August 1991

Inland Empire Business Journal

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INLAND EMPIRE
business journal
VOLUME 3, NUMBER 7
FOCUS
COACHELLA VALLEY

Rialto
Company
Blasts
New York
City

Corporate Profile

Building & Development
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Page 3
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Page 51
Business All Stars
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**California Business Activity in Foreign Markets**

- **Percentage of CPA's whose clients or firms are conducting business in these foreign markets:**
  - **Pacific Rim:** 5%
  - **Europe:** 2%
  - **Latin America:** 8%
  - **Middle East:** 4%
  - **Asia:** 5%
  - **Australia:** 7%

- **Regional Distribution:**
  - **Western Europe:** 4%
  - **Eastern Europe:** 1%
  - **Central Europe:** 3%

- **Year 2000:**
  - CPA's projected a 12% increase in foreign business operations by the year 2000.

- **CPA's concern for the future:**
  - 73% of CPA's believe that the greatest foreign opportunities for California businesses will continue to come from the Pacific Rim countries through the year 2000. A substantial increase over the current three percent.

(The poll is based on 500 California CPA's, and was conducted by the California Society of CPAs.)
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The right choice.
Southern California airports are working to keep up with the expected additional 20 million passengers by the year 2000. Analysts predict Pacific Rim passenger airline growth over this period to be three times the rate of domestic growth; that number could go even higher.

Palm Springs Regional Airport
Most of the anticipated increase in passengers in the Coachella Valley will impact Palm Springs Regional Airport. Owned and operated by the City of Palm Springs, this airport began as a dirt strip in 1929. Today it is a regional airport playing host to nearly one million incoming and outgoing commercial air passengers each year and a

**AIRPORT COMPARISON Chart**

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**AIR TRAFFIC EXPANSION in Coachella Valley**

In an exclusive interview with the Inland Empire Business Journal, Ontario International Airport Manager Charlie H. Zeman Jr. provides information about expansion and offers advice for growth.

WHERE: Where would you build a new runway in Ontario in terms of size?

ZEMAN: In terms of activity Ontario ranks 40th nationwide for total number of passengers and about 10th in terms of total tonnage of cargo.

IBRI: Briefly, what are some of the most important projects?

ZEMAN: The airport is not expanding in the strict sense of the word. Ontario Airport is modernizing and accommodating increasing demand for air travel. Airport construction projects include a 75-foot wide and 10,750-foot-long runway at a cost of $16 million to be completed by April 1992. Also, an Airport Drive from Archibald to Thermal Way with a bridge across Cucamonga Creek is estimated cost $2 million to be completed in October 1992. Also, air service and traffic handling and layover area are to be expanded at a cost of $12 million. Signage will be completed by January 1992.

IBRI: Looking back, do you think that the airline deregulation measures that were initially set in 1980 have been a positive or negative outcome?

ZEMAN: Deregulation has been both good news and bad news. Deregulation has resulted in more airplanes flying more people to more cities, often at a discount fare. It also has made lower fares on nonstop flights, poor service, a maze of rates and ticket prices that range from bargain prices to rip-off. Positive effects on the economy, make it more reasonable for airlines to fly at a loss in lower density markets. Negative effects are increased fares on similar routes and inconvenience of restrictions in order to fly at a bargain rate.

IBRI: Do you feel that a local convention center can boost business travel through Ontario?

ZEMAN: No comment.

IBRI: Has Ontario faced opposition from local residents concerning "noisy" planes?

ZEMAN: Ontario has faced opposition from local residents concerning "noisy" planes. Zeman Jr. has addressed the noise problem through the FAA Part 130 Study. Starting in 1986 and during the 100-hour tests, an airline noise control -and use compliance program and the Aircraft Noise Compatibility Program was developed. The FAA is charged with the implementation of this program.

IBRI: Ontario Regional Noise Regulation dealt with the phase-out of Stage 3 aircraft by the major programs including those which are based at Ontario. The Terminal Area Plan and various stage III by Jan. 1, 1996 and 100 percent Stage III by Jan. 1, 2000.

Bermuda Dunes Airport
This is a 104-acre general aviation, privately owned, public airport. Home to approximately 75-100 private aircraft, it does 50,000-60,000 operations a year. The airport is located north of Indian Wells and is very convenient to Palm Desert and La Quinta.

Bermuda Dunes Airport has full runway lighting, VOR instrument approach, and the air traffic control tower and an UNICOM are manned around the clock. In 1992, the main runway will become a taxiway and a 6,000-foot runway will be built.
Air Traffic Explosion in Coachella Valley
Continued From Page 11

A few of Ambrosino's Buch's Fenned Thermal-Airport in high season.

Three airports in the Coachella Valley area are in the Fenned Thermal-Airport in high season.

THERMAL AIRPORT (General Aviation Facility, owned by and operated by Riverside County, 1991) has a 7,300-foot runway. Build 10-West T3ahrge.

YUCCA VALLEY AIRPORT (Civilian-owned, built 1991) has a 6,000-foot runway. Build 18-West T2ahrge.

Palm Springs Regional Airport (Commercial Facility and owned by city of Palm Springs and private ownership, 1991) has a 7,000-foot runway. Build 10-West T5ahrge.

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For the business executive, there are a variety of both indoor and outdoor bars, and restaurant lounges for conferences. The award-winning Sonoma Grill Restaurant and Lounge

Chills, Frills and Triple Digit Bills
Continued From Page 3

Wagon Tours operates in the Coachella Valley Preserve, just north of Palm Springs. The two-hour tour offers passengers the opportunity to see the beauty of the desert while learning about its history. About the covered wagon, pulled by two mules, visitors get a feel as to how the early settlers crossed the desert. The guide, Jennifer Printz, educates the tourists on the history of the desert. She describes the plants, trees and wildlife that survive their harsh conditions while explaining their symbiotic role in the desert ecosystem. She also points out any paw prints or exotic desert animals. The highlight of the tour, however, is the pass through Hidden Palms Oasis. Most passengers believe this oasis was man-made. Surprisingly, it is a beautiful oasis and much of the natural beauty surrounding the valley.

for employment based health benefits per covered and inflate premium and adjust deducts from $15,511.

Last year U.S. employers, who get their health insurance bills and found substantial increases which averaged 10 percent for health maintenance organizations (HMO), 20 percent for conventional fee-for-service plans, and 37 percent for preferred provider organizations (PPOs) in California, health benefit premiums increase in the years of 20 and 1997.

Around sunset, the air becomes cooler and wild flowers start to bloom. There is also an abundance of birds that can be seen during this time of the season. The tour guide explains the history of the area and how to survive in this harsh environment. A two-hour cocktail hour is also hosted on the patio every evening.

The garden in The Living Desert has a surprising number of plants that survive in the desert climate. Each garden is a replica of the world's deserts.

Beyond highway 111 there are wildlife parks, nature walks and covered wagon tours that explore the surroundings of the true desert. Visitors can certainly enjoy both the contemporary appeal downtown and the natural beauty surrounding the valley.

For those who appreciate the finest in dining, Melvin's Restaurant is one of the world's 10 best. Restaurant critics have praised the food as "beyond comparison." Delicacies, such as the veal or salmon, can be complemented with one of the many wines from Melvin's two outstanding wine cellars. Many menus include seafood, beef, and fish. Melvin's also offers customers the enjoyable pastime of people watching. Famous characters such as John Travolta, Cindy Lauper, Martin Brando and Olivia Newton-John have all been seen at this restaurant recently. And in the lounge, enjoy entertainment nightly. The lounge is a wonderful choice for a light meal, afternoon tea or an intimate date. The Touch of Mama's in Palm Desert, offers a gourmet menu with the true Italian hor d'oeuvres. Chef Mario Milone owns the restaurant. Chef Mario has added his own touches to the menus. The service is very personal and adds a distinctive charm that makes A Touch of Mama's unique. All pastas are al dente and the sauces have all been Mama's special loving.

