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Inland Empire Business Journal

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WOMEN & BUSINESS EXPO 2000
presented by
TOYOTA DEALERS
OF SOUTHERN CALIFORNIA

Patty Duke
Maureen Reagan
Lola D. Gillebaard

ONTARIO CONVENTION CENTER - MAY 12th
With You Every Business Moment

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AT DEADLINE

Rockin’ for Joshua Tree, A Benefit Concert to Stop the Eagle Mt. Dump.

Rock and Roll Hall of Famer Eric Burdon has launched a campaign to protect Joshua Tree National Park, with an Earth Day benefit concert in Palm Springs to support the decade-long battle to stop the Eagle Mountain Dump. On Saturday, April 22 at 7 p.m., at the Festival of Arts Theatre, 2300 Baristo Road, Palm Springs, rock musicians — Eric Burdon and the New Animals, Big Brother and The Holding Company’s James Gurley, with Karen Monste, Eric Neil and the JT Shakers, and others will “raise the roof” to raise funds to stop the dump proposal. The Torres Martinez Desert Cahuilla Bird Singers and Dancers will conduct an opening ceremony.

Inland Empire Women Participate in Breast Cancer Prevention Study

by June Casey

Recruiting Inland Empire women to participate in one of the largest breast cancer prevention trials ever undertaken is the task of Sabrina Bhasker Rao, clinical research coordinator for the STAR Trial at Loma Linda University Medical Center.

Nationwide, the STAR [Study of Tamoxifen and Raloxifene] Trial will involve 22,000 women at more than 400 medical facilities throughout the U.S., as well as in Canada and Puerto Rico.

Bhasker Rao’s goal is to enroll 40 women, at high risk for developing breast cancer, in the study by July. To that end, the meets each Friday with patients at LLUMC’s Breast Health Clinic, where she screens women for their eligibility, educates them about the study, and answers their questions.

The purpose of the STAR Trial is to compare the effectiveness of two drugs, tamoxifen and raloxifene, in reducing the occurrence of breast cancer in post-menopausal women who are at increased risk for developing the disease. Tamoxifen, which has been widely studied for 20 years, had previously been given to patients already taking estrogen-replacement therapy. Raloxifene, a more recent development, is a competitive estrogen receptor antagonist that has demonstrated several advantages over tamoxifen.

The STAR Trial is the first study of a competitive estrogen receptor antagonist in women, with the primary endpoint of invasive ductal carcinoma of the breast.

Inland Empire women with a 50% higher probability of breast cancer are being recruited to participate in the STAR trial. Inland Empire women are encouraged to participate in this study.

Will Ice Rink Resurrect Industrial Area in Downtown Ontario?

by June Casey

Can a blighted industrial neighborhood that last saw prosperity in the 1940s find new purpose and meaning as a hub for local ice hockey teams? The city of Ontario is gambling that a planned 34,500-square-foot ice rink, designed to evoke the spirit of a turn-of-the-century industrial warehouse, will be the key to the revitalization of the rundown area at the corner of Plum and Emporia, one block south of Holt.

The blighted area, bordered by abandoned warehouse buildings, was once home to the Bradbury and Renolds Company, a manufacturer of dairy equipment. The company’s bankruptcy in 1987 marked the beginning of a period of decline that saw the area lose its industrial identity. The new ice rink, scheduled to open in the fall, is intended to serve as a catalyst for the revitalization of the area, offering a much-needed boost to the local economy.

The ice rink is part of a larger plan to transform the area into a recreational and cultural hub, with a variety of amenities, including a park, a community center, and a performing arts center. The city hopes that the ice rink will attract visitors and encourage tourism, thereby generating revenue and creating jobs.

The construction of the ice rink is expected to cost $10 million, and the city has committed to providing $5 million in funding. The remaining $5 million will be raised through private donations and grants.

The ice rink will feature two sheets of ice, with seating for 2,000 spectators. It will be open year-round, with a schedule of events including high school hockey games, public skating, and community events.

The city has also partnered with local businesses to create a retail and dining district around the ice rink, with plans to attract a variety of eateries and specialty shops.

In conclusion, the ice rink is a key component of the city’s plan to revitalize the blighted area, offering a much-needed boost to the local economy and creating a new destination for tourists and residents alike.
CalCPA Small Business Tax Season Alert

For small business owners, the good news is the latest computers and software products have made assembling and storing financial information for tax returns easier than ever before. But beware! All this sensitive information is now subject to potential security leaks: a variety of hackers and virus passers. It is the price of progress in our technology-driven society.

Fortunately, CalCPA has tips for you. For example, it’s wise to keep business Web sites separate from financial information, by having an external Internet service provider maintain the Web server. Also, never download and run a program from the Web or receive an e-mail attachment, unless it comes from a reputable source. Call either Curt Olsen (605) 802-2493 or Paul von Beroldingen at (455) 751-1858 to receive a list of security tips culled from CPAs throughout California, or to set up an e-mail list familiar with business and security issues. Don’t forget those “micellaneous deductions.”

Tax season isn’t a good time to start having memory loss, especially when you’re preparing your tax returns for your small business. Take your Ginkgo and then take full advantage of the numerous tax incentives (termed “miscellaneous deductions”) that should help fuel the California Gold Rush.

Extensive networking by pro-
motion-minded entrepreneurs may not pay off as an immediate surge of new customers or clients, but it can save big bucks on taxes. Annual dues paid to professional societies, subscriptions to profes-
sional journals, classes or seminars to improve work or management skills, and a list of legitimate busi-
tness travel expenses — all of these can really add up ... if you know what they and others remember to deduct them. As April 15 (this year) draws near, remember the CalCPA Web site — a free public service.

CalCPA provides free assistance from CPA financial tax specialists and attorneys at its newly redesigned Web site: www.calcpa.org. The site features "Ask a CPA," a financial question and answer service; money management articles, related links, and "Find a CPA" — the most comprehensive free online directory of CPAs in the state.

It never rains in sunny California — until February and March. This should come as no surprise. It happens every year. Ski resorts pray for it. Vintners and cit-
halliers dream of the snow that will drive the Inland Empire expect it. The only people who don’t wish for it are the folks at the East is Caltrans and city officials.

Every year, Upland roads run into trouble. Rancho Cucamonga sewers and storm drains overflow. And somewhere down at the bottom of the Santa Ana river, a stream suddenly appears along the road, meandering downhill and flowing into someone’s front door. This official response is usually something like “sandbags,” which means that the only answer would appear to be to stand out in the pouring rain and fill plastic bags with dirt after the deluge stops.

It is not like there is not enough water around here. The water table in San Bernardino is at about the three-foot level. The Chaffee brothers built a water sys-
tem up in the Inland Empire Mountains 100 years ago that still works. Water has been a major part of Southern California politics for nearly a century, but those in the Inland Empire do not have the problems those two groups face. The politics of water in the “nine

plains” area code should be to defend people and property every year.

In the last flood-of-the-century back in 1993, the Santa Ana river overflowed its Riverside County banks and ate bridges. New cause-
ways, bridges, and connectors over bottom have been built and for the most part dry sit, but they are ready for the next big flood 30 years from now. So why can’t the rest of Riverside and San Bernardino County be as prepared? It can’t be too natch to ask. After all, there are about 10 dry months—to get ready for the next downturn.

Want Who Wants to be a Census Statistic?

It is going to be quite a year! The Olympics, the Presidential election, the “leap year,” the millen-

nium, and the census. Although mandated by the U.S. constitution, the census is actua-

ly a century’s old tradition. Formerly, these census takers went door to door, counted everyone, and reap the benefits of this special day for women who live or work in the Inland Empire! (Or ... who went to)


num. 1. Sealed addres.
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sional journals, classes or seminars to improve work or management skills, and a list of legitimate business travel expenses — all of these can really add up ... if you know what they and others remember to deduct them. As April 15 (this year) draws near, remember the CalCPA Web site — a free public service.

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prehensive free online directory of CPAs in the state.
The Campaign Door Hits the Candidates

It would appear that we won’t have Jay Kim to kick around any more. Our first Korean-American campaign candidate forced his way into the mainstream by serving his people that he changed his address and tried to run for an unconventionally open seat.

He lost the first one due to campaign funding problems. He closed on the second one, due to the scandal. Well, that should have come as no surprise. Everyone from Ontario’s Rudy Faraci to San Diego’s coach Al Gore has had trouble keeping the campaign funding laws straight. In Favia’s case, it was a matter of a $10,000 lunch receipt. In Al Gore’s case, it had to do with so-called “soft” money. But there must be something wrong when the biggest problem we have with our politicians is where their campaign money comes from.

Lately, the big thing is campaign for campaign, which has a subtle contradictory redundancy to it. We hold no animosity toward Jay Kim. He loved by his campaign committee around his hometown of Diamond Bar. West End businesses supported him. He even won the Ontario terminal’s office. This campaign reform issue is nothing more than a smoke screen.

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The elderly

- Over the next 25 years, America's elderly population will increase by almost 80 percent, and will tend to live in parts of the "New West" and "New South." One example: Utah's senior population will increase by 143 percent during the next 25 years.

- The most dramatic increases in seniors will be in the suburbs.

- Ten metro areas are home to 58 percent of the U.S. Hispanic population.

- Ten metro areas—led by Los Angeles, New York, and San Francisco—account for 60 percent of Asian growth in the 1990s.

continued on page 29

Time for a Tax Break?

"It's time for a Tax Break?"

The employee is responsible for matching the deductible contributions to the IRA that is included in the plan. This includes providing appropriate investment options for the plan. The employee may choose to make the contributions to a limited number of plans that are available to the plan. The employee may also make additional contributions to the plan in order to reach the maximum contribution limit for a particular plan.

If the employee is eligible for a second job and is able to make contributions to the plan, the employee may make an additional contribution to the plan. The employee may also be able to make additional contributions to the plan in order to reach the maximum contribution limit for a particular plan.

What's the Best Plan for Your Business?

When choosing a retirement plan for your business, there are several factors to consider. Some of these factors include:

- The availability and fees associated with the available investment options.
- The tax benefits available to your business.
- The ease of administration and compliance with applicable laws.

The most important factor is the selection of an appropriate retirement plan for your business. The plan should be designed to meet the needs of your employees and your business. The plan should also be easy to administer and comply with applicable laws.

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Getting Organized

Avoiding Electronic Mail (E-mail) Overload

by Cyndi J. Torres

What prompted me to write about this topic is recent and amusing session with a client who had more than 1,300 electronic mail messages and had become overwhelmed. She virtually was "uncluttered" her e-mail inbox folder, and another 700 plus deleted messages taking up space in her e-mail "trash" folder. The amusing part was watching her expression as she took a leisurely scroll through her inbox and had to look at a box containing a message that was kept. Her e-mail was full of old messages and she realized that the Internet does not improve her e-mail service.

Relationships are the best way to maintain great customer loyalty and long-term, and service is expected, but it is different forms for different circumstances. Businesses must constantly re-evaluate what service is expected. They must keep in mind to filter out even more when we clicked into her trash folder to find the 700 plus lost souls (deleted messages) just sort of hanging around.

