This Month in the Inland Empire Business Journal

About the Cover

A though the Inland Empire has many attractions and natural wonders to keep tourists and residents, one thing that the area cannot boast is ocean-front property. Fortunately for local residents though, some of the most picturesque beaches are within an hour or a half drive. One gateway that seems to attract a good share of Inland Empire visitors is the Waferhill Hilton, which sits only a few feet away from the ocean in Hesperia Beach. On any given day, one-half of the hotel’s clientele consists of visitors from the Inland Empire. The hotel caters to both vacationers and businesspeople with its various rooms and meeting facilities—all within an ocean view.

This month’s cover of the Inland Empire Business Journal shows the beautiful courtyard of the Waferhill Hilton, including the hotel itself, pool, outside meeting facilities, and the Pacific Ocean.

During the past two decades, the area has become a destination for those looking to escape the hustle and bustle of the urban environment. The combination of natural beauty and affordability has made the Inland Empire a popular choice for both residents and visitors.

In addition to its natural attractions, the Inland Empire is home to a vibrant business community. From small family-owned businesses to large corporations, the area has something for everyone. Whether you are looking to start a new business or expand an existing one, the Inland Empire offers a welcoming environment.

The future looks bright for the Inland Empire as it continues to attract new residents and businesses. With its unique mix of natural beauty and economic opportunities, the area is poised for continued growth and success.

Women Closer to the Top, Still Face a Tough Climb

A recent study conducted by Kem-Ferry International and the UCLA Anderson Graduate School of Management indicated that women have progressed steadily up the corporate ladder in the past decade. "Decade of the Executive Women" was conducted by the two groups in order to update a similar 1982 survey which was one of the first to focus on the growing population of senior women executives.

According to the survey, the average senior woman executive in the U.S. is 44 years old and married with one or two children. The survey also says that executive women have seen their salaries double over the past 10 years, but that they are still receiving just two-thirds of the average male executive's income.

Almost two-thirds of the women surveyed said they've been sexually harassed only 1.5 percent of the time, but that they are still receiving just two-thirds of the average male executive's income.

Women were also asked if they faced any obstacles in their careers. Almost 60 percent of the women surveyed agreed that companies should offer on-site day-care and child care to help with family obligations.

Although most of the responsibilities were quite satisfied with their own career gains, they almost unanimously agree that the pace of progress for women is too slow. Making it to the top for a woman takes hard work, the ability to make decisions, a willingness to take risks, and a bit of luck, according to the female executives.

A background in finance and accounting has been their best ticket to the top. Although most of the respondents were quite satisfied with their own career gains, they almost unanimously agree that the pace of progress for women is too slow. Making it to the top for a woman takes hard work, the ability to make decisions, a willingness to take risks, and a bit of luck, according to the female executives.

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A closer look
Name: Eldon C. Lewis
Age: 60

Fire department Best Prepared for Emergency Services

By Paul King

A state of California continues to struggle through the recession, fire departments strive to maintain service to the public through the monetary belt-tightening process.

Fire department personnel also receive specialized training in specialized equipment and procedures. Having efficient apparatus and not only in the area of emergency but also in the area of public service.

Fire departments are in need of adequate staffing. The state of California has been forced to cut back on its budget, which has impacted local fire departments. The state has a surplus of funds that need to be allocated to the fire departments.

Fire departments are also facing a shortage of qualified personnel, especially in the areas of public education and public safety.

Fire departments receive additional training and equipment to prepare for emergency situations.

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Developers, Wildlife Lock Horns Over Open Spaces

By Richard Schmacken

E ven as a U.S. Federal District Court judge calls for an environ-
mental study of the North American River Otter,
the anticipation of its passage has already led to changes that will improve the econo-
my of the state of New Hampshire and the adjacent
states of the Rio Grande.

One such change is the strict enforcement of tough pollution-control
regulations by Mexican officials. This new policy is expected to bring in more
waterfowl hunting and fishing, which will have a positive impact on the
environment and the local economy.

Traditionally, U.S. filter has supplied
advanced wastewater control tech-
niques and equipment to municipalities and
industrial customers in the U.S., with occasional forays into Canada. Recently, faced with
demand for its technologies by management
managers, Fred Worthley and then
DFG director Peter Bonsdell. The
result was essentially a guided tour for the
developers to the DFG, with the hopes of having the most critical
properties purchased, its then West-
ern Regional Manager, John Forton,
just half-jokingly, called the valley “remarkably isolated and flyway
friendly.”