Capped from extinction by conservation efforts. The nocturnal exhibit offers a close-up look at the animals such as screech owls, snakes, kanga roos or bats. The garden in The Living Desert has a surprising number of plants that survive in the desert climate. Each garden is a replica of a region such as the Mojave, Colorado, Sonoran and Chihuahua deserts. There is also the Indian Garden, which visitors can learn how the Cabo ollas used native plants for food, clothing, medicine and housing. The Living Desert also offers six miles of hiking trails, for those that can endure the heat.
The following printers should have been included in our list but were left out to provide the IDEO with adequate data and information.


For the information in the above box was obtained from the computer listing. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please and suggestions or additions on company information to The Inland Empire Business Journal, 1231 East Ontario, Ste. 490, Ontario, CA 91761. Reprinted by Inland Empire. Copyright 1991 Inland Empire Business Journal.

You Could Be Next...

The Inland Empire Business Journal and Southern California Business Focus wish to thank the following individuals for being interviewed on our weekday radio program.

- Marshall B. Anderson, President
- Terry Caldwell, San Diego Utilities & Commission Station
- Roger Ferreiros, Calif. Environmental Inspector
- William F. Ireland
- Charles R. Sinner
- Civicbank, Inland Empire City).'"
MAGLEV Bites the Dust

Once you’re going 50 miles-per-hour you’re consuming almost all additional energy to keep the vehicle floating and that energy all ends up in the wrong car. In an interview in Illinois Springfield.

In an exclusive interview with the Illions Springfield Business Review, Mr. Ferguson, a realtor in the city of Springfield, said, "When you’re going 50 miles per hour, you’re consuming almost all of your energy to keep the vehicle floating."

Mr. Ferguson also said, "It’s not just the energy that goes to keep the vehicle in the air, but also the energy that goes to slow down and stop the vehicle." He added, "The energy that’s consumed is basically all the energy that the vehicle is using to stay in the air and to move forward."

Mr. Ferguson continued, "The energy consumed is almost all to keep the vehicle in the air, and the energy used to slow down and stop the vehicle."

Mr. Ferguson also said, "The energy consumed is basically all the energy that the vehicle is using to stay in the air and to move forward."

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Mr. Ferguson concluded, "The energy consumed is basically all the energy that the vehicle is using to stay in the air and to move forward."
Environment that property values would decrease is not unanimously shared by local realtors. The Palm Springs Board of Realtors is split 50-50 on how it will affect real estate values. Nationally recognized real estate expert Dr. Stanley S. Reyburn, author of nine textbooks on real estate and frequent expert witness, said in a recent interview that "commercial real estate values will be enhanced and residential values will not be affected one way or the other. I lived near Ascot Speedway in Gardena, some two miles away. It didn't have any effect one way or the other on residential property values," he recalled. "You are more impacted by airport noises than you are by a raceway."

Noise is probably the most valid of the environmental arguments. Gardena Raceway noise could be heard nearby night and day, according to Reyburn. However, Gardena is not a recessed raceway. The planned Palm Springs raceway will be built in a huge bowl that dampens the sound considerably. The net effect on residents remains to be seen if the raceway gets the green light. "Even with mitigation, racing activities will increase the ambient noise levels in Palm Springs, Cathedral City, and unincorporated county areas during racing periods," the environmental impact reports state. "Commercial real estate values will be enhanced and residential values will not be affected one way or the other. You are more impacted by airport noises than you are by a raceway," says Dr. Stanley S. Reyburn.

"Friends of the Environmental spokesman Ken Glassman is adamant in his estimation that Palm Springs' international mystique will be tampered by racing, that the people who move into the area will not be "u good." Friend of the developer, Nick Ilveno, a Palm Springs resident and millionaire racing fan, feels exactly the opposite, that racing will help maintain the local image as a playground for the wealthy, as raceways have in other resort areas. The contention of Friends of the Environment that property values would decrease is not unanimously shared by local realtors. The Palm Springs Board of Realtors is split 50-50 on how it will affect real estate values. Nationally recognized real estate expert Dr. Stanley S. Reyburn, author of nine textbooks on real estate and frequent expert witness, said in a recent interview that "commercial real estate values will be enhanced and residential values will not be affected one way or the other. I lived near Ascot Speedway in Gardena, some two miles away. It didn't have any effect one way or the other on residential property values," he recalled. "You are more impacted by airport noises than you are by a raceway."

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(213) 281-4732 CALL SUNDAY - FRIDAY You can call or forget you ever saw this ad and pretend you never had a shot at TOTAL FINANCIAL FREEDOM
First Trust Bank has signed a lease for 53,000 square feet of office space to relocate its corporate headquarters and open a retail branch in a new building to be known as First Trust Plaza at Centrelake, a 70-acre business park adjacent to Ontario International Airport.

First Trust chairman A.O. Arnold said the bank will consolidate administrative activities now being conducted at five separate Inland Empire locations into its new headquarters. In addition, First Trust will locate a new branch on the building's ground floor. The bank's lease is valued at more than $22 million.

"We are proud to provide for our own continuing growth, and to access our commitment to the future of the Inland Empire by moving to this highly visible, key location in what we feel is the finest business park in the area," Arnold said. "We will continue to maintain our existing banking office on Faisil Avenue in downtown Ontario and, in addition, will relocate our data processing and operations center to that site."

The 8-story, $30 million building is scheduled for completion in early 1993, according to Dennis Cruzan, principal of Centrelake, which is developing the project in partnership with Mission Land Co., a wholly-owned subsidiary of SCE Corp.

"We couldn't have asked for a finer tenant to anchor this project," said Centrelake co-principal Steve Biack. "First Trust Bank's financial strength and 104-year tradition of service to the Inland Empire are second to none."

First Trust Plaza will feature views of one of Centrelake's two man-made lakes and the San Gabriel Mountains, and will enjoy high visibility from Interstate 10.

Cruzan said the award-winning Newport Beach architectural firm of Langdon-Wilson has been retained to design the 156,000 square foot structure.

Centrelake, bounded by Interstate-10 on the north and Haven Avenue on the east, is a 70-acre, $300 million multi-use business park that ultimately will include 1.3 million square feet of office space, 800 hotel rooms, four restaurants and associated retail facilities.

The bank's new headquarters will be a multi-use facility, containing a retail branch, an office building, and additional retail space.

Architectural model shows the $30 million First Trust Plaza building to be built at Centrelake Business Park in Ontario. Ca-
In May, 1991, leasing officials for the soon to be Galeria at Tyler participated in the International Council of Shopping Centers Annual Leasing Convention held in Las Vegas. 

Four days of quality negotiations resulted in commitments for more than 350,000 square feet of retail space, of that, 145,000 square feet represented signed leases. These numbers indicate that more than 75 percent of the 195 available stores are currently under negotiation. 

Rancon Corporate, L.P., a California Limited Partnership, raised $3.1 million for the project which will include the development of 10 corporate-sized lots on 24.5 acres in Murrieta, California. 

Surrounded on three sides by the 590-acre Rancon Business Center, the Corporate Center property features frontage on Jefferson Avenue and Rancon Corporate Boulevard. The partnership plans to develop and offer finished lots for corporate end users, or further develop buildings as the market dictates, according to Stephenson. 

Inland Empire Real Estate Activity 

As the Inland Empire’s reputation spreads throughout the country, more and more companies are expanding to the region, seeking the benefits it has to offer. For those who are venturing to the region for the first time, one of those benefits will be The Inland Empire in Ontario. 

Now 33 percent leased, its newest occupant is the American Baptist Credit Union, opening its first branch in the region. According to Dave Estridge, Senior Vice President of American Baptist Credit Union, many of the area will benefit from the credit union’s checking, savings, credit card, and loan programs. “We plan to increase our membership in the credit union by attracting members of the 35 American Baptist churches in the area,” he explained. 