Each time she logged on and received a new batch of e-mail messages, she would go in to the information overload, "dear-in-headlight," just having a ticket at 11:00 p.m. when Internet agencies are closed, is service! Have we been blind to the fact that we are on line. While this manager is very service oriented, I think she really means service. "We deal in service," Personalized travel agencies, unlike online travel agencies, are different forms for different service. They can't measure - and they develop a set of "services." She is in front of a restaurant, and this large half of the business owners said, "We deal in service," and not just service.

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The half that sited service as the reason for not "needing" the Internet, we re-evaluated services. They want customers to have the Net (without the Web in the storefront). This is in front of a restaurant, and this large half of the business owners said, "We deal in service," and not just service.

Ron Burgess is a business development consultant specializing in strategic marketing planning, relationship management and integrated marketing systems. Burgess may be contacted at www.burgessconsulting.com or visit his site at the Web on www.burgess.com.

Microsoft Outlook comes with two outstanding features that help sort out the inevitable junk e-mail. Microsoft Outlook includes several common types of rules, such as:

- Move new messages from a particular person, department, or subject.
- Delete messages containing certain words.
- Trash messages based on content.

You simply choose the type of rule you want into your Outlook, and then assign the filters you want Outlook to move messages into. You can also create rules that automatically view and sort messages based on specific criteria. The "E-mail Filter" is a special kind of filter that looks over all your incoming mail and automatically moves anything that matches the rule into the folder you designate, i.e., deleted items or trash. Look for these types of features in your own e-mail program, and learn to use them to save you loads of time and frustration.

Ron Burgess is founder and principal of Streamline Organizing, a Pomona-based consulting firm specializing in information and time management. Her clients range from corporate executives to professional service providers. Cyndi is also available for in-house seminars on the subject of organization. She can be reached by e-mail at streamlinenatural@earthlink.net or by calling (909) 241-3069.

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The Office Computer Merges With the Home Media Wall

by J. Allen Leinberger

I was right. Several months ago, I predicted that the line between your computer and your TV was becoming blurred. I said that you would someday watch the Superbowl on the computer monitor and be able to run FileMaker Pro on your big screen. This idea started out simple enough. Little speakers were added so your computer could beep. Then you could see what game you were playing. Later the computer monitor and be able to play all of those TV shows and DVD/CD discs. But it also runs DVD video player. As with a number of such units, it comes with two front speakers, a subwoofer for bass and a center position speaker for voice. It gives new meaning to AM/FM tuner with preset ability and remote control.

One gets new meaning to AM/FM tuner with preset ability and remote control. It includes Corel WordPerfect, Internet voice phone connection and video games, and connects to the Web for surfing and e-mail. Convergence even brings those two favorite programs — surf and music — and has its own MP-3 player. As with a number of such units, it gives new meaning to AM/FM tuner with preset ability and remote control.

Now comes convergence. This is the ultimate bringing of the office computer and the home entertainment center. (So far!) Avatar, a company in the City of Industry has put together the V-box, which plays all of those TV shows and DVD/CD discs. But it also runs DVD video player.

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The second generation will accommodate wider movies and have a Karaoke connection. (Give me strength.) Like the DVD players, the V-box comes with its own set of multi-channel speakers. But wait, there's more. Perhaps the most controversial of the convergence programs is the MP-3. This allows you to download music off the Net. Not just clip but the whole song. And you can choose your favorites. MP-3 sites include everything recorded from the 1920s up to today. Musicians and their unions don't like it. Composers don't like it, BMG and ASCAP, the music license companies, don't like it. By the way, the V-box also brings you those music channels. And Sony has announced that its PlayStation 2 will have Internet connections and e-mail when it comes out in the fall. Scientific Atlanta, which makes most of the cable boxes on top of TV sets, is about to come out with a new box that is designed to connect any TV to the Internet.
Key Strategies to Follow for Balanced Business Success

by J.M. Evenson, Ph.D.

Goal setting is an integral part of any successful business. This is true in the alternative, the board of directors and the organization, which they see as useful. The authors also speak of the importance of aligning personal and/or firm goals with those of the organization. Many of the executives stated that their spouses played a major role in their business career:\n• Incorporating these principals into the approach taken in business can prove to be very profitable to both the executive/manager and the organization which she or he leads.

Successful leaders talk about how successful they are to a wide audience. Neff and Citrin discuss their findings of the making of a leader. They both describe the characteristics of leaders and the priorities they interviewed. Passion about the job and high energy levels were among the traits they found, but the most important element was being focused and having clearly defined goals. Lastly, was that they were able to clearly communicate these goals to a wide audience.

Neff and Citrin discuss the change in American business from managers to leaders. In other words, from a command-and-control approach to working and empowering people to carry out the mission of the organization.

Neff and Citrin discuss the six key strategies of corporate leaders who succeed.

1. Live with integrity; lead by example.

2. Be human and admit it.

3. Stick to the truth and avoid jargon.

4. Look for drama. Let the excitement in your commentaries come from the story, not the headlines.

5. Be a good listener. Get down to earth and listen to your customers and employees.

6. Package your message attractively. An interesting bottom line can be more powerful than the present only the nuggets of gold. Stick to what is important to the audience.

Avoid "Legalese." Leave it to the lawyers; use simple language.

4. Saying it won't make it stick. Tell the truth about what you are presenting.

5. Avoid getting feedback after you have talked to a person with a make sure that he or she understands what you are saying. It is evident that the person does not clearly understand your message. The key to making this happen is first to define and refine it in clearer terms.

A successful communicating professional will understand the critical importance of clearly communicating key points by asking such questions as: "Why are goals important to the organization?" and "What is the company's role in setting and reaching goals?" These questions will directly impact the effectiveness of the organization. The authors also speak of the importance of aligning personal and/or firm goals with those of the organization. Many of the executives stated that their spouses played a major role in their business career.

Incorporating these principals into the approach taken in business can prove to be very profitable to both the executive/manager and the organization which she or he leads.

Successful leaders talk about how successful they are to a wide audience. Neff and Citrin discuss their findings of the making of a leader. They both describe the characteristics of leaders and the priorities they interviewed. Passion about the job and high energy levels were among the traits they found, but the most important element was being focused and having clearly defined goals. Lastly, was that they were able to clearly communicate these goals to a wide audience.

Neff and Citrin discuss the change in American business from managers to leaders. In other words, from a command-and-control approach to working and empowering people to carry out the mission of the organization. The authors also speak of the importance of aligning personal and/or firm goals with those of the organization. Many of the executives stated that their spouses played a major role in their business career.

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Small Business Handbook

Trust at Work and in Your Life

by Amy Lynn Frank, MBA and Dr. Cheryl A. Wallace

"Be loyal to those who trust you and you are certain to never have a bad end." - Socrates

I have been doing a lot of questioning about trust. What I have discovered working with individuals and groups is that I must first create relationships, create trust, and then we can do whatever work is needed. Cheryl shared the same thing in her work, so we felt called to write on trust. We asked for input and were overwhelmed with the number of people who responded. It appears most of us are questioning the part that trust plays in our lives, our work and our relationships.

**University of La Verne Present Law Seminar**

The University of La Verne College of Law and IVAMS Arbitration and Mediation Services will hold an employment law seminar April 14, 2000 from 8:30 a.m. to 4:45 p.m. at the College of Law located at 1950 Third Street, La Verne, CA.

- **Topics to be included in the seminar include:** updates on Case and Statutory Law; Leaves of Absence; Keeping them Straight; Mediation: Should you, Shouldn’t you?; MIS; Dismissed Employees; Investigations on Trial, and Duty to Accurate Disclosures.
- **Participants include:** judges, attorneys, and human resource professionals. Each topic will be panelled with a moderator and representation for both plaintiff and defense.

This seminar will be designed to benefit both the private sector of business, as well as the legal community. It will cover employment law trends and issues. The seminar will feature subject experts, human resource managers, so that we can learn what is happening in the employment field.

**What you don’t know about updates on case law and statutory law, leaves of absence, and misclassified employees; Investigations on Trial, and Duty to Accurate Disclosures.**

**Participants include:** judges, attorneys, and human resource professionals. Each topic will be panelled with a moderator and representation for both plaintiff and defense.

This seminar will be designed to benefit both the private sector of business, as well as the legal community. It will cover employment law trends and issues. The seminar will feature subject experts, human resource managers, so that we can learn what is happening in the employment field.

"You may be deceived if you trust too much, but you will live in torment if you don’t trust enough." - Frank Craine

Sixty-two percent of Americans who have access to online shopping say size doesn’t matter. According to a study by the Internet Corporation for Orbit Commerce, shoppers would be more likely to buy online from a small business rather than a large business, or just as likely to buy online from a small business. Web sites that have a well-known Web site run by a larger business is a threat that will grow as more and more people have access to the Internet," says Paul Reilly, CEO of Orbit Commerce (www.orbitcommerce.com), a Chicago-based Internet service center. Orbit offers solutions that allow small business to participate and succeed in the Internet revolution as easily as any other size business. By having Orbit’s Internet service center, small businesses can immediately use the Internet to open new distribution channels, strengthen relationships with customers, and improve operating efficiencies.

The survey conducted for Orbit by Reper Starch also concluded that the willingness to buy online from a small business translates throughout all geographic areas, racial lines and income.

"At Orbit, we are convinced that the Internet will make the greatest impact on the small business arena," states Reilly. "Small businesses can now put up a secure, professional Web site and online store that competes with the big guys and offers their customers equal or better customer service, ease of use, convenience, and product selection. In addition, these small businesses can do it with a small investment or a large investment.

"This survey proves that more and more consumers don’t care about size of the company that runs the site. They buy because they trust us. We give small businesses the same expertise and attention to detail that they can get with the large business. We work with small businesses to ensure that the online presence is a success. We work with small businesses and will work with you to ensure that you don’t have a bad end." - Socrates

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Orbit Commerce promotes and markets its services through a network of world-class market partners, each with trusted relationships with thousands of small businesses. For more information about Orbit Commerce, please call 312.527.2828, or visit www.orbitcommerce.com.
Trust...
continued from page 16

value systems between different groups vary widely. Those people who are members of a group may see consistency in values among the group, yet someone outside may see values different from their own. Think of the differing value systems in families, the mob, the military, a university, a hospital, a financial institution, a church, etc., and how this affects our expectations of behavior and, therefore, our ability to trust.

Destruction of Trust — the Agony of Betrayal

"The agony of betrayal involves the sudden tearing of the delicate fabric of trust that has united us." — John Amodeo

We defined trust as a function of perception based upon the extent to which people’s expectations of themselves and others are met. While people used many synonyms to define trust, most used only one word — betrayal — to describe the destruction of trust. When people’s expectations of themselves and others are not met, they feel betrayed, and the bond forged by trust is torn asunder.

Unfortunately, many have experienced the searing pain of a bond broken by a single act of betrayal, even after years of cultivation. This leads us to regard trust as precious yet fragile, and to look closely at betrayal with a view toward compassionate prevention.