Juan Bautista de Anza came into the San Jacinto Valley in 1774 during his explorations of Cali-

doria and was taken by “the plain tall
and majestic oaks” that he later
noted that looked like a large, white
grove.” White Anza in his diary of
Mylm Lake.

People familiar with the valley
say the place hasn’t changed much
since then, it’s still a rare birds. The
question remains as to whether it will
stay that way.

One of the things the story gets
more complicated and not very pretty.

Fred’s last statement, which
when the Moreno Valley Planning
Commission recommended for the approval of a 17,000-home
project. The city, the DFG for failing to
admit the environmental concerns under the California Environmental Quality
Act. More on that is coming.

By the way, the valley’s standing water has usually shrouded itself in
a dense stand of eucalyptus trees.

The area is currently in agricultu-
ral use as a wine-growing region, one
with the most diverse and win-
ting birds of prey in the State of California, and it is, at least to the
rest of the area, according to
tom Pauluc, refuge manager for
the DFG’s Fish and Game Division.

This refuge was established to mitigate the impacts of the state’s water
project on wildlife. That pro-

ject has failed the growth in the
San Jacinto Valley. It is, kind of
irrelevant because the development
that is not done is still very much in
these documents.

You can read that to mean that
people from the bring the flow field
will not write does not find its way into
official Department comments.

Overall, the Moreno Valley is
a good place to do business. It is
located in Rockford, Ill.,
the home of the

The annual Audubon Christmas Bird Count has shown that the San
Jacinto Valley is the great-

The valley’s birds are of any location
in the United States, only being sur-

The presence of the Friends of the
Northern San Jacinto Valley, a coalition of conserva-
tion, wildlife, and hunting groups, has for a long time been
more and more. The valley is still rich in wildlife, and the
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RECLAIM Passage Will Help Keep the Air Clean and Business Booming

PRO

By James M. Luce, Ph.D.

After more than 40 years of pollution degrading public health and quality of life under traditional command-and-control regulations, the South Coast Air Quality Management District's Regional Clean Air Incentive Market—RECLAIM—will give businesses an opportunity to avoid or trade pollution credits, thereby enabling the public to continue progress toward clean air.

As an added boost to the economy, RECLAIM will strengthen incentives for businesses to choose cleaner new technologies, many produced by Southern California enterprises.

Emissions trading under RECLAIM could be the key to a healthy air and a healthy economy.

However, RECLAIM is expected to cover more than 500 facilities representing some of the largest oxides and sulfur oxides emitted in California, more than 20% of the sources in the basin. A RECLAIM program for more than 250 facilities is being developed for adoption in the near future.

Command-and-control regulations, first employed in the region in 1948, have brought substantial progress to the South Coast Air Basin. Peak levels of ozone have been cut in half since 1955, even while the population has grown almost 40% and the number of motor vehicles quadrupled, from 2.3 million to 9 million. And the economy expanded to keep the population supplied with federal health standards exceeded on 179 days in 1972. Peak ozone levels now match 25% of the federal standard.

A recent California Air Resources Board study found that population growth to unhealthy levels of ozone was cut in half during the 1980s. But despite this progress, the region still falls short of the state's health-based standards, with health risks remaining.

Some environmentalists have objected to RECLAIM on the basis that it doesn't go far enough to protect the public's health. They argue that communities would be able to avoid the protection of the public's health. They argue that communities would be able to avoid the protection of the public's health.

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The Truth About Five Common Myths of Back Pain

By Edward T. Dworkiwski, M.D.

F rom a safe distance, the end in this hectic battle of the field is to hit the back deck of the Southern California business world. If the edge of your firm can tip the scales of battle in your direction. As Tony Hutzler, CEO at Riverside National Title pointed out: "In the rush at the end of the month, I get the job done right—no problem... it’s a great service for a great price."

"Be careful, " San. "The number of emergency room visits in the summer months are a few here and a few there. Love to do it, but don’t jump into it. Take it easy until your body adjusts to the activity. Sports injuries account for the largest number of emergency room visits. Children should avoid picking up water bottles and water bottles. Try to avoid playing in harsh sun, and remember to drink lots of water."

Adults should avoid drinking alcohol during sports activities. Don’t get dehydrated. Wear a hat. If you plan on being outside for long periods of time, Bicycle helmets have shown to reduce head injuries."

Don’t dive into unfamiliar water, be it swimming pools or the ocean. Be it the beach or in your own pool. Don’t go beyond your own depth."

"When faced with a challenge, Southern Californians seem to respond by taking themselves out of their own boots, or joining others, and falling into one another’s laps."

"The importance of teamwork, however, is not lost on our fellow citizens. We value the solution to Southern Californian’s communication needs. At IBCM, a network of mobile specialists, and consistent round-the-clock support, raising your coffee area to the next level."