The credit union leased almost 3,000 square feet in The Inland Empire, primarily because of the building’s location. “We chose this building as our site because it is at the hub of the Inland Empire, and it is well located near the freeway,” Estridge continued. 

Shearson Lehman Mortgage Unit Signs Major Lease Contract 

In one of the largest commercial real estate transactions in recent San Bernadino County history, Shearson Lehman American Express has leased a 10,000 square-foot building in State College Business Park. 

The nationally prominent financial services firm will relocate its 37 employees from the local office to this new location. The newly-created facility will house the company’s retirement sales office, investment management office, and 10 sales representatives. 

“Leasing this building will allow us to provide better service to our clients in the Inland Empire,” commented Mark Bergin, the company’s regional vice president. 

Inland Empire Real Estate Activity 

Takeout Building & Development 

145,000 Square Feet Leased At Galeria At Tyler 

By 1895, Riverside was the richest city per capita in the United States. 

Centrally located in one of the county’s fastest growing regions, Riverside was founded in 1870 as a cooperative joint-stock venture by John W. North, an abolitionist judge, and a group of reform-minded colonists. By 1895, Riverside was the richest city per capita in the United States. 

The birth of Southern California’s citrus industry in Riverside made the city prominent as the center for citrus machinery production and the home of the most successful agricultural cooperative in the world (the California Citrus Association). In addition to the traditional citrus industry, Riverside was also a major center for the packing and shipping of other agricultural products, including alfalfa and otherforage crops, which were essential to the cattle industry. 

The success of this agricultural base, combined with the city’s location at the end of the Southern Pacific Rail Road mainline, made for rapid growth. The city was incorporated in 1876 and has grown from 1,300 in 1900 to 300,000 in 1980. 

As Riverside grew, the city’s reputation spread to the rest of the nation, and eventually the world. In 1906, the city hosted the California State Fair, which was held in Riverside for the next 10 years. In 1911, Riverside was chosen as the site of the California State Museum of Photography, which was later renamed the California Museum of Photography. 

The museum is one of the oldest and most respected photography museums in the country. It is located in the historic 1911 courthouse building, a historic Mission Revival-style structure on a corner lot in downtown Riverside. The museum’s collection includes works by some of the greatest photographers of the 20th century, including Ansel Adams, Edward Weston, and Dorothea Lange. 

Riverside is home to several major cultural institutions, including the California Museum of Photography, the California Museum of Science & Industry, and the California Museum of Natural History. These institutions are located in the heart of downtown Riverside and are a testament to the city’s commitment to the arts. 

Riverside is also known for its excellent schools, parks, and recreation areas. The city has a strong sense of community, and its residents are proud to call Riverside their home. 

The success of Riverside as a business and residential hub has attracted a number of major companies to the area, including Amazon, Google, and Apple. These companies have helped to create a vibrant and diverse economic base, which is evident in the city’s many different neighborhoods and districts. 

Riverside is a city of its own, with a rich history and a bright future. With its beautiful weather, diverse culture, and strong sense of community, Riverside is a place where people want to live, work, and play.
We believe that this has been the toughest battle in Sacramento in recent history.

When the Wilson Administration spearheaded the commercial construction industry, it called Dave Ackerman.

When Ackerman spearheaded the next budget battle in Sacramento recently amidst the state's worst budget crisis, according to Carl Onto of Sacramento, chairman of the AGCC legislative committee, "We believe that this has been the toughest battle in Sacramento in recent history." Onto said. "There were several budget acts or bills which could have cost contractors a great deal of time and money; however, we came out better than anyone could have predicted."

The major accomplishments, as reported by David D. Ackerman, AGCC's legislative advocate, were:

- Helped efforts to impose a 1.25 percent withholding tax on independent contractors and sub-chapter S corporations. The proposed levy, affecting payments made by such contractors as well as those coming to such firms, would have been a "paperwork nightmare,"

The California construction commercial industry was an exemption from the 1.25 percent increase in the sales tax for any fixed price construction contract effective in effect prior to July 15. The exemption is identical to the earthquake tax exemption, except that "supplies" was eliminated as the base. From the Board of Equalization.

However, all purchases of materials and fixtures qualify for exemption if the contract between the contractor and owner is for a fixed price.

- Supported funding interest for Proposition 108/118 and other transportation bonds from the State General Fund rather than the State Highway Trust Fund. The Governor dropped a proposal to use highway trust fund monies and $25 million was reversed for use in the state highway account.

- Helped organize and played a key role in a construction caucus which won approval of their bills to permit Caltrans to contract out on a program basis for design and engineering services. After Governor Wilson signed the bills, more than $2 billion worth of Proposition 111/118 state highway and transit work will be available.

"When the Wilson Administration wants information on the commercial construction industry," Onto said, "it calls Dave Ackerman. This year, he helped to create the Construction Council, an informal coalition of 20 allied groups, which has been effective in presenting the industry's views in Sacramento." 

Lawmakers were convinced that withholding would not generate the estimated revenues and would not be effective against tax cheats.

When the Wilson Administration wants information on the commercial construction industry, it calls Dave Ackerman.

announcing the arrival of our new SBA Loan Dept.

 slate

7A Loans: 7 to 25 Year Terms
- 90% Financing for owner/user commercial real estate
- Construction & Permanent loan
- ALL IN ONE!
- Inventory & Equipment purchase
- Working Capital, Debt refi
- Franchise Financing

504 Loans: 20 to 25 Year Terms
- 90% Financing for owner/user commercial real estate
- Construction & Permanent loan
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Inland Empire Contractors Spared Tax Burdens

from Eyesore to Inland Community Appeal

The Inland Market

It's a buyer's market for special space in the Inland Empire. With today's overbuilt conditions, well-designed industrial buildings are more likely to be leased. This push pressure on developers to build an improved product. Another marketing factor is the quality of amenities and the trend toward more imaginative uses of space, art and space. A user's need for so many amenities can be purely aesthetic, or it can be a building often looks" better than an old one. This is a normal human reaction that also applies to elements such as color. Yesterday's desert palisades with their creams, browns and oranges, so popular in the 1970's, look dated next to newer buildings that sport cool green, white, pink and rose tones, inside and out.

Energy Efficiency

Technological progress has helped architects work in the Inland Empire to design buildings with modern, high tech images. As an example, glass curtain walls with high performance glazing are used to emphasize the high tech image desired by clients and provide increased energy efficiency not available before.

Some of the changes outlined above have revolutionized the way companies operate and their design firms think about industrial space. Today, a functional building can also be good looking and comfortable. Today's industrial space is far more "integrated" into the surrounding environment. A trend toward flexible, open space in areas has led to a whole new look at interior design. People are more willing to merge all company functions under one roof. It is no longer unusual to see a company's warehouse space double as regional or corporate headquarters.

If these trends continue to affect the industrial workplace in the Inland Empire, we may see a further merging of space uses into an attractive, accepted part of the neighborhood instead of an outcast condemned by zoning or relocation far away from homes and offices.

Often, today's industrial parks really are parks. They can include everything from small lake's to jogging tracks to picnic areas. They can also include multi-tenant retail, wholesale, high tech manufacturing or regional facilities.