While many psychologists believe that a child is born trusting, Erik Erikson suggests that a child’s natural predisposition to trust must be affirmed by a safe environment during the first three years of life. If not, the child’s capacity to trust and bond with others is severely compromised, resulting in profound difficulties developing and maintaining relationships. If the structural integrity of the child is impaired, the behavior of the adult will be fraught with problems related to deficiencies of integrity. Sadly, the young child who is not taught that the world is a safe place is more likely as an adult to betray.

What is your definition of betrayal? What would people you work with and relate to consider betrayal? Are you betraying unconsciously?

It seems that we hold higher standards for trust at home than in the workplace. At work we seem almost resigned to what would be considered unacceptable transgressions of trust at home. Business policy that condones and even rewards employees for subtle forms of abuse, from working long hours to ignoring discrimination, supports the many and too frequent forms of betrayal.

Thankfully, the Reinas suggest most betrayal is not intentional, but rather unintentional. By way of explanation, they say intentional betrayal is relatively uncommon and is considered "a self-serving action that results in people being hurt, damaged or harmed." Conversely, unintentional betrayal is more common and is "the by product of another person’s self-serving action that results in people being hurt, damaged or harmed." Sometimes people are so self-absorbed they ignore the impact
Booming Job Growth Is on Tap for San Bernardino

Spring, according to the latest poll speaker Evelyn Wilcox, 6 percent predicted personnel companies responding to the Second Quarter Employment Outlook Survey, 53 percent will recent more workers during April, May and June," said Manpower spokesperson Elyse Wilcox, "while 7 percent expect to cut back, and 40 percent report no changes are anticipated."

For the same period last year, 46 percent forecast adding staff and 6 percent predicted personnel reductions. Three months ago, the outlook was moderate when 27 percent projected more hires, while 13 percent indicated employment levels would decrease. "In many markets, the spring quarter signals a pick-up in hiring, following the slow-paced winter season," noted Wilcox.

This spring, job openings are forecasted in construction, durable goods manufacturing, transportation/public utilities, wholesale/retail trade, finance/insurance/real estate, services, and public administration. Mixed reports are readied in education.

nationally, employers will find little relief from the lengthy worker shortage. Nearly 12 percent of nearly 16,000 interviewed companies said they still seek employment in the upcoming second quarter; 6 percent said they would reduce staff; 58 percent plus no change, and 4 percent were undecided.

The Employment Outlook Survey Manpower Inc. conducts the Employment Outlook Survey on a quarterly basis. It is a measurement of employers' intentions to increase or decrease the permanent workforce, and during a 24-year history has been a significant indicator of employment trends. The survey is based on telephone interviews with nearly 16,000 public and private employees in 485 U.S. cities. Manpower Inc., the worldwide staffing services firm, annually projects employment to 2.1 million people through more than 3,200 offices in 50 countries.

Employers... continued from page 27

occurred since mid-1997, but the current level is unassured since the late 1997." Plan in the near term is to keep up with this trend, said Joes said sharp increases among finance, insurance and real estate firms and durable goods manufacturers were significant trends.

INLAND EMPIRE BUSINESS JOURNAL | APRIL 2000

Small Business Handbook

April 9, 2000
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Silent Auction 4:00 - 6:30 PM
Live Auction 6:30 - 7:00 PM
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AppleOne Offers Employers Business Solutions

With unemployment at an all-time low, 4.3 percent, according to the Bureau of Labor Statistics, many companies are having a hard time finding quality employees. Employment services can help companies in their search because they have a database full of people ready to work. But not all employment agencies are created equal, so companies need to make sure they are getting the "best bang for their buck." There are a number of value-added services a company should look for when selecting an agency to work with.

QUALITY CUSTOMER CARE

Finding the right applicant involves more than simply matching skills to jobs. Companies need someone committed to their needs inside and out. At AppleOne, we provide each of our clients with a dedicated account executive who is fully empowered to do whatever is necessary to ensure customer satisfaction. Every AE knows each of the clients, the client's business, and where they want that business to go.

AREAS OF SPECIALTY

More companies in today's business world perform a specific service and need employees who know their

industry. AppleOne has formed a number of specialized services to ensure they can provide a full range of options to their clients. At-Tech sources, recruits and places technical professionals for contingent projects and full-time positions in the information, manufacturing, electronics, biotechnology, and hi-tech environments. Accounting Advantage and AppleOne Accounting specialize in providing companies with accounting and financial personnel at higher levels. ProTravel sources, recruits, and places travel professionals for client companies.

APPLICANT SCREENING TOOLS

Screening tools ensure that an applicant will succeed on the job. AppleOne has developed the AppCore Assessment Series™, which is an interactive evaluation system that role-plays real-life scenarios with candidates. The comprehensive multi-media evaluations allow AppleOne to match an applicant's skills and abilities with a client's requirements at greater speed and accuracy.

COMPUTER TOOLS

Finding the right applicant is only half the battle. After the hire, many companies spend countless hours and dollars training their new employee. AppleOne goes the extra step by providing applicants with a variety of free computer tutorials ranging from Microsoft Word and Excel to PowerPoint and Access.

BACKGROUND SCREENING

Often the employee is the "first" look of the interview, who seems to be the employee of your dreams but is a nightmare. In an effort to alleviate such mishaps, many companies have made background screening mandatory for all new hires. But with high cost and slow turn-around, this process has turned into a nightmare of its own. Utilizing state-of-the-art technology, AppleOne’s A-Check America provides comprehensive information about potential employees in half the time and at half the cost of other services. A-Check offers a wide variety of background checks, including criminal records, driving reports and employment and education verifications—all with a 24-48 hour turnaround, so employers do not have to sacrifice productivity.

TIME AND ATTENDANCE MAN-ATIS

Time is attendance are crucial to any business, and when using an employment service, the task may become even more daunting. AppleOne's Time and Attendance Processing™ TAP alleviates the hassle and combines a powerful Window-based system with ease of use. TAP eliminates time theft, human error, and the countless hours of labor associated with manual calculation. AppleOne prides itself on being a business solutions center, not a standard employment service. AppleOne is unique among employment services in its core philosophy. While other employment services view applicants as their commodity, AppleOne takes the opposite approach. AppleOne provides a comprehensive list of services that can help absorb the effort and resources needed to develop in applicant's skills and help them achieve their goals. By keeping our applicants happy and satisfied, we can provide our clients with the best employees anyone.
Despite Booming Economy, Anxiety Over Retirement Remains

Despite a booming economy, a large majority of Californians are still worried about their financial security in retirement. About half are unable to save much after paying their bills and almost four in ten are concerned about being poor in old age, a state survey commissioned by the Heinz Foundation found.

The poll also revealed that women approaching retirement are disproportionately concerned about financial security in old age. Teresa Heinz, chairman of the Tenness and Heinz Foundation, said the poll should be "a wake-up call to presidential candidates who have been slacking on retirement security issues.

"Californians are telling us they're worried about retirement security," Heinz said, "but presidential candidates aren't listening.

The findings are based on the results of a telephone poll of 746 likely voters in California. Interviews were conducted between February 17 and 20, 2000. The Heinz Foundation commissioned the poll to gauge Americans' attitudes toward retirement security. It's time for the presidential candidates to speak up ...

Jeffrey Lewis, executive director of the Heinz Foundation, was even more candid about this year's presidential race. "In terms of these vital interests, the open­

The findings are based on the telephone poll of 746 likely voters in California. Interviews were conducted between February 17 and 20, 2000. The Heinz Foundation commissioned the poll to gauge Americans' attitudes toward retirement security.

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Employers Gain Free Resource for Recruiting Disabled Workers

A new recruitment resource for home, work or play, you and your family deserve the best health care possible. That’s what Inter Valley Health Plan has been striving to do for more than 20 years. The plan is committed to supporting organizations, but we’re also supporters of women in the workplace. The Workforce Recruitment Committee on Disabilities and the U.S. Department of Labor’s President’s Committee on Employment of People with Disabilities and the U.S. Department of Defense, recently sent recruiters to colleges and universities throughout 40 states, the District of Columbia, and Puerto Rico to interview students and recent graduates with disabilities.

Candidates are pursuing (or have completed) degrees on two-year, four-year, graduate and professional levels. Job categories are accounting, administration (professional), administration (support), business, computer science, criminal justice, communications, customer service, education, engineering/technology, health care, human resource/equal opportunity, legal, sales, sciences and social sciences. A profile of each candidate includes academic and demographic data, contact information and the recruiter’s impressions from the interview.

To use the database while recruiting for a given position, employers have two options:

1. Obtain the database on CD-ROM and search the database to find candidates. (Call the Workforce Recruitment Support Line at (724) 891-0275, or (2) Call the Workforce Recruitment Support Line at (724) 891-3533 or e-mail support@inter-valley.com to have a service specialist search using specified job requirements. Technical assistance for using the CD-ROM, as well as access to each candidate’s resume and school transcripts, are also available through the Workforce Recruitment Support Line.

The President’s Committee on Employment of People with Disabilities is a small federal agency based in Washington, D.C. The committee’s mission is to coordinate, communicate and promote public and private efforts to enhance the employment of people with disabilities. The committee provides information, training and technical assistance to America’s business leaders, organized labor, rehabilitation and service providers, advocacy organizations, families and individuals with disabilities. It also operates the Job Accommodation Network (JAN), a toll-free information service on workplace accommodations and the employment provisions of the Americans with Disabilities Act. Additional information about the President’s Committee is available on the Internet at www.pedc.org.
Feb. 2000 Saw More Than 1,312 Small Businesses Sold in State

During February 2000, more than 1,312 small and mid-sized businesses were sold in California. Total small- and mid-sized businesses sold in February 2000 has been more than 3,111.

Viewers can see what types of businesses are selling and how businesses are priced by going to the “All California Businesses For Sale” online site at www.AllCalBiz.com.

Amusement Attractions in the Inland Empire

<table>
<thead>
<tr>
<th>Attraction Name</th>
<th>Address</th>
<th>Phone</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big League Dreams Sports Park</td>
<td>Corona, CA</td>
<td>(909) 335-7275</td>
<td>bigleaguedreams.com</td>
</tr>
<tr>
<td>Universal Studios Hollywood</td>
<td>Universal City, CA</td>
<td>(818) 626-8000</td>
<td>universalstudioshollywood.com</td>
</tr>
<tr>
<td>Santa Barbara Zoo</td>
<td>Santa Barbara, CA</td>
<td>(805) 963-4231</td>
<td>santabarbazoologicalpark.org</td>
</tr>
<tr>
<td>Long Beach Aquarium</td>
<td>Long Beach, CA</td>
<td>(562) 437-8900</td>
<td>lb aquarium.org</td>
</tr>
</tbody>
</table>

Businesses were sold in California for sale, this Web site also shows what new businesses for sale have been added, new articles on the subject of selling and buying a business, and what workshops are available in their area. The site is updated every Monday and is free to use. Visit: www.AllCalBiz.com.


Small and medium businesses now have access to a select number of competitively priced, insurance packages for their companies. These new insurance packages have been tailored to meet the needs of a broad range of business owners.