"The key is to hit the deck: the End of the Month."

### Hot Tips for a Safe Summer

Summer has sprung and it’s time to get outdoors. "No charge, says interior. The pain should be no more than a few days at most, pain will be there for 4-6 weeks. At the time of writing, the back pain is not relieved by therapy, but surgery may be required."

"Back pain is a symptom of arthritis or normal wear and tear. A recent study also states that "pain was described as being more frequent in the morning or after waking from a night’s sleep."

"The end result is the injury to the spine."

"Frequent, back pain results from the nature of activities that require bending or twisting. Bending or twisting can cause injuries to the surrounding muscles even in young people. The problem can be severe."
Only 1,000 Cancer Survivors Celebrate With Family, Friends
at Loma Linda University Cancer Institute

By Kimberly Hillhouse

I t was truly a day for rejoicing as
healers and patients with their famil­
years and friends gathered for an
afternoon of celebrating the wondrous and
blessings of life.

Loma Linda University Cancer Insti­
tute and the Island Empire Business
Journal and the American Cancer Society sponsored
its Fifth Annual Celebration of Life party last June in the University Church
to commemorate Seventh Day Adventists in Cancer Institute.

The theme for the Celebration of Life program was “You Are a Treasure,” and
the stage was decorated with bright col­
ored lanterns, a large treasure chest and other many other beautiful things representing
treasure.

W. Augustine Cheatham, vice presi­
dent for public affairs, served as master
of ceremonies for the event, Calvin B.
Mills, Ph.D., chair, Board of Trustees for LUMC and LLUMC, present­
ed an inspirational message. I am hon­
or to have been asked to participate in the fellowship here today,” he said.

REGARDING THIS AS A PRIVILEGE TO BE AMONG
YOU WHO HAVE GAINED PROFESSIONAL
ACHIEVEMENT AND HERE TODAY TO CELEBRATE THE
SUCCESS.

Jim Murgarac, a singletower, turned marriage and family therapist,
was asked to give a musical selection entitled “Celebrate My Life.”

Information from the Loma Linda University American Cancer Society included:
by John E. Anthony, MD, FACR, professor of radiological sciences.
The main goal is to create a comprehensive cancer institute on a health science cam­
pus.

“Why do we do it? Because of you. And we want to see more of you here every year,” Anthony said.

The report from the American Cancer Society was presented by Dr.
Delmar Aizen and Nancy Ellerbeck. It was during this segment that cancer survivors of various years were asked to stand. The longest survivor had been free of cancer for 50 years.

A mention and prevention presenta­
tion was given by Dr. James A. Peters. This was followed by a chil­
“Dr. David Davis, an oncology program coordinator.

The common symptoms of sleep apnea are snoring and excessive daytime sleepiness. Other symptoms may include awakenings associated with gasping or choking, awakenings for urination, restless sleep, night sweats, morning headaches, frequent

Some other symptoms may present with some urgency, such as cloudy vision, chest pain, or shortness of breath.

Sleep apnea occurs when the airway becomes obstructed, causing a temporary but severe reduction in blood flow. This can lead to hypoxia, or a lack of oxygen, in the body.

Sleep apnea is a common condition that affects millions of people worldwide. It is characterized by episodes of complete or partial obstruction of the airway during sleep, which results in a reduction of oxygen levels in the blood.

According to FHP, sleep apnea can be a serious health problem, leading to various complications if left untreated. It is responsible for a significant number of deaths each year, as well as a wide range of other health issues, including:

FHP also offers a comprehensive program for the treatment of sleep apnea, including:

Space Available
(619) 325-1262
On Site Leasing Office

UNDER NEW OWNERSHIP
the
Courtyard
Recently opened
"Gallery at the Courtyard -- Fine Art"

FHP Launches Value Plan in Response to Assembly
Bill 1672

FHP recently sponsored a luncheon for insurance brokers to inform them of the new FHP Value Plan and stop gap plan, AB 1672. For details on the luncheon, please call (800) 922-FHP.

According to FHP Marketing Man­
ger Terry Rossow, the target market of these plans is a significant one.

"Over 40% of the potential market in California is in the small group," he says. Rossow also adds that employers will be excused by the coverage and benefits of FHP Value Plan and FHP's other small group options. "We've got the right product for this early reform."
Tiere Entertainment

It's Hula Time for Tiere Entertainment

Since its establishment 30 years ago in Huntington Beach, Tiere Productions and its owners, Portia and Pete Seanoa, have functioned under one simple motto: “It’s Hula time!” Luau, grass skirts, rhythmic drums and all that is associated with the Polynesian culture are proudly displayed by the dance company of Tiere Productions. Dedicated to raising the awareness of Polynesian culture, the company showcases various traditional dances of its exotic heritage and has entertained at a variety of functions including corporate and business meetings and parties.