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(714) 684-8804
(714) 696-7686
The Top Shopping Centers in the Inland Empire

**Palm Desert Town Center**
- Location: Hwy 111 & Palm Desert Blvd.
- Description: Regional shopping center opened in 1981.
- Retail Sales: $300
- Avg. Lease Rate: $25/ft
- Parking Spaces: 2,950
- Owner: Landmark Development

**The Mall of Victor Valley**
- Location: Victorville Rd. & Ave. H
- Description: Regional shopping center opened in 1986.
- Retail Sales: $250
- Avg. Lease Rate: $15/ft
- Parking Spaces: 4,000
- Owner: Investors Group

**Chino Town Square**
- Location: 8888 Chino Ave.
- Description: Regional shopping center.
- Retail Sales: $250
- Avg. Lease Rate: $10/ft
- Parking Spaces: 2,100
- Owner: Investors Group

**TownGate Center**
- Location: 5900 Beach Blvd.
- Description: Regional shopping center.
- Retail Sales: $150
- Avg. Lease Rate: $25/ft
- Parking Spaces: 2,500
- Owner: Investors Group

**The Festival at Moreno Valley**
- Location: 1515 Russell Rd.
- Description: Regional shopping center.
- Retail Sales: $200
- Avg. Lease Rate: $20/ft
- Parking Spaces: 3,250
- Owner: Investors Group

**Factory Merchants Outlet Plaza**
- Location: 15501 Colton Ave.
- Description: Factory outlet mall.
- Retail Sales: $100
- Avg. Lease Rate: $15/ft
- Parking Spaces: 2,000
- Owner: Investors Group

**Rancho Calif. Town Center**
- Location: 1515 Rancho Ave.
- Description: Regional shopping center.
- Retail Sales: $150
- Avg. Lease Rate: $15/ft
- Parking Spaces: 2,500
- Owner: Investors Group

The Top Shopping Centers in the Inland Empire

**Tyler Mall**
- Location: Tyler St. & Magnolia Ave. in Riverside
- Description: Regional shopping center.
- Retail Sales: $250
- Avg. Lease Rate: $20/ft
- Parking Spaces: 3,900
- Owner: Investors Group

**Desert Hills Factory Stores**
- Location: 16000 Victor Rd.
- Description: Factory outlet mall.
- Retail Sales: $150
- Avg. Lease Rate: $15/ft
- Parking Spaces: 2,500
- Owner: Investors Group

**Inland Center**
- Location: 5151 Stadium Dr.
- Description: Regional shopping center.
- Retail Sales: $250
- Avg. Lease Rate: $20/ft
- Parking Spaces: 7,000
- Owner: Investors Group
Investors are pouring into the Coachella Valley. The Japanese are major players, buying big hotels and country clubs. Their strong presence in the valley, which has been booming along the Pacific Rim, which should have a major impact on the Coachella Valley and surrounding desert areas. Chinese and Australian investors, too, are coming to look, buy, and develop. They are the only nationalities represented in the form of major interests. Michael Dullabh, publisher of Wheeler’s Desert Leader and Financial Report, reports having done some
special consulting jobs for large financial interests from all over the world that are looking at the Coachella Valley. “Investors from China, Germany, Colombia, Canada, and South America. ‘These people think there is a future here,’ he said, “and they are looking into the tourism industry, golf and non-golf-related.
Even though the restraints of the Soviet industry and agriculture in the Coachella Valley has sustained the local economy through the recession, business and government must concentrate on planning and developing light industry to maintain growth over the long term.

The New Coachella Valley Enterprise Zone
The pressure of congestion in Orange County and the rest of the state of California, plus the huge influx of new population into the state, is bringing increased interest in the Coachella Valley into what the business leadership behind the new Coachella Valley Enterprise Zone, approved last month, is counting on. Located on the eastern edge of the Coachella Valley around Indio, Coachella, and Thermal, and including unincorporated areas of Riverside County, it encompasses 72,000 acres along the railroad tracks, Highway 111 and Highway 80, surrounding the Thermal Airport.

Jobs in the zone of 6,000 are expected to be generated by the new zone, helping to free the local economy from its dependence on agricultural and tourism activities. The new zone’s potential economic impact report states that most of these new jobs will be in commercial and industrial business.

John Crosswhite, manager of Bermuda Dome Air
Port and generally acknowledged spokesperson for Thermal Airport, said a sense of the enterprise leadership driving the Coachella Valley’s economic engine. “We think that the new zone encourages new industries to this area,” he said, “will be needed in a recent interview, ‘responsibility of commercial management that draws to the valley this are for the affordability of land, the absence of the congestion, the longest

Zone benefits

Among the benefits to new residents will include the waiver of certain construction and permits fees by city and county agencies; free marketing assistance, state tax credits on Internet sales tax, and 10-year rate made to a qualified business; sales and use tax paid on the first $20 million of eligible construction costs and $2,000 in federal tax credits for each qualified employee; senior housing credits; a new mortgage pool, property, priority industry developments, bond financing, a new employment tax, no state income tax, low cost, long term financial from the Department of Commerce.

New Zone Covers Parts of Indio, Coachella and Unincorporated Riverside County

In southeastern California there has been a major boom along the Pacific Rim, which should have a major impact on the Coachella Valley and surrounding desert areas. Chinese and Australian investors, too, are coming to look, buy, and develop. They are the only nationalities represented in the form of major interests. Michael Dullabh, publisher of Wheeler’s Desert Leader and Financial Report, reports having done some special consulting jobs for large financial interests from all over the world that are looking at the Coachella Valley. “These people think there is a future here,” he said, “and they are looking into the tourism industry, golf and non-golf-related.

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Recent Office Development in the Coachella Valley

One of the development hot spots in the valley, Palm Desert has been heavily

residential, and is developing office space. One of them encompasses

Palm Desert's Discovery Center, constructed in 1948, in the city's

first financial center and restaurant village. Cunard-Raksaer Develop-

ment has plans underway for a "Wall Street" of the desert that will

maintain the historic building's Southwestern architectural theme as the

soul of the development. The $10 million financial center at El Paseo will be dedicated to be used by banks, savings and loans, mortgage companies, stock brokers, CPA offices, attorneys and other real estate professionals. The renovation of the original building, 17,000 sq. ft., is complete and will be used for professional offices and restaurants. Two additional first-floor housing structures will add another 60,000 sq. ft. of leasable space. The Southwestern theme will be enhanced with extensive desert landscaping and meandering walkways. Rooms are projected to begin at $1,350 sq. ft. triple net. Leasing information is available for a Fall of '91 move-in. By Carole Birtcher.

Sanford C. Goodman
Donald B. Gaddis/Goodman
Jack Kyser
Symphony Dance Convention
Scott M. Wieland
Wieland Group/Decker & Associates

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Gather Insight

LA QUINTA

One of the fastest growing cities in the

country, La Quinta, will host the La

Coast Civic Center Office Complex

Palm Desert Civic Center Office Complex

Quintana Village development. The mixed-use office/office facility will have 20,000 sq. ft. office space out of a total of 112,000 sq. ft. Leasing agent Bob Masters at Shannon Realty (619-566-3553) says the site at Washington St. and Calle Tampico is across from the beautiful new civic center and convenient to general aviation Thermal Airport. Available for occupancy next year, rates are $15.00 sq. ft. net and up.

By Pan O'Neill

For J.E. Wall Victoria Manor

A building for relocations of

inland Empire real estate activity.

Construction of the J.E. Wall Victoria Manor, a senior citizen housing project, is under way on Riverside's Eastside. The 112-unit apartment project is a cooperative effort of the nonprofits J.E. Wall Victoria Manor Corp. and St. James Church of Christ in Christ. The general contractor is Ronald Levine Construction & Investment Corp., Beverly Hills. Construction is scheduled to be completed by late November.

For more information, call Ro- selle Silverberg, assistant director for Community Development & Neighborhood Services, City of Riverside Department, at (714) 779-6937.
RIVERSIDE PAGE 32 - INLAND EMPIRE

ability factor for new homebuyers, there may come a society and, particularly, in California. One of the few remaining resources of raw land for development exists in the development potential within the Inland Empire.

individuals using the facility were residential developers. Now the developers that schedule appointments are split

What does that mean in terms of eco-

According to TRW REMI reports, Riverside, August 1991

PERFORMING IN TIME WITH MARKET DEMAND

CHICAGO TITLE is a member of the Chicago Title & Trust Family of Title Insurers. Developer Services in the Illinois division supplies buyers with various underwriting, coordinating and high liability needs of commercial/industrial buyers, and other real estate professionals. Now that Chicago Title Insurance Co. and Title Insurance Co. have combined their direct operations in Southern California, Developer Services offers assistance to real estate professionals and knowledgeable about the new market.