Enhanced coverage with limits that are typically offered by standard insurance carriers.

- Flexibility — allowing policies to be tailored to the needs of the business owners.
- Coverage limits for computer equipment and software is included.
- Liability limits that can provide an insured with $2,000,000 per occurrence and $4,000,000 aggregate limits, without having to purchase umbrella coverage. Equipment breakdowns are covered on the same insurance policy.

- Business income protection is provided.
- Protects employees from liability.
-時間な優位性。すべての保険会社の標準保険に入ることが可能。
- 法的なリスクを保護します。
- 休業不利益の保護が提供されます。
- 具体的な保険金額をカスタマイズできる。
- 資産を保護する。
- システムおよび作業環境を保護する。

Employers Say More Workers Still Needed

Nearly one American company in every three says it will hire more workers in the upcoming second quarter, according to a labor market survey conducted by Manpower Inc. for the past three years has failed to sustain staffing needs. The present level of demand is greater than in the past 20 years. These shortages will continue in the near future.

- How did you develop your career goals?
- What are some of the difficulties you have had?
- How have you overcome these?
- What are you still struggling with?
- What have you learned, and how can what you have learned help to advance your career?

Marketing is an emotional resonator, “Bob says. Therefore, you must learn to communicate your message in clear, concise, and memorable ways. People make emotional decisions to "buy" or develop a relationship with someone, whether you are an employer or potential client. One of the keys in this process is the establishment of an emotional connection. This connection is unique to the individual and can be tailored to meet specific needs.

- What are some of the difficulties you have had?
- How have you overcome these?
- What are you still struggling with?
- What have you learned, and how can what you have learned help to advance your career?
Imperial Bank recently received the President’s “E” award for Export Excellence by the U.S. Department of Commerce in the name of the President of the United States, announced Daniel R. Mathis, president and chief operating officer of Imperial Bank.

The “E” award is given to U.S. companies or organizations that have made a serious commitment to exporting, or have demonstrated outstanding contributions to the economic growth of U.S. companies to receive this year’s “E” award.

Founded in 1963 by California entrepreneurs, Imperial Bank is the principal subsidiary of Imperial Bancorp (NYSE:IMP), with 14 regional banking offices: 12 located throughout California; in Phoenix, Arizona; and in Denver, Colorado. In addition, Imperial Bank has emerged as a leader in international services, offering a wide range of products and services to meet the needs of its customers.

The Milken Institute recently released a report showing that the region continues to grow, with strong growth in high-growth industries and mid-sized businesses. In 1998, Imperial Bank introduced SWIFTrade(SM), a 24-hour, seven days a week, flexible international trade finance program that provides importers and exporters with online real-time reporting and letters of credit issuance, 24 hours a day, seven days a week. Additional qualifications included the expansion of the bank’s international services, including the establishment of its foreign exchange department and extensive involvement with federal and state export financing programs and various other government agencies.

Adapted from the World War II “E” pensants symbolizing patriotism in action, the “E” award was created by President John F. Kennedy in 1961, as the nation’s highest award to honor U.S. manufacturers and organizations that demonstrate superior performance in increasing and promoting exports.

For additional information on the “E” award, visit Imperial Bank’s Web site at www.imperialbank.com.

With more than $6 billion in assets, Imperial Bank is one of the leading independent business banks headquartered in California and offers a wide range of financial services tailored to corporate customers, entrepreneurs, and professionals. Serving mid-sized businesses, Imperial Bank’s strategy focuses on delivering customized financial products and services to manufacturers, distribution, wholesale, service, import/export, apparel and textile businesses, in addition to some of the fastest-growing industries, such as emerging technology, entertainment, residential construction, and title and escrow.

The report notes that governments, businesses and others will have to adapt to these new demographic realities. "National "one size fits all" strategies taken by government agencies, political parties, restaurant chains or other organizations are not appropriate. They need to focus on these emerging regional divisions. An understanding of these how these two groups will impact the U.S. economy, politics and social mores. For instance, greater wealth and fewer children will allow retiring baby boomers to enjoy a retirement lifestyle "significantly different" from any previous generation. "What they buy and where they retire will have significant implications for firms seeking to market to them," the study states. It also notes that one of the fastest-growing market segments, Hispanics, has been largely overlooked by business. "While

American corporations have been fighting over the yuppie, soccer mom and senior markets, they have virtually ignored the fastest-growing market in absolute numbers and one of the most profitable," it continued.

The Asian market has also exploded in recent years, "The Asian market is becoming more attractive to upscale marketers because of its higher education, income and greater wealth," the authors note.

The regional variation in spending patterns will be large," the report concludes, "and businesses will need to alter their marketing strategies.

"America’s Demography in the New Century" is available for viewing on the Milken Institute’s Web site at www.milken-inst.org. Also available are individual state and metropolitan area statistics.

The Milken Institute is a Santa Monica, CA-based non-profit economic think-tank studying the issues of economic development, trade and globalization.

Karen Turner, esteemed daughter-in-law

Karen Turner, esteemed daughter-in-law of Mr. and Mrs. John Turner, is about to become a member of the Turner family. Call for more information, or to place your "E" order with the phone number of a credit card, or visit our web site at www.thehottest.com.
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FEATURE SPEAKERS

Fariba Binder

Liane Csoksy, M.D.

Robert Davis

Jo Giese

Jason Hartmann

Cheryl Hilton

Jeanine Just

Sarita Maybin

Kathy Collard Miller

KEYNOTE SPEAKERS

Patty Duke

Maureen Reagan

Lola D. Gilberbard

SESSION 1

SESSION 2

SESSION 3

10:05 - 11:55 a.m.
12:00 - 1:00 p.m.
1:30 - 2:30 p.m.

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The stylish Camry Solara
The tough V8 Tundra
The brand-new revolutionary Echo
The all-new radical Celica

HOW COULD YOU POSSIBLY
IMPROVE ON A LINE-UP LIKE THIS?

Camry sales based on R.L. Polk calendar years '97, '98, '99 total car registrations.
### Meeting Facilities

**Ranked by Total Square Feet of Meeting Facilities**

<table>
<thead>
<tr>
<th>Facility Address</th>
<th>City/State/Zip</th>
<th>Meeting Rooms Total</th>
<th>Largest Meeting</th>
<th>Year Built</th>
<th>Owner Headquarters</th>
<th># of Rooms</th>
<th># of Suites</th>
<th>Room Rate Range</th>
<th>Amenities</th>
<th>General Manager</th>
<th>Contact Phone/Fax/Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tropicana Casion and Resort</td>
<td>Las Vegas, NV 89109</td>
<td>18</td>
<td>5,000</td>
<td>1973</td>
<td>Pink Flamingo Entertainment</td>
<td>24</td>
<td>15</td>
<td>$125</td>
<td>Deluxe Room, RV Park Entry Fee, Room Service, Gift Shop, Cafe, Pool, Spa, Fitness Center, Restaurant, Bar, Convention Center, Convention Services</td>
<td>Louis Smolik</td>
<td>(702) 732-7100</td>
</tr>
<tr>
<td>2. National Orange Show Events Center</td>
<td>San Bernardino, CA 92408</td>
<td>10</td>
<td>4,500</td>
<td>1926</td>
<td>National Orange Show Foundation</td>
<td>15</td>
<td>0</td>
<td>$275</td>
<td>Beer, Microbrew, Outdoor Seating, Pool, Spa, Parking</td>
<td>Carey J. Odaky</td>
<td>(909) 886-0660</td>
</tr>
<tr>
<td>3. Palm Springs Convention Center</td>
<td>Palm Springs, CA 92262</td>
<td>16</td>
<td>6,000</td>
<td>1966</td>
<td>City of Palm Springs</td>
<td>15</td>
<td>0</td>
<td>$275</td>
<td>In-House Audio/Video, 40th Street Loma Linda Ave., Convention Services, Parking, Gift Shop, Cafe, Pool, Spa, Convention Center, Convention Services</td>
<td>James Dunn</td>
<td>(760) 776-6317</td>
</tr>
<tr>
<td>4. Westin Mission Hills Resort</td>
<td>Rancho Mirage, CA 92270</td>
<td>22</td>
<td>4,000</td>
<td>1968</td>
<td>Starwood Hotels &amp; Resorts</td>
<td>15</td>
<td>0</td>
<td>$275</td>
<td>Beer, Microbrew, Outdoor Seating, Pool, Spa, Parking</td>
<td>Ed Netzhammer</td>
<td>(760) 778-2137</td>
</tr>
<tr>
<td>5. La Quinta Resort &amp; Club</td>
<td>La Quinta, CA 92253</td>
<td>28</td>
<td>2,500</td>
<td>1965</td>
<td>Marriott Corporation</td>
<td>15</td>
<td>0</td>
<td>$275</td>
<td>Beer, Microbrew, Outdoor Seating, Pool, Spa, Parking</td>
<td>Tim Sullivan</td>
<td>(760) 341-2341</td>
</tr>
<tr>
<td>6. Marriott's Desert Springs Resort &amp; Spa</td>
<td>Palm Desert, CA 92211</td>
<td>33</td>
<td>3,000</td>
<td>1967</td>
<td>Marriott Corporation</td>
<td>15</td>
<td>0</td>
<td>$275</td>
<td>Beer, Microbrew, Outdoor Seating, Pool, Spa, Parking</td>
<td>James Mason</td>
<td>(760) 931-8101</td>
</tr>
<tr>
<td>7. Palm Springs Riviera Hotel</td>
<td>Palm Springs, CA 92264</td>
<td>22</td>
<td>2,600</td>
<td>1959</td>
<td>BPS Resort Corp</td>
<td>15</td>
<td>0</td>
<td>$275</td>
<td>Beer, Microbrew, Outdoor Seating, Pool, Spa, Parking</td>
<td>Dee Sikov</td>
<td>(760) 325-3828</td>
</tr>
<tr>
<td>8. Riviera Convention Center</td>
<td>Riviera, CA 92271</td>
<td>14</td>
<td>1,000</td>
<td>1996</td>
<td>City of Riveria</td>
<td>15</td>
<td>0</td>
<td>$275</td>
<td>Beer, Microbrew, Outdoor Seating, Pool, Spa, Parking</td>
<td>Scott McRae</td>
<td>(760) 328-2279</td>
</tr>
<tr>
<td>9. Rancho Las Palmas Marriott Resort &amp; Spa</td>
<td>Rancho Mirage, CA 92270</td>
<td>31</td>
<td>1,800</td>
<td>1998</td>
<td>Marriott Hotels/Commissary</td>
<td>15</td>
<td>0</td>
<td>$275</td>
<td>Beer, Microbrew, Outdoor Seating, Pool, Spa, Parking</td>
<td>Steve Pospisil</td>
<td>(760) 322-2380</td>
</tr>
<tr>
<td>10. Renaissance Esmeralda Resort</td>
<td>Rancho Mirage, CA 92270</td>
<td>10</td>
<td>1,800</td>
<td>1980</td>
<td>Marriott Corp</td>
<td>15</td>
<td>0</td>
<td>$275</td>
<td>Beer, Microbrew, Outdoor Seating, Pool, Spa, Parking</td>
<td>Dennis Wagner</td>
<td>(760) 773-4444</td>
</tr>
<tr>
<td>11. Wyndham Palms Springs</td>
<td>Palm Springs, CA 92262</td>
<td>14</td>
<td>1,000</td>
<td>1998</td>
<td>Americana Property Management</td>
<td>15</td>
<td>0</td>
<td>$275</td>
<td>Beer, Microbrew, Outdoor Seating, Pool, Spa, Parking</td>
<td>Quadra Gallagher</td>
<td>(760) 322-6800</td>
</tr>
<tr>
<td>12. Doubletree Hotel (Formerly Red Lion)</td>
<td>Ontario, CA 91764</td>
<td>16</td>
<td>1,200</td>
<td>1990</td>
<td>Premier Hotel Corp</td>
<td>15</td>
<td>0</td>
<td>$275</td>
<td>Beer, Microbrew, Outdoor Seating, Pool, Spa, Parking</td>
<td>Hermann Haurut</td>
<td>(909) 973-3799</td>
</tr>
<tr>
<td>13. Ontario Convention Center</td>
<td>Ontario, CA 91761</td>
<td>24</td>
<td>800</td>
<td>1997</td>
<td>Ontario Convention Agency</td>
<td>15</td>
<td>0</td>
<td>$275</td>
<td>Beer, Microbrew, Outdoor Seating, Pool, Spa, Parking</td>
<td>Nancy Yee</td>
<td>(909) 973-3077</td>
</tr>
<tr>
<td>14. Palm Springs Marriott Conference Resort</td>
<td>Palm Springs, CA 92262</td>
<td>18</td>
<td>600</td>
<td>2006</td>
<td>Palm Springs Marriott</td>
<td>15</td>
<td>0</td>
<td>$275</td>
<td>Beer, Microbrew, Outdoor Seating, Pool, Spa, Parking</td>
<td>Gritta Krsin</td>
<td>(760) 322-2380</td>
</tr>
</tbody>
</table>