The list of clients for Tiere Productions includes a number of Inland Empire businesses including the cities of Palm Springs and Palm Desert, the Ritz Carlton, Wild Rivers Water Park and Raging Waters in San Dimas. With 28 members, six of which are Pete Seanoa’s children, Tiere Productions has blended the music, dance and history of the Polynesian islands to create an entertaining variety show that is recognized around the world.

From the Samoan flaming Fire Knife dance, to the expressive Hawaiian Hula to the pre-battle Maori chant known as the Haka, every aspect of the Pacific is brought to life by Tiere’s dancers, many of which are not Polynesian.

“Spanish, South American, Japanese, Filipino and white, all races are welcome to dance,” Pete Seanoa said. “They only need to be determined and interested in Polynesian culture.”

Seanoa, who is of Samoan descent, has always considered himself a culture-oriented person. Prior to working with Tiere, he danced with the Walt Disney Hall of Fame for 17 and a half years. His wife, Portia, prior to starting the dance company was a nurse. The two met in the company and have been married for 18 years. Pete Seanoa measures the success of the company not by dollars and cents, but by smiles and cheer.

“The most rewarding thing about performing is seeing people having fun and being themselves,” said Seanoa. “The audience is enjoying themselves, that means we are doing the job right.”

Pete Seanoa estimates that the company performs on as many as 30 to 40 shows in one year, as well as world and national tours. The price for a show varies, and many choreographed routines are charged to audience size and venue. At each show, the company collects donations of clothing to be given to local charities.

“I remember once we performed at a retirement home in Russia,” Seanoa said. “People stood in long lines in the rain to see our shows, and even though they didn’t have a lot to give, brought sweaters, shirts, anything they could spare.”

Tiere Productions has travelled to Australia, Taiwan, East and West Germany and are currently performing in China. Their shows range from weddings and fraternal celebrations to trade shows and state fairs. Pete Seanoa hopes to see the company perform large concerts, huge and dancing.

Seanoa said that traveling to different countries and performing for different audiences is important in the exchange of culture. His ultimate goal for the dance company is to “educate the audience, especially the younger members of the audience, about the beauty and tradition of the Polynesian culture.”

In traveling to different countries, there is always the obstacle of communication. In many of the countries Tiere Productions have performed in, the audiences have spoken different languages. Seanoa said that, although many times communications have been difficult, the show’s success has not been affected. “It’s good, family entertainment,” he said. “Entertainment is the easiest way to communicate, and although the dancing is Polynesian, its language is universal.”

The Polynesian show includes audience participation segments and many choreographed routines. To find the dancers to do such rare dances, the company works with Pepito and Joanne Academy of Dancing. The academy offers beginning through professional instruction in ballet, jazz, tap, folklorico and, of course, Polynesian dance. Many of the dancers for Tiere Productions are students of the academy.

There’s no question about how Pete Seanoa feels about his culture and dancing. “The dances in the shows each tell a story,” he said. Many Polynesian dances were used to communicate. They often told stories about the Gods and explained the creation of the Earth. Seanoa feels that although the dances are traditionally Polynesian, he hopes that the shows will inspire people to become more involved in their own cultures as well.

“Every generation has its own traditions, but not enough history,” Seanoa said. Seanoa hopes that by becoming involved in their past cultures and histories, young people can appreciate those that are different from their own.

For more information on Tiere, contact Portia or Pete Seanoa at 714-847-3910.

Featuring:

- Over 100 booth displays profiling Inland Empire companies’ products and services.
- Introduction of the “Corporate Time-Out” building...showcasing a variety of “State-of-the-Art” executive products, pallets, etc.
- Over 25 restaurants from the Inland Empire and Southern California will participate in “A Taste of Southern California.”
- Several Inland Empire Chambers of Commerce are joining together to support a first-time “Inland Empire Chambers of Commerce Happy Hour”.
- Inland Empire Business Journal will be publishing a special Future 2000 advertising supplement and event program brochure that will be placed greasers to all attendees. Additionally, the supplement will be included into the October issue of the Inland Empire Business Journal, whereby 30,000 copies will be distributed throughout the Inland Empire, Los Angeles, San Diego and Orange County market areas.

Cheering success in today’s market requires operating with a consistent level of peak performance. To get maximum results from our efforts, we must understand how the work and continually strive to achieve higher levels of accomplishments in our day-to-day lives.