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In Southern California, Chicago Title's insurance and closing service, Developer Services has been designed to benefit members of the building industry. The Developer's Notebook is a resource for both property title and land and real estate professionals in Southern California.

Building at any price in Southern California, Developer Services offers assistance to real estate professionals and knowledgeable about the new market.

Do You Consider Housing

Or a Luxury?

A Commodity

THE CHICAGO TITLE DEVELOPER SERVICES SALES TEAM SERVING THE INLAND EMPIRE. (From left to right) Jack Martensen, Richard E. Jensen, Brian E. Martens, Howard Zula, Kathy Benson, Betty Scott, Julie Domenick, Elin Grauber-Bungie, Mike McDowell, Chuck Burchinal - Inland Empire Developer Services Sales Manager, Jim Brunet - Riverside County Manager, Bill Lanegan, and Al Schwartz - San Bernardino County Manager.

"...we have never seen a more comprehensive and concise analysis of a geographical area.

There is no doubt in our minds that this trip will expedite our acquisition of property in the Victor Valley." - Michael Kiss

Sammi Partners, San Diego

...also it is post-new property offerings each week, which results in creating a living book that is substantially new every 7 days. On a per project basis, the War Room identifies each subdivision by price, type of product, square footage and amenities offered within the tract. The accumulation

sales staff is in post-new property offerings each week, which results in creating a living book that is substantially new every 7 days. On a per project basis, the War Room"...
CORPORATE PROFILE

Rialto Company Blasts New York City!

Pyro Spectaculars, Inc.

Pyro produces displays for the Winter and Summer Olympics, The Statue of Liberty, Macy’s in New York, and virtually every American celebration in the last 26 years.

Running the Business

Today the company is owned and managed by James R. Souza, CEO and President, age 39. Jim is the fourth generation of Souza’s in the fireworks business.

The showmanship of his great-grandfather Manuel De Souza and the acerb business sense of his father Robert Souza, currently chairman of the board of directors, tell a strong impression on Jim. As a child, he learned not only how to make and display many of the fireworks used today but also picked up a strong sense of what it takes to run a profitable business.

At the age of 18 Jim designed the first “Rock and Roll Sky Concert” for KGB radio in San Diego. By taking the music of his generation and his familiar fireworks he combined the two creating a precisely choreographed display, unlike any before. Today the Sky Concert is an industry standard and is responsible for much of the growth of the company representing as much as 50 percent of all fireworks business.

Music is one of the overwhelming differences between Pyro Spectaculars and its competitors. Each display is designed similarly to live theater with a distinct beginning, middle, and end. “Utilizing our own music studio, we create musical scores specifically designed for the site, audience, theme of the event, and venue. We then choreograph each segment of the show by producing pyrotechnics effects specifically designed for the site and venue.”

Not Just in July!

July 4th celebrations represent 40 percent of Pyro’s business. “We continue to do a healthy business year round due to foreign markets, movie and concert special effects, such as the Dodgers, Angels, S.F. Giants and Oakland A’s,” says Souza.

The most dramatic moment in the Anniversary celebration came when the 4,200 foot span area beneath the bridge, illuminated with a shower of fireworks, “a bell sounded” on the way to the water below. It remains the largest single fireworks effect ever.

Financial Success

Last year, Pyro’s revenues were $10 million, largely because of the renewed feeling of patriotism, due to the vicarious return of our troops from Operation Desert Storm, we anticipate a 15 percent increase in revenues. Annual growth rate has been five to ten percent since 1979.

Meeting the Standards

“Despite pyrotechnics being a dangerous business, we are strictly regulated by the Bureau of Fire Marshal offices, the federal government, Department of the Treasury, Alcohol and Tobacco and Firearms as well as being scrutinized by GSHA, the EPA, and the local fire authorities.”

Pyro has an excellent working relationship with all of them. However, besides being very costly it is sometimes difficult to comply with the seemingly contradictory regulations.

Due to the encroachment of homes near our Rialto site and the policy of the city government we are currently looking for a new site in the Southwestern California,” says Souza. “Because of the state of the art technology becoming increasingly difficult to find a city that will welcome us with the arms necessary to accommodate our operation.”

Souza purchases the materials for manufacturing the fireworks from the best manufacturers in the world: China, Japan, Brazil, Spain, Italy, Monaco, France, as well as the United States. “All fireworks have an inherent hazardous potential, says Souza. “What distinguishes us from others is our equipment and training process. Each pyrotechnician must attend classes and serves a 2 1/2 year apprenticeship before qualifying to handle a display unsupervised.”

Pyro’s equipment is constantly tested for stress, and any possible damage done by the wind and tear of use under extreme conditions. “We test our products, we have never had a serious accident.”

Crafsmanship the Key!

Because most tests are hands-on and require several decades of assembly, a single effect can cost several hundred dollars. The setup and display is also very labor-intensive. To maintain a crew of 20 to 30 people working for most events is a huge expense.

The wave of the future is in making more unique colors and effects, and to create a living, spontaneous work of art, to involve the audience in a sensory fantasy, to put them in the midst of the action safely. “Man has been entertained by the power of fire since the first sticks were rubbed together,” says Souza. “Yes we very understand how and why it works. Besides all the hard work and complex chemical processes that go into our production, each firework has a little magic in it. Our job is to bring that magic to the audience in a way they’ve never seen before.”

Contact:

CUSHMAN & WAKEFIELD
Mark McAdams or David Berger
(714) 980-7788

INLAND EMPIRE BUSINESS JOURNAL — PAGE 35

August 1991

CENTRELAKE

1-10 Freeway at Haven Avenue

NOW LEASING: ONE LAKESHORE CENTRE

A joint development of:

CENTREMARK/MISSION LAND COMPANY

Patrick McMenamy inspects the finished product.
Chills, Flus and Tripe Pill Blues

AIDS in the Workplace

Medications and Electrolytes

Detection Planning: Risk HS

Young Businessmen, ASL
The South Coast Air Quality Management District (SCAQMD) is proposing parking fees for some of its public buildings, shopping centers and other locations. What is your opinion of the proposed fees?

The effort to control emissions by controlling the number and type of cars on our streets is a new tactic. I can remember EPA's attempts to impose parking restrictions as far back as 1974, shortly after the passage of the first Clean Air Act. Although the intentions were good - replacing the heavily weighted-command and control regulatory approach with the more flexible market regulatory approach - I think public and business acceptance is far outweighed by resistance from business and individuals who object to the burden on the prices, the fee should be sufficient for the Island Empire. More and more public and private resources and encouragement must be directed toward getting the number of vehicles at the workplace to be located closer to the worker. The pressure from the SCAQMD for congestion pricing is being seriously considered as a way of encouraging more public, less congested, office development, and improving the job-housing balance. If you agree, I have a point for the day.

The SCAQMD Board is considering parking fees for on-car parkers at places of employment, shopping centers, etc. The current system requires each employer of 100 or more to submit a plan that can be expected to achieve a certain amount of trip reduction. Paid parking might be a part of this plan when the decision is made at the choice of the employer. I certainly hope we can go beyond this voluntary individual choice system. However, as long as a paid parking fee is required, I don't believe it would hurt most businesses since it would apply throughout Southern California not just the Island Empire. At first blush, it might even open up many businesses since they would receive revenue for parking spaces now being given away. However, I suppose most would have to employ some sort of a parking in order to achieve employee acceptance. Some businesses plan to offer free parking to workers while some are planning to eliminate parking spaces. Other employers will only, for example, provide some people to multi-charge.