**Meeting Facilities continued on page 38**

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**Dukakis... continued from page 3**

and "was a kid during World War II," and the transition into the "Cold War." He impressed upon his young listeners what it was "ethically and racially like in America during the 50s, from one who was there. "There has been some progress," he said, "but there is much more to be done."

Following high school, Dukakis attended Swarthmore College, a liberal Quaker college south of Philadelphia, which had only admitted black Americans in the late 40s, and he began to be painfully aware of the racial inequities prevalent in the nation. One spring, he hitchhiked to Miami Beach, and was appalled to learn that black Americans were not allowed on the city's streets after sundown, without a pass from their employers.

The next year, when Eisenhower was inaugurated president, Dukakis and friends hitchhiked to the "capital of the free world," during the "Cold War," and realized that Washington D.C. was as segregated as Johannesburg, South Africa. His social conscience again received a dramatic jump-start, and he has been battling discrimination of all kinds ever since.

Following military service and law school, he joined the protracted struggle against racial injustice — a cause which he was presenting to his listeners from an historical viewpoint, giving them an overview of events they were too young to remember. "We have got to understand history to do something," Dukakis emphasized. He encouraged the students to "get involved, and make the 'Bill of Rights' mean something in this country. Race is still a factor in this country. Good people must push and shove for new legislation and become a part of the governmental processes."

"In 1962, it was inconceivable that a Greek could be elected the governor of Massachusetts," he pointed out. Dukakis said that the continued on page 52

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Fast Facts from the San Bernardino Convention and Visitors Bureau

Hospitality and value come first in the city of San Bernardino. Take advantage of our warm invitation and enjoy the many unique opportunities we offer, while holding or attending your next meeting, conference or sporting tournament.

Easily accessible from the new Ontario International Airport, a variety of affordable accommodations are offered with more than 1,000 rooms available for small or large groups. These range from the recently remodeled full service Hilton and Radisson Hotels to limited service facilities— including Days Inn, La Quinta Inn, Parkway, and Travelodge.

A unique selection of meeting space is available for event coordinators. The convention center, connected to the Radisson Hotel, has 19,000 square feet of flexible meeting space, including a 5,000 square foot ballroom with a 12-foot ceiling and nine adjacent breakout rooms, ranging from 300 to 600 square feet.

- A variety of additional meeting space includes: Cal State University, San Bernardino, with eight rooms plus the Yasuda Center suited for 20 to 500 people, and the Student Union Center accommodating 100 to 1,000 people. Additional classroom space, including large lecture halls (many with tiered seating), the gymnasium, computer class rooms and the 5,000 seat Coussoulis Arena are also available, along with dorm-style accommodations.

The San Bernardino Baseball Stadium has permanent tiered seating for 5,000 with flexible seating to 10,000. Exhibit areas and an adjacent banquet area for trade shows and conferences are available, professionally managed with full support services.

A wide selection of restaurants are located downtown and the Hospitality Lane area, along with live theater, museums and unique shopping. Plan your conference, event or sporting tournament to coincide with our great special events, including: the Hot Rod Power Tour on June 1; the Renaissance Pleasure Faire (weekends May through June); the National Orange Show over Memorial Day weekend; the Little League Western Regional Tournament in mid-August, Stater Bros. Route 66 Rendezvous® on the third weekend in September, and the airshow at the San Bernardino International Airport (former Norton AFB) during the Spring of 2001.

For youth sporting tournaments, San Bernardino has it all. Call Joe Thomas with the Youth Sports Alliance at the CVB and learn more about the great facilities offered to attract all types of youth-related sporting events to our great city.

Save time and confusion by calling the convention and visitors bureau for one-stop-shopping. A dedicated group sales department is eager to assist in booking small and large meetings, sporting events, conferences and social events. We can arrange site inspections and selection arrangements, facility and contact information, and confirmation of group availability. Ground transportation, delegate packets, name badges, spousal programs, and discounted group tickets to area attractions can also be organized.

Contact David Patterson at 909-889-3980 or dpatterson@ee.org for more information including a free city promotional video and visitor/planning guide.

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**I.E. PEOPLE**

**Toby Robertson**

Toby Robertson is the promotions manager for the Inland Empire/San Gabriel Valley regional geography of the Los Angeles Times. The girl from the west side of Cleveland, Ohio, is now a resident of Diamond Bar. When she was a junior in high school, Robertson's family hosted a Mexican exchange student from Germany, which piqued her interest in seeing the world, and as a junior, she was matched with a family in Mar del Plata in Argentina. On returning home, Robertson felt she needed a position that combined work and travel as a caterer and in the restaurant business, until entering Dartmouth in 1974, earning a degree in literature and creative writing.

However, the job competition was fierce and Robertson made her way to California, and began working part-time in the circulation department of the Los Angeles Times. She developed an interest in "circulation marketing," which led her through advertising, marketing, and creative sales categories.

Robertson lives with her husband Scott, son, 10-year-old Nolan; daughters, Caitlin, seven, and a lizards named "Henry Robby." She loves reading, writing poetry, and the pagentry of the "Spirit of Kings," thoroughbred horse racing.

**Timothy E. Andersen**

D. Linn Wiley, president and chief executive officer of Citizens Business Bank, has announced the promotion of Timothy E. Andersen to senior vice president and regional manager of the bank's eastern region, which encompasses the Inland Empire.

Andersen is a vice president and manager of the bank's Ontario Airport office for the past five months. He was previously vice president and manager of the Tri City office, and a former vice president and banking officer in the sales and service division. He will focus on marketing and business development. His banking experience totals more than 20 years, with a strong background in management, business development and administration.

Andersen is a graduate of Pacific Coast Banking School at the University of California, and has held similar positions in the banking industry.

**Kevin Assef**

Kevin Assef, regional manager for the Ontario office of Marcus & Millichap Real Estate Investment Brokerage Company, announced the sale of the Palm Desert Apartments. The principals were represented by Alex Mogharebi of the firm, has sold 76-lot residential parcel in Gardenia, within the master-planned community of Emblem Square.

MBK acquired the property for $1,750,000 and the principals were represented by Alex Mogharebi of Marcus & Millichap's Ontario office. Kevin Assef also announced the sale of Mountainside Manor. The property sold for $1,750,000 and the principals were represented by Alex Mogharebi of Marcus & Millichap's Ontario office.

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**Commentary...**

recessions.

The public will get more concrete pour for the tax dollar on a pay-as-you-go basis than it gets from general obligation bond financing and interest payments.

Greg Turner is general counsel and legislative director of the California Taxpayers' Association (Cal-Tax), based in Sacramento.

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Sunlink Provides Comfort, Convenience and Speed for Desert Dwellers

From the Banning and Beaumont areas the fares are $4 round trip; $60 for a monthly pass and $35 for a 12-ride punch card. The service runs five times daily, five days a week, and group discounts are available. Daily tickets, monthly passes and punch cards are available on board or through SunLine. Credit cards are accepted. Only monthly passes and punch cards are available for travel at Coachella Valley SunLink outlets.

"SunLink a coat from the Coachella Valley as early as 4:15 a.m. from the "Free Friday" link up SunLink with the SunBus system in Palm Desert, on a regular bus can get riders to coach stations near Coachella Valley and stock up with the latest in time for work or daily ticket, monthly passes and punch cards. All vehicles are wheelchair accessible. SunLink also offers car for Orange County and Conners willingness to take a taxi to the Empire Valley on Tuesday, the telephone number is 760-772-1061 or 888-838-7658. The website address is www.suncine.com, or www.sunlinepex.com.

CVEP to Receive Award of Excellence

The Coachella Valley Economic Partnership (CVEP) has been notified that it will be given the California Association for Local Economic Development (CALED) Award of Excellence in Economic Development Promotions for its visiting executive marketing program. This award will be given to CVEP during CALED's annual conference at the Hyatt Regency Santa Fe on June 18-20, 2000. The visiting executive marketing program is a business attraction project designed to introduce relocation possibilities to executives and entrepreneurs visiting the Coachella Valley to attend special events. This award will be given by CALED which is the statewide committee comprised of more than 300 economic development professionals. The recognition of the visits Executive Marketing Committee is considered to be the state's top prize with respect to economic development promotions.
Dennis J. Lacey has been appointed chief financial officer of Imperial Bancorp (NYSE:IMB) and its principal subsidiary, Imperial Bank, announced Norman F. Creighton, vice chairman and executive officer of Imperial Bank.

Lacey replaces Christine M. McCarthy, who recently joined The Wall Street Company as senior vice president and treasurer. Lacey will remain an executive vice president of the bank and also continue to oversee equipment leasing, small business lending and corporate development activities and serve as a board member of Imperial Ventures Inc. and Imperial CreditSource.

"We feel Dennis is uniquely qualified to serve as our chief financial officer," said Creighton. "While serving as a CPA and audit partner at Coopers & Lybrand, LLP, he was a designated financial services industry partner specializing in auditing banking institutions, insurance companies and securities dealers.

