dilemma need a second opinion before reaching a decision on the type of treatment they need, such as surgery. For their peace of mind, patients will be receiving care that is monitored by a number of physicians, not just one individual, thereby eliminating unnecessary or inappropriate care.

Stated for an Aug. 1 start up, IEHP must be online in four months. The actual transfer of demographic information concerning AT&SC beneficiaries, which represent 90 percent of all Medi-Cal beneficiaries, will be handled by Brown/Health Choices, a state-contracted company that will process beneficiaries into IEHP or Molina Medical.

Enroll-to-beneficiaries will be notified by mail well in advance of the deadline to facilitate the selection of a plan, the plan Bruno said, will offer a built-in second opinion before reaching a decision on the type of treatment they need, such as surgery. For their peace of mind, patients will be receiving care that is monitored by a number of physicians, not just one individual, thereby eliminating unnecessary or inappropriate care.

Toed to.

Earn a Career in... Local managed care plans and Professional Services. To the right of your Afternoons and Evenings that are patient advocates and patient advocate. IEHP is to patients who have traditionally treated indigent patients will not be disinfranchised — rather, they will become the backbone of the system. The IPAs which contract with the new health plan must meet certain quality standards. Physicians must be board certified in their respective specialties and much of the patient care will be provided by board-certified primary care physicians. This will prevent unnecessary use of specialists, a key factor in rising medical costs.

Because IEHP is a non-profit organization, revenue savings will be re-invested in the organization. According to Bruno, the intention is to provide better incentives for the physicians and higher quality of care for the beneficiaries. "We are patient advocates and [are] not profit motivated," Bruno said. "We are trying to keep as many as that of what was previously available to beneficiaries."

The health plan, Bruno said, will offer 24-hour care to eliminate a round of emergency rooms. This has long been a problem for the state because emergency room medical treatment costs far exceed those of a simple office visit.

Beneficiaries will be able to change providers every 30 days if they wish, so they are not limited to the care of a physician they're not comfortable with.

Furthermore, the contracting IPAs will offer a built-in second opinion. Many times patients faced with a medical dilemma need a second opinion before reaching a decision on the type of treatment they need, such as surgery. For their peace of mind, patients will be receiving care that is monitored by a number of physicians, not just one individual, thereby eliminating unnecessary or inappropriate care.

Stated for an Aug. 1 start up, IEHP must be online in four months. The actual transfer of demographic information concerning AT&SC beneficiaries, which represent 90 percent of all Medi-Cal beneficiaries, will be handled by Brown/Health Choices, a state-contracted company that will process beneficiaries into IEHP or Molina Medical.

Enroll-to-beneficiaries will be notified by mail well in advance of the deadline to facilitate the selection of a plan, the plan Bruno said, will offer a built-in second opinion before reaching a decision on the type of treatment they need, such as surgery. For their peace of mind, patients will be receiving care that is monitored by a number of physicians, not just one individual, thereby eliminating unnecessary or inappropriate care.

Toed to.
TOP SPEED. TOP BRASS. TOP LIST.

INLAND EMPIRE BUSINESS JOURNAL 1994/1995 BOOK OF LISTS ON DISK
If you need to hunt for new business...enhance your existing database...supplement your job search...with TopList™ your prospects for success are immeasurably greater. That's because TopList gives you your best business prospects in an easy-to-use software program.

KEY CONTACTS WITHOUT KEYING THEM
TopList is the software complement to the Book of Lists. It takes the data from the Book of Lists and lets you access its powerful contents.

Key information from the Book of Lists is in TopList, including company name, contact person with title, address, phone number, email, etc. There are also fields for remarks, fax number, contact person with title, etc. These fields are included if they appear in the Book of Lists.

You can view and sort TopList data in alphabetical, list or zip code order, merge it with your custom letter, then print the corresponding labels. With TopList you can update, change or delete existing data. Also you can export the data to your favorite software program.

ACTI USERS
The data is also available in ACT! ready formats for importing directly into your existing ACT! Software.

PLUS
- TopList is self-installing and menu-prompted.
- The software includes an unlimited single-user license and, as a registered user, you receive free technical support.
- Also available are notes for merging TopList data with Microsoft Word for Windows, WordPerfect and FileMaker Pro. Request notes below.

SYSTEM REQUIREMENTS
TopList PC: 3 MB free hard disk space, DOS 3.1 or higher, 587X RAM. TopList Mac: 4MB free hard disk space, 2MB of RAM. System 6.0 or higher.