The intent is to reduce the number of automobiles trips, specifically by the one-employee household, from the workplace to the parking lot. This can be done in a variety of ways to include encouraging employers to reschedule work times in a way that will encourage this move to the workplace.

Without the public's support and confidence, our efforts to reduce will never be suc- cessful.

The South Coast Air Quality Management District is faced with the most difficult task of any local government agency in our region, that of trying to regulate the movement of people as well as the number of miles they drive as the sole component of their car pool effort. It is necessary because we will no specific approach to our transportation problem without reducing the number of vehicles on the highways.

Lack of parking will limit the potential to reduce congestion and air pollution. It is important not to make a decision that we will be faced with high parking fees to encourage parking for automobiles in public places. Having places is likely to get a negative response from the very public whose support we need to win this battle. Parking fees would drive the public's will not withstand the Island's credibility.

What is the district's rationale for imposing such parking fees? If such a policy is imposed, what's the benefit for the committed to the SCAQMD? We would have to determine if parking fees would reduce air pollution? I think there are more questions than solutions.

How will such a policy be enforced? It will take a lot of resources to locate in how the policy is carried out in an even-handed fashion. Would you accept new, city-employed employees from the SCAQMD? Again more questions than answers.

Who decides what parking or not possible for public parking fees? How does this proposal relate to the next steps, which calls for everyone to plan and manage their existing parking resources? (773-3618)

In the long run, the new parking fees will be yet another burden on the individual consumer. Large firms simply will increase the price of goods or services to offset the parking fees.

The SCAQMD is not proposing to improve air quality, but this seems to be costly, new regulation with little potential for reducing pollution. Let's get some solid answers before we step into new, A

No Parking Available

Where or to whom would the fees be collected? Would they go to the people who have commercial transportation businesses is physically located for pollution control or repair of environmental damage. Would they be given in SCAQMD to create new jobs and enforcement/management jobs within SCAQMD? This let-ter would be the case.

Many employers already have implemented contractor programs and grid to provide incentives to their employees for car pool or bus travel. The current system is not sufficient to encourage work-week, and is a great system. From home. Some major employers in the Island Empire automatically deduct parking fees from payroll for employees the SCAQMD has said that this system is not a deterrent in years to come. We would have to think that individuals, industrial or private, have such incentives for encouraging carpool travel.

Finally, if parking is to be limited, then employees will be required to have an enforce- ment body to look into their parking lot, (because the feeholder will have to determine whether a driver is properly parking their car). It could also force and even force employers to either pay or permit employees to pool together to deduct parking requirements under a provision requiring local government and employer's to pool cash-out programs to be implemented.

The SCAQMD Board is considering parking fees for on-car parkers at places of employment, shopping centers and other locations. What is your opinion of the proposed fees?

The effort to control emissions by controlling the number and type of cars on our streets is a new tactic. I can remember EPA's attempts to impose parking restrictions as far back as 1974, shortly after the passage of the first Clean Air Act. Although the intentions were good - replacing the heavily weighted-command and control regulatory approach with the more flexible market regulatory approach - I think public and business acceptance is far outweighed by resistance from business and individuals who object to the burden on the prices, the fee should be sufficient for the Island Empire. More and more public and private resources and encouragement must be directed toward getting the number of vehicles at the workplace to be located closer to the worker. The pressure from the SCAQMD for congestion pricing is being seriously considered as a way of encouraging more public, less congested, office development, and improving the job-housing balance. If you agree, I have a point for the day.

The SCAQMD Board is considering parking fees for on-car parkers at places of employment, shopping centers, etc. The current system requires each employer of 100 or more to submit a plan that can be expected to achieve a certain amount of trip reduction. Paid parking might be a part of this plan when the decision is made at the choice of the employer. I certainly hope we can go beyond this voluntary individual choice system. However, as long as a paid parking fee is required, I don't believe it would hurt most businesses since it would apply throughout Southern California not just the Island Empire. At first blush, it might even open up many businesses since they would receive revenue for parking spaces now being given away. However, I suppose most would have to employ some sort of a parking in order to achieve employee acceptance. Some businesses plan to offer free parking to workers while some are planning to eliminate parking spaces. Other employers will only, for example, provide some people to multi-charge.

The intent is to reduce the number of automobiles trips, specifically by the one-employee household, from the workplace to the parking lot. This can be done in a variety of ways to include encouraging employers to reschedule work times in a way that will encourage this move to the workplace.

Without the public's support and confidence, our efforts to reduce will never be suc- cessful.

The South Coast Air Quality Management District is faced with the most difficult task of any local government agency in our region, that of trying to regulate the movement of people as well as the number of miles they drive as the sole component of their car pool effort. It is necessary because we will no specific approach to our transportation problem without reducing the number of vehicles on the highways.

Lack of parking will limit the potential to reduce congestion and air pollution. It is important not to make a decision that we will be faced with high parking fees to encourage parking for automobiles in public places. Having places is likely to get a negative response from the very public whose support we need to win this battle. Parking fees would drive the public's will not withstand the Island's credibility.

What is the district's rationale for imposing such parking fees? If such a policy is imposed, what's the benefit for the committed to the SCAQMD? We would have to determine if parking fees would reduce air pollution? I think there are more questions than answers.

How will such a policy be enforced? It will take a lot of resources to locate in how the policy is carried out in an even-handed fashion. Would you accept new, city-employed employees from the SCAQMD? Again more questions than answers.

Who decides what parking or not possible for public parking fees? How does this proposal relate to the next steps, which calls for everyone to plan and manage their existing parking resources? (773-3618)

In the long run, the new parking fees will be yet another burden on the individual consumer. Large firms simply will increase the price of goods or services to offset the parking fees.

The SCAQMD is not proposing to improve air quality, but this seems to be costly, new regulation with little potential for reducing pollution. Let's get some solid answers before we step into new, A

No Parking Available

Where or to whom would the fees be collected? Would they go to the people who have commercial transportation businesses is physically located for pollution control or repair of environmental damage. Would they be given in SCAQMD to create new jobs and enforcement/management jobs within SCAQMD? This let-ter would be the case.

Many employers already have implemented contractor programs and grid to provide incentives to their employees for car pool or bus travel. The current system is not sufficient to encourage work-week, and is a great system. From home. Some major employers in the Island Empire automatically deduct parking fees from payroll for employees the SCAQMD has said that this system is not a deterrent in years to come. We would have to think that individuals, industrial or private, have such incentives for encouraging carpool travel.

Finally, if parking is to be limited, then employees will be required to have an enforce-ment body to look into their parking lot, (because the feeholder will have to determine whether a driver is properly parking their car). It could also force and even force employers to either pay or permit employees to pool together to deduct parking requirements under a provision requiring local government and employer's to pool cash-out programs to be implemented.
Co-op marketing is a type of marketing in which two or more businesses or organizations pool their resources to create a joint marketing campaign. This can include advertising, promotions, and other marketing efforts. The goal of co-op marketing is to reach a larger audience and increase sales for all of the participating businesses.

One of the main advantages of co-op marketing is that it allows smaller businesses to compete with larger, more established companies. By working together, these smaller businesses can pool their resources and create a more effective marketing campaign.

Another advantage of co-op marketing is that it can help businesses to save money. By sharing the cost of advertising and other marketing expenses, each business can benefit from the campaign without having to invest as much money on their own.

Co-op marketing can be effective for businesses of all sizes, but it is particularly useful for smaller businesses that may not have the resources to create a successful marketing campaign on their own. If you are thinking about starting a co-op marketing campaign, there are a few things you should keep in mind.

First, you need to find partners who are willing to work with you. These partners could be other businesses in your industry, or they could be organizations that share your goals.