"His financial expertise, coupled with his experience as a CFO and CEO of a financial services company, makes him ideally suited for the role of CFO at Imperial Bank."

Lacey has been with Imperial Bank since April, 1998, when he joined as president of the newly formed equipment leasing division. Before that, he served for seven years as chief executive officer of Capital Associates Inc. (Nasdaq:CAII), an equipment leasing company in Lakewood, Colorado. He was also chief financial officer at Capital Associates and spent 14 years at Coopers & Lybrand, LLP, a Big 8 accounting firm.

"In addition, Lacey has held the post of chairman of the audit committee of Guaranty National Corporation, a New York Stock Exchange listed property and casualty insurance company.

"I feel fortunate to have had the advantage of working at Imperial for the last two years, which will help me hit the ground running," Lacey commented. "My exposure to most areas of the bank will contribute to a quick and effective transition as I assume direction of the bank’s financial, investor and analyst activities."

"I am very enthusiastic about the opportunities that exist for the bank, and am eager to assume my new duties and responsibilities as CFO." 

Lacey may be reached at 310-417-5649, or by e-mail: delacey@imperialbank.com.

Imperial Bancorp, a diversified financial organization, was founded in 1966. Imperial Bank, the company’s principal subsidiary, organized in 1963, offers a wide variety of financial services tailored to corporate customers, entrepreneurs and professionals.

Imperial Bank operates 14 regional banking offices: 12 located throughout California; in Phoenix, Arizona; and in Denver, Colorado; in addition to the emerging growth loan offices located in Irvine, Los Angeles, Menlo Park and San Diego, California; Denver, Colorado; Boston, Massachusetts; Austin and Dallas, Texas; Reston, Virginia; and Kirkland, Washington.

Through its core commercial banking division, the bank’s business strategy focuses on delivering customized financial products and services to manufacturing distribution, wholesale, service, export/import, apparel and textile businesses, in addition to some of the fastest-growing industries such as emerging technology, entertainment, residential construction, and title and escrow.

Other Imperial Bancorp and Bank enterprises include: Imperial Securities Corp.; Imperial CreditSource; Pacific Bankers Insurance Association Inc.; Imperial Ventures Inc.; Imperial Bank Realty Co., Inc.; and Imperial International Bank. Imperial Bank also holds 12 million shares of the common stock (approximately 56.4 percent of the total shares outstanding) of the Official Payments Corporation (Nasdaq:OCF).

Lacey will remain an executive vice president of the bank and continue to oversee equipment leasing, small business lending and corporate development activities and serve as a board member of Imperial Ventures Inc. and Imperial CreditSource.

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<th>Visitors and Convention Bureaus</th>
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<tr>
<td><strong>Big Bear</strong>&lt;br&gt;Big Bear Chamber of Commerce&lt;br&gt;630 Bartlett Rd., P.O. Box 2660,&lt;br&gt;Big Bear Lake, CA 92315&lt;br&gt;(909) 866-4607 • Fax (909) 866-5412&lt;br&gt;Exec. Director: David Lenoch&lt;br&gt;bigbearchamber.com</td>
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<tr>
<td><strong>Victor Valley</strong>&lt;br&gt;Victorville Chamber of Commerce&lt;br&gt;14174 Green Tree Blvd.&lt;br&gt;Victorville, CA 92392&lt;br&gt;(760) 245-6506 • Fax (760) 245-6505&lt;br&gt;Contact: Michele Spears</td>
</tr>
<tr>
<td><strong>San Bernardino</strong>&lt;br&gt;Convention and Visitors Bureau&lt;br&gt;201 N. “E” St., Suite #103&lt;br&gt;San Bernardino, CA 92401&lt;br&gt;(909) 889-3980 • Fax (909) 888-5998&lt;br&gt;Sales/Mktng Director: David Patterson&lt;br&gt;<a href="mailto:dpatterson@eee.org">dpatterson@eee.org</a></td>
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<td><strong>Lake Arrowhead</strong>&lt;br&gt;Lake Arrowhead Communities&lt;br&gt;Chamber of Commerce&lt;br&gt;P.O. Box 219&lt;br&gt;Lake Arrowhead, CA 92352&lt;br&gt;(909) 337-3715 • Fax (909) 336-1548&lt;br&gt;Mktg. Director: Leslie Saint McLellan&lt;br&gt;<a href="mailto:lakechamber@js.net.com">lakechamber@js.net.com</a></td>
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<tr>
<td><strong>Hemet</strong>&lt;br&gt;Visitor and Tourism Council&lt;br&gt;Hemet/San Jacinto Valley C of C&lt;br&gt;395 E. Latham Ave., Hemet, CA 92543&lt;br&gt;(909) 658-3211 • Fax (909) 766-5013&lt;br&gt;Co-Chairs: L. Poggenpohl, R. Balch</td>
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<td><strong>Cucamonga Valley</strong>&lt;br&gt;Route 66 Welcome Center&lt;br&gt;(909) 592-2090 • Fax (909) 592-2090&lt;br&gt;Exec. Director: Bob Lundy&lt;br&gt;<a href="mailto:rte66@citw.com">rte66@citw.com</a></td>
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<tr>
<td><strong>Palm Springs</strong>&lt;br&gt;Visitors Information Center&lt;br&gt;2781 N. Palm Canyon Dr.&lt;br&gt;Palm Springs, CA 92262&lt;br&gt;(760) 778-8418 • Fax (760) 325-4335&lt;br&gt;Contact: Howard Jacobs</td>
</tr>
<tr>
<td><strong>Riverside</strong>&lt;br&gt;Convention Bureau&lt;br&gt;3737 6th St., Riverside, CA 92501&lt;br&gt;(909) 222-4700 • Fax (909) 766-5013&lt;br&gt;Pres., Entr. Hosp. Corp.: Ted Weggeland&lt;br&gt;V.P. of Sales: Debbie Megna</td>
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<td><strong>Temecula</strong>&lt;br&gt;Temecula Valley Chamber of Commerce&lt;br&gt;27450 Ynez Rd., #124&lt;br&gt;Temecula, CA 92591&lt;br&gt;(909) 676-5090 • Fax (909) 694-0201&lt;br&gt;President: Alice Sullivan</td>
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<tr>
<td><strong>Idyllwild</strong>&lt;br&gt;Idyllwild Chamber of Commerce&lt;br&gt;P.O. Box 304, Idyllwild, CA 92549&lt;br&gt;(888) 659-3259 • Fax (909) 659-6216&lt;br&gt;Contact: Elaine Latimer&lt;br&gt;<a href="mailto:info@idyllwildchamber.com">info@idyllwildchamber.com</a></td>
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bodies to resolve issues that have been historically prohibitive. Additionally, our board of directors consists of experts in Native American law, economic development, and gaming.

With a 45 percent improvement by the Aguila Caliente Band of Calahua Indians, this bank is building a portfolio of Indian-related financing to individuals, businesses, and tribal corporations. This bank has enabled a tribal member to construct a home on allotted land, funded the construction of a franchised convenience store for a tribal member who will be the lesser and lessor, and secured permanent financing and a Bureau of Indian Affairs (BIA) loan guarantee for a tribally-owned mini-mart.

Canyon National Bank Secures First Title Policy on Indian Trust Land

Canyon National Bank has secured the first-ever Native American title policy on land held in trust for an Indian tribe. Through First American Title Co., the bank was able to secure a title policy and permanent financing for a tribal leader.

This is another milestone for the bank as it moves forward in providing financial services to Native American Tribes. Canyon National’s chief credit officer, Bob Cross, stated that his institution is becoming an important player in Indian finance. "Many institutions are unfamiliar with Native American issues and are, therefore, reluctant to finance Indian loans. Canyon National Bank is staffed with banking experts who are committed to working with the regulators to resolve issues that have been historically prohibitive." Additionally, our board of directors consists of experts in Native American law, economic development, and gaming.

With a 45 percent improvement by the Aguila Caliente Band of Calahua Indians, this bank is building a portfolio of Indian-related financing to individuals, businesses, and tribal corporations. This bank has enabled a tribal member to construct a home on allotted land, funded the construction of a franchised convenience store for a tribal member who will be the lesser and lessor, and secured permanent financing and a Bureau of Indian Affairs (BIA) loan guarantee for a tribally-owned mini-mart.

A “New” Fontana - No Longer Mere Words

James M. Hendrickson, M.D., ACTA-U.S. Healthcare Network medical director for the Inland Empire/Orange County, said in an interview that he said: "I think there has been a change in the way people think about healthcare. There is a greater awareness of the importance of preventive care, and this has led to a decrease in the number of people who do not have health insurance. In addition, there has been a shift toward more individualized care, with patients taking a more active role in their own health. I believe that this trend will continue as more people become aware of the benefits of preventive care."
Technology explosion... continued from page 45

dence and prevalence of disease in particular geographic areas, health care providers can successfully "formulate disease management and prevention efforts to improve the health of entire populations," Hendrickson said. "As medical changes evolve more rapidly, it's essential to have good sources for information," he added. That goes for individuals as well as government agencies and private health care providers. Aetna's LimelightHealthware, for example, allows members to learn about advances in medical changes and technology "as they are happening."

Employers and human resource personnel can go online to compare performance records of competing providers, in determining which offers the best care options for their employees. They can objectively assess those providers through the Health Plan Employer Data Information Set (HEDIS), which rates effectiveness of care and member satisfaction. The Quality Assurance uses that same data in conferring accreditation to health care plans.

Aetna, with 18.8 million members in California, is one of 14 health care providers in the state. As any business, healthy competition among providers to offer more services to its clients means that companies like Aetna and others acquired PrediGrades and the like, must maintain ties with a network of academic medical centers. California is the undisputed leader through its National Medical Excellence Program. Any Aetna member receiving treatment must be evaluated at only one of those centers, just as they are for treatment of cancer.

The availability of such state-of-the-art services, when combined with the computer-watching monitoring of physician performance and patient satisfaction, has translated into consistently higher HEDIS ratings across the board for HMOs, when compared with traditional indemnity-type insurance coverage, Hendrickson noted.

Aetna launched its multimedia mobile exhibition last fall in New York. The exhibit traveled through the southern states and the West, before making three stops in Southern California. The year-long nationwide tour, which continues north to San Francisco and Seattle before heading back across the heartland, features interactive computer video presentations, touch screens and video clips highlighting the ways computer technology can enhance the quality and accessibility of health care.

What are some of the advances that lie ahead? The video clips revealed a few in one, a surgeon seated at a specialized computer manipulator controls resembling computer game joysticks, to perform robotic surgery in a distant city. In another, a developing disease the difficulty of reading ambiguous tissue samples taken from suspected melanomas (skin cancer) cells. The solution? Specially trained canine pathologists trained to sniff out the cancerous cells. "It's a "break new world" indeed."

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How to Be a Billionaire


One of the important keys to becoming a billionaire is to forget all the common and uncommon wisdom you learned in business and b-schools. At least that's what author Judah Friedson believes. You can forget all that "wisdom" about competition. The ability to get the most out of a game, but once you're a player the source of mega-wealth is reinventing trade. Long-term stock investors may yield a comfortable retirement, but the big bucks come from acquiring a position in a company and then rattling management's cage.