MORE INFO
For a complete listing of the list categories included and number of records per list, and the TopList Fax-Book Service at 1-800-493-4757. Enter document code #028. Or via the Internet at moreinfo@toplist.com.

FOR FASTEST SERVICE CALL 909-391-1015 or FAX THE COUPON BELOW TO 909-391-3160
For all purchaser technical questions call 1-800-493-4757. Enter document code #028. Or via the Internet at moreinfo@toplist.com.

APRIL IN REVIEW

2ND A quarantine on acreage planted to wheat in eastern Riverside County was announced by the California Department of Food and Agriculture (CDFA). Intended to prevent the spread of the Karnal bunt wheat fungus, the quarantine restricts the movement of seed, machinery and soil from farms and facilities where infected seed was grown or stored. The areas around Desert Center, Blythe, Ripley, Midland, Nicholls and Warm Springs were affected. A CDFA spokeswoman said the quarantine might last as long as five years, due to the lifespan of the fungus.

3RD U.S. Commerce Secretary Ron Brown, 54, died in the crash of a military airplane while on a trade mission to Croatia. Brown and 32 other government and business executives died when their military airplane crashed into a hillside about 10 miles from the port of Dubrovnik. The Commerce Secretary was considered President Clinton's point man for California.

6TH San Bernardino County First District Supervisor and board chairman Marsha Turoci announced she would not actively campaign to retain her seat in the November general election. Turoci, in a local Victor Valley newspaper interview, revealed she would retire at the end of her term in January 1997 and said she was not prepared to face a draw-out challenge by Kathy Davis of Apple Valley. Davis won 49.9 percent of the vote in a four-way primary race March 26.

8TH California Department of Food and Agriculture officials expanded the Karnal bunt quarantine to all exposed wheat acreage in Imperial County. The agricultural quarantine for Imperial County and portions of Riverside County applies to wheat, durham wheat and triticale—a hybrid of wheat and rye—and affects at least 20 percent of the state's wheat crop.

11TH State Controller Kathleen Connell addressed members of Southern California Associated Governments at Riverside Convention Center. She told business and public agency leaders although the state's economy is recovering, the government is still experiencing a fiscal crisis. Connell attributed the crisis to growing public education enrollments, longer prison sentences and the construction of federal funds going to counties.

17TH The first military transport planes departed from Southern California International Airport with 200 National Guard troops bound for Iowa under a lease arrangement with the Department of Defense. The troop training rotation from Ft. Irwin was the first in a series that will occur over the next five years, establishing a commission for commercial aviation development at the former George Air Force Base in Victorville.

22ND Recall proponents filed petitions with the Ontario city clerk for Mayor Gas Skopos and Mayor Pro Tem Rudy Pavila. Organizers objected to various compensations the councilmen received from the city. Petitions asking to replace Councilman Alan Nunez were filed the previous week.

ABM also has:
- Copiers at Wholesale Prices/Sales & Leasing
- Re-Manufactured Copiers
- Copier Rental Programs
- Low Cost Service & Supply Programs
- Discount Copier and Fax Supplies
- Plain Paper Fax Machines

Before you buy or lease another copier Call ABM, "The Can't be Copied Copier Company,"

Advanced Business Machines
will place a copier in your office Free of Charge. With the Cost Per Copy Program, you just pay for the copies. Not only will you have the flexibility you need, you will save 30 to 50% compared to your existing purchase or lease program. We guarantee it!

ABM also has:
- Copiers at Wholesale Prices/Sales & Leasing
- Re-Manufactured Copiers
- Copier Rental Programs
- Low Cost Service & Supply Programs
- Discount Copier and Fax Supplies
- Plain Paper Fax Machines
Is Your Company Ready?
The most significant demographic shift is about to take place.

Healthcare

Retirement

Financial Planning

Marketing

"AGE WAVE: CRISIS OR CHALLENGE?"
A Seminar for the Business Community

As the first of the baby boomers turn fifty, you must be ready for the internal and external affects this maturing segment will have on your company.

Attend this seminar in Riverside on May 14 where Dr. Bruce Clark and a panel of local experts will address the business implications of an aging America as consumers and employees.

For more information, call (909) 889-0071.

Eadie and Payne Certified Public Accountants

Sponsored by Loma Linda University Medical Center and Eadie and Payne Certified Public Accountants.