Second, you need to decide on a marketing strategy that will work for all of the partners. This may involve creating a single advertising campaign, or developing separate campaigns for each of the partners.

Finally, you need to ensure that the campaign is successful. This may involve tracking sales and other metrics, and making changes to the campaign as needed.

Overall, co-op marketing can be a valuable tool for businesses of all sizes. By working together, these businesses can create a more effective marketing campaign and increase their sales.

If you are interested in starting a co-op marketing campaign, there are many resources available to help you get started. You can find information online, attend workshops and seminars, or consult with marketing professionals to help you create a successful campaign.

Remember, the key to a successful co-op marketing campaign is cooperation and communication. By working together, you can create a campaign that benefits all of the partners involved.
Riverside's First Class, Full Service Hotel.

The rewards of staying at Riverside's premier hotel await. 296 spacious deluxe guestrooms and suites, a sunny pool, spa, and entertainment area, plus every thoughtful service, amenity like one-day laundry and dry-cleaning service, complimentary newspaper, free indoor parking, and an extensive room service menu.  Business and pleasure travelers alike appreciate our convenient location, central to all Southern California offers—beaches, mountains, deserts, and popular tourist attractions. Our guests also appreciate our two lively restaurants and cabinet nightlife. Our tantalizing Champagne Sunday Brunch is also an attraction.

And what good is a first class hotel if you can't call your friends and family from within? We are pleased to offer our guests a fully featured menu of group capabilities. From executive retreats in our private boardrooms to gala functions in our ballroom, we cater to groups and sizes of all kinds. Our guests also appreciate the Sheraton Riverside Convention Center right next door for those really big events.

So for reward- ing business or pleasure stays, make it the Sheraton Riverside.

Sheraton

3400 Market Street, Riverside, CA 92501
(714) 784-8000 or (800) 325-3955
**Focusing on Travel & Tourism**

**Checking the Health of San Bernardino County Tourism**

Inland: Bernardino County Tourism

In the city of San Bernardino, about 20.5 million dollars annually. In the county area, about 2.5 million dollars annually. Overall, it will be some 3.5 million dollars. That's a very small number compared to the amount of money that the city of San Bernardino has made in recent years. How is this market monitored?

When we meet with the Inland Empire area, we often talk about the tourism industry and how it has changed over the years. In the past, it was very basic, with just a few restaurants and hotels. But now, it's a much more sophisticated industry with a wider range of attractions and services.

What are your feelings about tourism in this region?

Our tourism industry is doing well, and it's growing at a steady pace. We have seen a lot of new developments in recent years, with new hotels and restaurants opening, and more attractions being built. As a result, the tourism industry is becoming more important to our economy.

What is your agenda for the next five years?

We're focusing on expanding our tourism industry, attracting more visitors, and increasing the amount of money that tourists spend here. We're also working to improve the safety and quality of our tourist attractions, and to make sure that visitors have a good experience when they come to San Bernardino.

Inland: The Inland Empire

Inland Empire Tourism

In the Inland Empire, visitors can enjoy a wide range of attractions, from beaches and parks to museums and historical sites. The region is also home to a number of small towns and cities, each with its own unique attractions. We're working to make sure that visitors have a good experience when they come to the Inland Empire.

**Riverside: Riverside Marketplace**

Riverside: Heritage to Attract Tourism and Development

Riverside is a city with a rich history and a lot of attractions. We're working to attract more visitors to the city, and to make sure that they have a good experience when they come. We're also working to improve the safety and quality of our tourist attractions, and to make sure that visitors have a good experience when they come to Riverside.

**It's a Different World Out Here**

They come for the sun, but they come back for the lifestyle.

The Palm Desert Promotions Committee, a group of business leaders in the Palm Desert area, has decided to create a new tourism campaign to encourage more visitors to come to the area. The campaign will focus on the unique attractions and experiences that the Palm Desert area has to offer. We're working to make sure that visitors have a good experience when they come to the Palm Desert area.

Instead of a calendar year, the desert resorts operate on a midnight calendar that starts in October and winds down after the 4th of July.

Palm Dunes. "Always in Season" seemed less significant now.

With most of the beaches south of Palm Springs, the Palm Desert area is seeing an increase in the number of visitors. However, the beachfront is not as popular as it used to be, and visitors are looking for a different type of experience.

Instead of a calendar year, the desert resorts operate on a midnight calendar that starts in October and winds down after the 4th of July.

Call Out.

The strategy of the Coachella Valley area is to keep visitors coming back for more. We're working to make sure that visitors have a good experience when they come to the Coachella Valley area.

**INLAND EMPIRE BUSINESS JOURNAL**

**AUGUST 1991**

**INLAND EMPIRE BUSINESS JOURNAL**

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**INLAND EMPIRE BUSINESS JOURNAL**
AIDS In The Workplace

People in America have this concept of a steam engine chugging along at 30 miles-per-hour. In California, it's a monorail, that's something new and sleek and different!

Farquhar: Anything can be made aerodynamically. Aerodynamics is not a function of technology, it's a function of design. The French TGV is very aerodynamic; you cannot even tell it's on the rail. Westinghouse and the French TGV is very aerodynamic;loon & 10 mump literally milli0111 upoo Ptopk; it does. But you also have to keep it enclosed so it's a noisy thing. You also have to keep it enclosed because of any debris that can explodelllld up. There's no way you can throw a stone through, there's no way you can throw a brick through, there's no way you can throw a concrete brick through, there's no way you can throw a fence down. The French TGV is very nice, that's a toy. I mean that it could whiz through the desert at 321 miles-per-hour and it wouldn't encounters any problems?

Farquhar: Well, it's hard to stop anything and get it going again. For example, the French TGV for their first top speed of 301 miles-per-hour, they had to stop the train at 80 miles-per-hour and start again, and the French TGV is very fast. It is almost impossible to get it started again, and it is almost impossible to start it up. It is almost impossible to keep it running.

IEBJ: What is the major difference between the attractive and the repressive technology?

Farquhar: Well, it is a lot easier and faster to make a program run than to start them up. It is almost impossible to keep it running.

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Inland Empire People

To annul our July list of the Inland Empire's Top Environmental Firms, the new address of Donovan & Moser is as follows:

30 Carnegie Drive, Suite 260 - San Bernardino, CA 92408
Phone: (714) 381-2904 • Fax: (714) 381-6234

SB-189-Is Your Business In Compliance?

As of July 1, 1991, every employee was required to implement an injury and Illness Prevention Program. The California Labor Code requires that employers implement a program to identify and correct workplace hazards, train employees in workplace safety, and provide personal protective equipment. The program must be in written form and made available for examination by employees. The program must also be in English and a brief description of the program must be reviewed with each new employee.

A detailed explanation of the program must be provided to employees within 30 days of their employment. Employers must provide employees with written instructions on the use of personal protective equipment, including the type, use, and limitations of the equipment. The program must also address the potential hazards associated with the job.

The program must be reviewed by the employer and updated as necessary. Employers must ensure that employees are trained in the program and that they understand the requirements.

Any employee who believes that the employer is not following the program can file a complaint with the California Labor Commissioner. Employers who violate the program may be subject to fines.

The program must be maintained for at least three years after the employee's termination.

Please submit your program to the California Labor Commissioner for review. The program must be in English and must be in written form.