Despite first appearances, the philosophy underpinning the book isn't really based on an updated 1986 concept of nice guys finishing last. It's founded on the premise that there may not be much time in your life to be a nice guy if you want to finish first. It's a fine distinction but an important one.

The author of Nice Guy Finish Last: It's founded on the premise that people who improve a good business. Either way, it's still a gamble. The difference is the size of the reward, and the book offers nine strategies to earn it: 1. Take Monomental Risks; 2. Be in a New Way; 3. Thrive on Deals; Out-manage the Competition; Invest in Political Influence, and Resist Unions.

Above all, you've got to stay focused. Fridson states, "Generously resolving to become a billionaire means committing yourself wholly to the goal — a dedication no less intense than training to swim the English Channel."

The good news is that the book is easy to read and interesting, probably two reasons why it's a bestseller. The bad news is that even though the book is well researched, its advice is far too glib. By book's end the key issue it raises — how to become a billionaire — is resolved by only one answer: earn a billion dollars. — Henry Holtzman
Inland Empire Restaurant Review

A Tale Of Two Pandas

by Joe Lyons

There are two Pandas in the Inland Empire. Well, actually there may be more, but these two are cousins. They are the Panda Inn restaurant and the Panda Express. They are both a part of a larger parent company, but individually they represent the two types of Chinese dining that are popular here in the Inland Empire. "Sit down" and "Take Out.

The Panda Express is just what the name implies—Chinese takeout. Go through the line and get one of the many plates or you can order a la carte. Or you can order a la carte.

The menu here includes orange-flavored chicken ($5.49), which is tender, battered and fried in a sweet and mild chili sauce with scallions. Spicy chicken with peanuts ($4.99) is much like Kung Pao chicken, just as not hot. Still, watch out for those red peppers. Mandarin chicken ($5.49) and sweet and sour pork ($5.49) are just what you would expect. Soup and family packages are also available. Then, if you are not in a rush to get home in time to watch "Friends," there is the Panda Inn.

There are six Panda Inn fans, including the Ontario facility in Cantrake, just off Interstate 10. Here, the Chinese New Year was not bothered by Y2K. The Western world's year 2000 is the Chinese Year of the Dragon, and its arrival has inspired many delicacies. One nice thing about eating Chinese is the fact that most of the names say exactly what it is you are ordering.

"Abundant seafood with glass noodles" ($13.95) says everything you need to know almost. It also comes with shrimp, scallions, clams, and fish filled with fresh mushrooms and clear noodles with green onions, in a spicy brown sauce. "Firecracker chicken" ($12.95) is described as "a spicy favorite." The "Curried duck" is very much like the more famous "Peking duck," and those of us at the table debated back and forth as to whether it was really duck.

Appetizers included chicken bamboo rolls (4 for $4.95), spicy garlic cucumber ($2.95), and scallops and banana won ton (4 for $5.95). But, my favorite turned out to be the crab patty cakes (4 for $4.95). The Panda Inn has sat at its Cantrake spot for nearly a decade now, and it has gone far to dispel the idea that Chinese restaurants have intensions that look either like a Hong Kong bordello or a bus stop. The decor accents Asian culture without being blatant about it. It makes the experience a lot better. It may be mellowing, but I could swear that the Panda Inn has improved its food quality and its service over the last 10 years. I enjoyed this experience much more than I had before.

The traditional Chinese holiday greeting, by the way, is "Kang Hay Fat Choy." It means, "Wishing you prosperity!"

Laetitia — A relatively new winery on California's Central Coast is Laetitia, in the Arroyo Grande Valley of Southern San Luis Obispo County. The facility was organized in 1985. By 1988, Chardonnays are coming into the market, and operated primarily as a sparkling wine facility.

This day there is new ownership, a new French winemaker, and a focus on still wines made from the same fruit that once went into champagne—Pinot Blanc, Chardonnay and Pinot Noir. In a word: bubbly is still available.

Laetitia 1994 "Cuvee M" Sparkling Wine ($30)

Dry almost to the point of austerity, a blend of 40 percent Pinot Noir, 25 percent Pinot Meunier and 35 percent Pinot Blanc. Aged almost 5 years on the yeast, it is very rich and toasty from yeast autolysis. It is highly recommended only if you like your champagne really, really dry. Rating: 88/85

Laetitia 1997 "Arroyo Grande Estate" Pinot Noir ($22)

Very dark, deep, intense Pinot Noir. This is no wimp, cherry-berry Pinot. Deep black cherry flavor and a bit of smoky wood in the finish. But based on the track record, what has been great is bound to get even better. Don and Rhonda Carano have just purchased both properties, and anyone familiar with their Fontan Carano Winery facility knows their penchant for "the best" at any cost.

Laetitia 1997 "Estate Reserve" Pinot Noir ($33)

Fantastical! A very great Pinot. Similar flavors to the non-reserve wine, but so much more refined and balanced. More minerality and that wines from every appellation of Sonoma County will enhance your palate. Rating: 94/95

Laetitia 1997 "Arroyo Grande Estate" Chardonnay ($16)

Golden color, as dark as Chardonnay. But this is a little too much of a good thing ... a little too oaky ... too woody ... and with a hint of wood bitterness in the finish. Fans of big, woody Chard's may like this Burgundian cousin. Rating: 84/94

Laetitia 1997 "Arroyo Grande Estate" Chardonnay ($16)

Extremely bold and extractive and just missing being overdone for me ... which means that fans of big, bold, highly-oaked Chardonnays are going to score it much higher than I. Apple, banana and melon fruit with lots of new oak vanilla. Rating: 88/85

Laetitia 1997 "Arroyo Grande Estate" Pinot Noir ($22)

Deeply dark, intense Pinot Noir. This is no wimp, cherry-berry Pinot. Deep black cherry flavor and even a few unresolved tannins. That's right! A Pinot that really would prefer to be cellared for 3-5 years. Match it with prime rib, grilled "ahi" tuna or maybe sweetbreads. Rating: 94/95

Laetitia 1997 "Estate Reserve" Pinot Noir ($33)

Fantastical! A very great Pinot. Similar flavors to the non-reserve wine, but so much more refined and balanced. More minerality and that wines from every appellation of Sonoma County will enhance your palate. Rating: 94/95
At deadline... continued from page 3

The dump threatens Joshua Tree National Park, the already threatened desert tortoise, and other native desert plants and animals. Tickets are:

325-6565. For more information, visit www.IVAMS.com.

Tax Change Vital to Small Businesses

The Assembly Revenue and Taxation Committee has approved AB 1774, by Assemblyman Ted Lemphet, which would make it easier for a California business to stay in business in lean times. "If this bill becomes law, it could give thousands of struggling California businesses just enough time to turn things around," said Martyn Hopper, NFIB/California state director.

Specifically, AB 1774 boosts the carry-forward percentage to 55 percent from its current 50 percent for businesses starting from the beginning of 2000 to Jan. 1, 2002, and 60 percent for income years on or after that date. Also, eligible small businesses could carry-forward 100 percent of a NOL. (Net Operating Loss) for five years following the year of the loss.

The Grove Basin and Riverside Storm Drain Project

In February of 1998, heavy runoff from El Niño's winter storms resulted in localized flooding of dairies in the agricultural preserve of Southwestern San Bernardino County, just south of Ontario. Heavy runoff from the tributary areas north of the preserve, and within it, resulted in significant damage to properties and the loss of 15,000 cows and calves who drowned in the mud. The Grove Basin and Riverside Storm Drain project was designed as part of an overall drainage system to provide 100-year flood protection in portions of the preserve. The basin will hold water at a depth of 25 feet. Storm runoff enters from the primary storm drain in Riverside Avenue, extending from Campus Avenue to Paso Avenue. Total cost of this project was approximately $10 million—including the design, right-of-way acquisition and construction. The Natural Resources Conservation Service (NRCS) provided $5.5 million of the funding for this emergency project, which was achieved through the cooperative efforts of many agencies.

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Cost is $135 in advance or $150 at the door, and includes handouts, continental breakfast, buffet lunch, and refreshments. All proceeds will be donated to the college of law moot court program. For further information, call (909) 629-4301 or visit www.IVAMS.com.

Topics to be included in the seminar include: updates on Case and Statutory Law, Leaves of Absence, Keeping them Straight: Mediation: Should you, Shouldn’t you and When?, Mis-classified Employees, Investigations on Trial, and Duty to Accommodate. Participants include judges, attorneys, and human resource professionals.

APRIL 2000

INLAND EMPIRE BUSINESS JOURNAL
**Fontana...**

**continued from page 45**

Eshleman said. "This is a great accomplishment for the City of Fontana," Councilwoman Jessie Gonzalez said, adding the goals and "new direction for the city of Fontana are no longer just words."

To fund this joint venture, estimated at $4.5 million, a variety of resources will be utilized, including federal funds in the form of a Federal Community Development block grant program. Edgar said, "We will be using federal funds to generate revenue for the city."

Once approved, construction is planned to begin in late October of this year, with completion of Phase I targeted for late June or early July, 2001.

AimerHost Properties currently manages 90 hotels in 18 states. If approved, this will be its first hotel in Southern California.

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**Dukakis...**

**continued from page 36**

more tolerant atmosphere we now enjoy didn’t happen by accident. It took, "work, effort, advocacy, and courage, but the real challenges lie ahead. What do we do from here?" To what extent does race play a negative role in this country in all ethnic groups? he asked the audience. "We need good public servants in this country, the opportunities are endless."

"We will see if my party (the Democrats) has the brains to go out and work in immigrant communities."

George W. Bush does not have good Spanish language skills, Dukakis noted, but he did well in Texas with the Spanish community. "Can he do the same nationally?" he asked. "We’ll see."

Rail "is another passion of his. Even when he was serving as governor of Massachusetts, he rode the train to work. Now, as vice chair of AMTRAK’s board of directors, Dukakis is able to promote the proliferation of accessible railroad service throughout the nation, which he feels is long overdue."

When other countries were developing fast and efficient high-speed rail services, America was fixated on highway construction, he explained, and we have a lot of catching up to do.

In California, which suffers from suffocating congestion on its highways, making commuters’ lives miserable and dangerous, AMTRAK is working with Gov. Gray Davis to develop a series of improved, faster, and better-equipped rail corridors.

A nine-state plan radiating from a hub in Chicago is underway to move high-speed rail service throughout the mid-western section of the nation. In the Northeast corridor, 150 mile-an-hour trains from Boston to Washington are planned for the near future, as well, and during June, they don’t all hit their mark 100 percent in one or two areas, they are upper-end affordable and well worth the amount of the final check.

Take a gastronomic journey to the Mediterranean part of France, the French Riviera and Provence. Here is a delightful restaurant that features simple, rustic food inspired by the cuisine of that area.

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**INLAND EMPIRE BUSINESS JOURNAL**

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**EXECUTIVE TIME OUT**

San Francisco’s Delights

by Camille Boudr, travel editor

It’s that time of year again to let you in on the latest and the best about your "little brother" up North. Good restaurants abound in San Francisco; the bad ones are not survival.