For more information, please contact the California Labor Commissioner at 1-800-952-5695.
**NEW BUSINESS LISTINGS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tri-Tech Cellular Comm, Peter Radli</td>
<td>14751 Choke Cherry Drive, Victorville 92392</td>
</tr>
<tr>
<td>Tri-V Castle, Keith Vlser</td>
<td>8191 Merrill, Chino 91710</td>
</tr>
<tr>
<td>Triangle T Rodoco Producers, Thomas Mitchell, Sr</td>
<td>17597 Santa Ana, Bloomington 92316</td>
</tr>
<tr>
<td>Triple A Safety Service, Gary Bromley</td>
<td>14991 Merrill Ave. #6, Fontana 92335</td>
</tr>
<tr>
<td>Triple Heart Framing Productions, Peter Kahn</td>
<td>7433 Langham Place, Rancho Cucamonga 91730</td>
</tr>
<tr>
<td>True Construction, Henry Chavez, Jr</td>
<td>9468 Niagara Ave., Fontana 92335</td>
</tr>
<tr>
<td>Tulip Buffets, Arthur Berger</td>
<td>2441 Oakridge Circle, Murrieta 92562</td>
</tr>
<tr>
<td>Tucana Valley Harley Bar &amp; Spac</td>
<td>13471 Green Meadow Road, Temecula 92590</td>
</tr>
<tr>
<td>Turf Lot Lawn Co, Ricardo Carlos</td>
<td>28165 Front St. #255, Temecula 92590</td>
</tr>
<tr>
<td>Turner Welding &amp; Fabricating Co, James Wade</td>
<td>12475 Central Ave. #413, Chino 91710</td>
</tr>
<tr>
<td>Twelfth Century Construction, Tamra Stewart</td>
<td>1434 Chaffe #242, Upland 91786</td>
</tr>
<tr>
<td>Twenty One Plans &amp; Line &amp; Rooms, Paul</td>
<td>562 East S G Soon, Ontario 91761</td>
</tr>
<tr>
<td>Twible Plumbing, Brind Holand</td>
<td>6540 William Ave., Mont Loma 92582</td>
</tr>
<tr>
<td>Twila Trucking, Raul Gonzalez</td>
<td>1045 S. Trarkwood Ave., Bloomington 92316</td>
</tr>
<tr>
<td>Two Dreamers, Juan Segovia</td>
<td>12235 Hondoock #49, Moreno Valley 92588</td>
</tr>
<tr>
<td>Two Trick Research &amp; Development, Charles Morgan</td>
<td>20020 West Main St, Barstow 92311</td>
</tr>
<tr>
<td>Tyler Lounge, James McDaniel</td>
<td>4495 Tyler St., Riverside 92509</td>
</tr>
<tr>
<td>Type Style, Larrie Tarnicki</td>
<td>11549 St. Ranier Court, Rancho Cucamonga 92306</td>
</tr>
<tr>
<td>Typewriter by Mark, Mark Dinnor</td>
<td>812 Robinson Drive, Lake Elsinore 92530</td>
</tr>
<tr>
<td>Typewriter &amp; Equipment Services, Deborah Silverman</td>
<td>1517 Cambridge Ave., Redlands 92374</td>
</tr>
<tr>
<td>U B M Credit Consultants, Bill Holaday</td>
<td>17 W. Hays, Rancho Cucamonga 92300</td>
</tr>
<tr>
<td>U &amp; A Equipment Specialties, George Davis</td>
<td>5481 Griffith, Riverside 92504</td>
</tr>
<tr>
<td>U S Gear, David Leach</td>
<td>24433 Sunday Drive, Morro Valley 92816</td>
</tr>
<tr>
<td>U S Interiors, Suajide, Wiscou, 8355 San Clemente Drive, R. Cucamonga 91730</td>
<td></td>
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<tr>
<td>U S Marketing, Barry Hardy, 25441 Calabria Drive, Moreno Valley 92588</td>
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<tr>
<td>U S Plastic International Co, The-Chan Hai, 9377 Wood Road, Riverside 92506</td>
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<tr>
<td>U S Specialties, Thomas Saugey, 21944 Winnding Road, Moreno Valley 92518</td>
<td></td>
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<tr>
<td>Ultimate Drywall, Ignacio Ameuza</td>
<td>239319 Laurel Lane, Menifee Valley 92555</td>
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<tr>
<td>Ultimate Interiors, Cynthia Hall</td>
<td>2598 Guinness Way, Colton 92324</td>
</tr>
<tr>
<td>Ultimate Video Productions, William Preid, 35686 Harvest Way, Lake Elsinore 92330</td>
<td></td>
</tr>
<tr>
<td>Unifed Dental Services Prosthetic, Eric Hall</td>
<td>498 W. Court #210, San Bernardino 92401</td>
</tr>
<tr>
<td>Unique Interior, Boncie Christianen</td>
<td>16102 Benson St., Perris 92707</td>
</tr>
<tr>
<td>United Real Estate Connection, Inc</td>
<td>414 S. Palm, Hesperia 92345</td>
</tr>
</tbody>
</table>

**What does your office rent include?**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>COMM.SUITE</th>
<th>EXECUTIVE SUITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>24-Hr. A. S. Access to viewing</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Conference Room</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Lounge/Kitchen Facilities</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Facsimile Machine</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Postage Meter</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Telephone Answering Service</td>
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<td>Yes</td>
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<tr>
<td>Collector Service</td>
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<td>Yes</td>
</tr>
<tr>
<td>Audio Visual Seminar Rooms</td>
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<td>Yes</td>
</tr>
<tr>
<td>Mail Rooms</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Two Secondary Lounges</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>1000 sq.-ft. Courtyard</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Large Administrative Staff</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Maintenance Staff</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>4 Touch Touch Screen Phone</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Computer Terminal</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Securiwin Services (Other)</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Laundry/Press</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Computer System in each suite with following capabilities</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Word Processing</td>
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<td>Yes</td>
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<tr>
<td>Accounting</td>
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<td>Spreadsheets</td>
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<tr>
<td>Database Access</td>
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<tr>
<td>Electronic Telephone Message</td>
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<tr>
<td>Electronic Mail</td>
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<tr>
<td>Teles</td>
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</tr>
<tr>
<td>Electronic Rolodex</td>
<td>Yes</td>
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</table>

*Fortune 500” Amenities Mode Affordable for Small Businesses

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**The Inland Empire Business Journal will select Fifteen Individuals who’ve made a difference**

The Inland Empire Business Journal is seeking your help in recognizing the Inland Empire area’s top individuals. Fifteen people, one from each category below, will be chosen as the First Annual Inland Empire Business Journal’s All-Stars. Those selected will have demonstrated excellence in business and a commitment to charitable or public service work. The All-Stars will be selected by the editors of the Inland Empire Business Journal based on the people you nominate. Winners will be profiled in the October issue of the Inland Empire Business Journal and honored at an “All Star” Luncheon to be held on Wednesday, October 16, 1991 at the Riverside Convention Center. Please complete the information requested below and mail as soon as possible.

Please explain why you think each individual should be chosen. Include information on their business accomplishments in 1990 and their efforts to improve the Inland Empire area.

**Eligibility:**

Individuals must be employed by firms in the Inland Empire area. All-Stars will be selected in each of the following categories:

- Business: Banks, Savings and Loan, Chellos and SBA Leaders
- Health Care: Hospitals, Medical Clinic, IMOs, PPOs, Doctors, Dentists and Health Care Personnel
- Woman Entrepreneur
- Manufacturing
- Hotels, Meeting Facilities and Hospitality Industry
- Education
- High Technology
- Accounting Services
- Legal Services
- Residential Real Estate Industry
- Commercial Real Estate Industry
- Industrial Real Estate Industry
- Advertising and Public Relations
- Retail Merchandising
- Public Service

To be considered:

Please mail all information to The Inland Empire Business Journal All-Stars, 3291 E. Guasti Road, Ste. 450, Ontario, CA 91761.

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**The Inland Empire Business Journal Business All-Stars?**

*Please photocopy this entire blank or use a separate sheet of paper to nominate one executive per category*

- **Executive Name**
- **Company Name**
- **Address**
- **Telephone**
- **Category**

Business performance, philanthropic/civic activity:

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**Business performance, philanthropic/civic activity:**