Let’s look into fine restaurants— superb restaurants where the food and wine reach a level that can be titled "great" and put into "I’ll definitely be back" category. I have found four gems for this particular journey, (two this issue and two in June), and while they don’t all hit their mark 100 percent in one or two areas, they are upper-end affordable and well worth the amount of the final check.

Take a gastronomic journey to the Mediterranean part of France, the French Riviera and Provence. Here is a delightful restaurant that features simple, rustic food inspired by the cuisine of that area.

**Designed by a genius**

Designed by genius architect Can Calder Smith, who planned Lulu’s emergence from a 1910 giant warehouse into a cozy, charming, home-like huge kitchen. The ambiance envelops guests the minute they enter, and a feeling of being in a gourmet grand- aunt’s kitchen takes over. The space is pleasantly lighted by strategically placed lights in the arched rafters, and your attention wanders over to the wood-burning ovens and open rostissaries across the room. Seating is set up so a sense of your own space is achieved, yet there is a feeling of being part of the whole illusion.

The aroma of fresh, chopped wood and garden-grown spices completes the picture.

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mead on wine,
continued from page 49

Another Free Wine Country Guide

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Winery Sale

Many folks didn’t know that
Winemaking could be done under the
same corporate umbrella as Rodney
Stinger Vineyards, both of which are
members of the tedious family.
The two properties actually had
separate winemakers and separate
winemaking operations, so the
bottling has been a work in progress.
Stinger has the talented Rick Sayre and
on staff and is responsible for the
winemaking in America, Carlos Shelton.
Carole resigned several weeks
ago and joined her husband, Bob, in
their encouragement and support.
Bob has been a part-time market for many years America’s "model-winning" wine­
maker. He did name her "Winemaker of the Winery" for 1999.

The buyer of Winderl Mill, Winderl Mill, an Australian vintner and an international connection in direct-mail
wine sales, making a window for a
special, since it is a direct mail, internet
specialty.

Winderl Mill will bring its own
swimming pool and other amenities
previously winemaker for Winderl Mill’s other American brand, Baylis & Finch.

Whether Winderl Mill or Klein Family Vintners, someone really screwed up by not
wondering what Joel Shelen and
a content consultant. "Madelwine" winemakers don’t have your terribly predictive
that Shelen knows the vineyard and
set the stage for the winemaking in America, Carlos Shelton.

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set the stage for the winemaking in America, Carlos Shelton.
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Island Empire Business Journal

INLAND EMPIRE BUSINESS JOURNAL/DUFF & PHELPS, LLC STOCK SHEET

THE Gainers

Top five, by percentage

Company Current Reg. of Month % Change Point Change

HOT Topic Inc. 30.688 17.000 13.688 80.5

National RV Holdings Inc. 16.375 13.000 3.375 26.0

Keynote Automotive Inc. 6.375 5.375 1.000 20.0

American States Water Company 31.625 20.938 4.688 17.4

President Financial Holdings 14.375 13.125 1.250 9.5

THE LOSERS

Top five, by percentage

Company Current Reg. of Month % Change Point Change

Channelatti Commercial Corp. 14.500 20.250 -5.750 -28.4

Life Financial Corp. 3.875 3.700 -0.075 -23.0

Foothill Independent Bancorp 11.600 12.500 -0.900 -7.8

Modrock Holdings Inc. 13.400 9.625 -3.775 -36.2

Kaiser Ventures Inc. 14.500 15.000 -0.500 -3.3

Home Shopping Network to Build New Shopping Facility in Fontana

The Island Empire Economic Partnership (IEEP) and Ernst & Young have announced that the Home Shopping Network (HSN), a Florida 500 company, will establish a West Coast distribution and outlet center in Fontana. HSN plans to build a 617,500-square-foot facility that will be operational by August of this year, and will provide 500 to 500 jobs for the region.

"We are extremely gratified by this agreement has materialized, and that the Island Empire will benefit significantly in terms of employment opportunities," said IEEP President and CEO Teri Ooms. "Our region's workforce, as well as our formidable transportation infrastructure of road, air and rail, will complement their operations and provide them with the best business environment possible." The Home Shopping Network distribution and outlet center is expected to contribute $10.8 million in capital expenditure and approximately $3.4 million per year in ongoing capital expenditure. Ernst & Young site selector, Scott Nelson, was instrumental in the negotiations that eventually attracted HSN to the Island Empire.

The IEEP introduced Home Shopping Network to the Island Empire region last December, and, after meeting with various city economic development professionals, HSN chose the city of Fontana over two other prospective sites in the Inland Empire. Site selectors from Ernst & Young were also instrumental in the negotiations.

Home Shopping Network made its official commitment after presentations by representatives of the city of Fontana, which had the available land for construction, and the available workforce to fill the employment opportunities that will be created. An official groundbreaking event is being planned for the near future.
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- Professional Women of Redlands: Theresa Lantz, 909-796-7419.
- East Valley Professional Women's Network: Terry Brown, 909-793-1131.
- Womens Referral Service: Jo A. Della Penna, 909-394-4603.

This information was provided by "For You Magazine."

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- Economic Development:
  - The primary responsibility of the chamber is to create and support a positive business climate and to provide members an opportunity
  - to create and support a positive business climate and to provide members an opportunity
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SAVE THE DATE
April 10 The 18th Annual Women and Business Expo is set for April 12 at the Ontario Convention Center. This year’s Expo will feature major keynote speakers, one-day breakfast seminars, and tons of networking opportunities. Sponsorship and exhibitor spaces are already filling up. Call for further details. Contact Women Expo, 909-344-5400.

REGULARLY SCHEDULED EVENTS

Monday
Business Builders of Rancho Cucamonga, weekly, 3 p.m. at The American Canyon Banquet Center, 10787 Vineyard Ave., Rancho Cucamonga. Info: (909) 466-5244.
Women in Business Networking Group, 3rd Wednesday of the month, 11:30 a.m. at The Rancho Cucamonga Women’s Club. Contact: Patricia Brookings, (909) 957-3200.

Tuesday
Rancho Cucamonga Women’s Club Luncheon, 8:30 a.m. at the La Verne Country Club, 10787 Vineyard Ave., Rancho Cucamonga. Contact: Michael Bailey, (909) 782-4762.
La Verne Women’s Club Luncheon, 11:55 a.m. at W555 Food Forte Club, 3499 Towne Centre Blvd., La Verne. Info: (909) 466-6720.

Wednesday
Business Network International, 7th Wednesday of the month, 5:30 to 7:30 p.m. at Clairemont Plaza, Suite H-100, La Jolla. Contact: (858) 457-0810.
Business Network International, 2nd Wednesday of the month, 12:30 p.m. at Blissville, 7660 Kohler St., La Verne. Contact: (909) 304-1999.
Rancho Cucamonga Women’s Club Luncheon, 11:30 a.m. at the American Canyon Banquet Center, 10787 Vineyard Ave., Rancho Cucamonga. Contact: Michael Bailey, (909) 782-4762.

Thursday
Business Network International, 1st Thursday of the month, 7:30 p.m. at La Verne Country Club, 10787 Vineyard Ave., Rancho Cucamonga. Contact: (909) 466-6720.

Saturday
Claremont Women’s Club, 1st and 3rd Saturday of each month, 10 a.m. at the American Canyon Banquet Center, 10787 Vineyard Ave., Rancho Cucamonga. Contact: Michael Bailey, (909) 782-4762.

Sunday
Claremont Women’s Club, 3rd Sunday of each month, 10 a.m. at the American Canyon Banquet Center, 10787 Vineyard Ave., Rancho Cucamonga. Contact: Michael Bailey, (909) 782-4762.

251 "New Employer Seminar" will be held from 9 a.m. to noon, at the Workforce Development Center in Palm Springs, 1111 E. Tahquitz Canyon Rd. Participants must register at least 48 hours prior to the seminar. For reservations, call 760-844-1311.

27 The Porcupine Valley Council of Churches hosts the 4th annual golf tournament to feed hungry families, at the Sierra LaVerne Country Club, beginning at 11 a.m. Play begins at 8:30 a.m. and awards will be given at 5:30 p.m. Cost: $125(individual), $500(foursome). Dinner at 5 p.m. For further information contact Judy Farnan at 909-593-6416.
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to enjoy this experience. This giant expanse of a restaurant is at first overwhelming — when the patron tall glass windows, high ceiling and formal aura wears off, and a warm glow settles in with a great view of the Bay Bridge and the Ferry Building, while a friendly wait-person patiently describes the specials of the evening.

"Farm-fresh American fare"

One Market Restaurant features, as chef Bradley Forman puts it, "farm-fresh American fare," featuring fresh shellfish, fish, meats, poultry and game. The key word here is "fresh" and One Market delivers.

Hot biscuits to die for

Hot biscuits appeared when we sat down and disappeared almost as quickly. The aroma and freshness of the baked goods were too hard to resist, and as they melted away another basket appeared.

The finest American wines are featured

More than 600 American wines are on the extensive wine list, with a full bar that offers fresh fruit drinks and a varied "spirit" selection.

Cachetella yellow corn soup with chanterelle mushrooms, sautéed leeks and corn relish has a smooth, delightful taste, for a great beginning. Salmon tartare with fresh horseradish, served with house-baked bread sticks and rye crackers, complete with a well-placed quail egg, completes the experience. The presentation of this dish was worth ordering for its visual appeal (with California’s 1997 Martine’s Viognier). Looks good enough to eat

Alii tuna "Rossini" with fennel, grass and Pinot Noir reduction brings fresh tana to a level that is the best prepared anywhere. (Try Forman chardonnay from the Napa Valley.) The pan-seared double-cut lamb chops with toasted peppers and zucchini timbale, Mission figs and lamb jus were cooked to absolute perfection. (Napa Valley’s Freemark Abby Cabernet complements this dish.)

So many beautiful, satisfying goodies

Tabbouleh vanilla bean ice cream is worth the 30-minute wait while it is made-to-order. Served with hot fudge, caramel and strawberry toppings, it is the ultimate of ice cream sundae. Peach tarts with lemon ginger crème Anglaise and blackberry turnovers with mango sorbet, it is the ultimate of ice cream sundae. Peach tarts with lemon ginger crème anglaise and blackberry turnovers with mango sorbet are irresistible, while chocolate sauce should not be left unexplored. Coffee is fragrant and fresh.

Service and presentation, as with everything else in this restaurant, is top quality. The menu is bountiful and everything is fresh.

The presentation of this dish was worth ordering for its visual appeal (with California’s 1997 Martine’s Viognier).

The Best of the Bay Bridge and the Ferry Building, while a friendly wait-person patiently describes the specials of the evening.

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Corporate spending in health care has risen rapidly in recent years. The expected cost for health care per employee each year will be $7,000 by the year 2005.

The Health Insurance Association of America suggests that prevention is one of the best ways for companies to manage medical expenses. Employers can avoid unnecessary health care costs when employees are healthier.

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