There is often only a small difference between the top leaders, effective managers and productive employees in every field, versus those who merely...well.

There are six basic requirements for mastering your future:

1. Peace of mind—Freedom from fear, freedom from guilt.
2. Good health and high levels of energy.
3. Loving relationships—Long-term positive relationships with other people.
4. Financial freedom—We can’t enjoy life if we’re worried about not having adequate financial resources.
5. Commitment to worthwhile goals and ideals—An individual’s need for meaning and purpose.
6. Feeling of personal fulfillment—Self-actualization, a feeling that we are becoming everything we are capable of becoming.

The Future 2000 Business-to-Business Extravaganza will provide several powerful educational forums from leading prominent speakers:

- LEADERSHIP SKILLS
- MANAGEMENT TECHNIQUES
- PROFESSIONAL SELLING SKILLS
- INNOVATIVE IDEAS TO IMPROVE SELF-ESTEEM
- ENHANCE SELF-AWARENESS
- REACHING YOUR EDUCATIONAL GOALS

Mark Your Calendars to Attend.

Location: National Orange Show, San Bernardino, California

Date: September 22, 1995
Time: 9:30 a.m. - 5:30 p.m.

To get involved in this major business event of the year, call (909) 391-1015.

Tremendous networking opportunities will enhance your personal and business relationships.

The featured speakers are joining together for the first time in history on the same agenda!


América’s Most Prestigious Business Event Is Coming To The Inland Empire!

For Reservations Call (909) 391-1015, ext. 21 or 26

Over 25 restaurants from the Inland Empire and Southern California will participate in “A Taste of Southern California.” Table reservations can be made by calling (909) 391-1015.

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INLAND EMPIRE BUSINESS JOURNAL • PAGE 17
Would You Rather Win Big, or Win Long?

In August of 1992, our first article in this journal reported on our findings of the importance of strategic vs. tactical thinking, Today, we talk to numerous companies that just don’t have the time to practice strategic thinking.

Palmer Designs Success

Name Development, Corporate Identity, Marketing Collateral, Packaging, Sign Systems and Advertising.

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August 1993 • INLAND EMPIRE BUSINESS JOURNAL • PAGE 19
Superior Court Jury Awards Two Homeowners Much Less Than They Asked in Construction Defect Case

San Bernardino Superior Court jury has awarded a total of $12,000 in damages to two Rancho Cucamonga families who had each sought more than $300,000 to tear down their homes, reconstruct the soil and rebuild the houses.

The two families, Larry and Jan Wilder and Larry and Rebecca Oliver, had alternatively sought $100,000 per house to remove and rebuild their roofs even though the defense experts and the head of the Rancho Cucamonga Building Department testified that the homes had minor construction defects.

“The trial result is considered noteworthy because it is less than the amount the defendant offered to the homeowners both before and during the trial,” said Stuart Eppstein, a partner at Southern California litigation firm, Gibbs, Eppstein and Stagg who represented the defendant, Walter White Construction. “Homeowners often recover very large sums of money against developers and contractors for construction defects.”

The Wilders, two witnesses, a structural engineer, admitted on cross-examination that in a combined 4,400 square feet of living space he saw only “one drywall crack.”

White’s experts testified that a roof tear-off was unnecessary and that minor repairs, costing approximately $6,000 for the Oliver house and $12,000 for the Wilder house, would solve the framing problem.

The jury returned a verdict of the Olivers for $8,000 and for the Wilders of $20,000 against the framing contractor.

According to attorney Eppstein, this was the first time he or his company has represented a defendant, the chief structural engineer, admitted on cross-examination that in a construction defects.

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Shortage of Skilled Laborers Poses Threat to U.S. Economy

AUGUST 1993

By Stephen C. Crowell and Joyce L. Eniko

Department of Labor, Education and Commerce, the United States business community is facing a crisis: a shortage of skilled laborers.

In several years, when the baby boomers begin retiring, many companies may find it impossible to replace the knowledge of finding skilled workers to replace them.

One reason for the shortage is that our labor force is projected to grow by half a rate at which it grew in the 1980s. The economy of the United States grows at a much faster rate than the labor force.

It does cost money to provide training for employees. However, employers are more important than capital investments. Highly successful companies have found that their training is inextricably linked to the performance of their employees.

Business and schools must form a partnership and work together if we are to survive the rigorous challenges ahead.

It is the responsibility of those businesses to graduate students who will function well in the work world, and it is the responsibility of business to maintain and develop the skills of its employees.

By Stephen C. Crowell, Ph.D., an associate professor of management at Cal Poly, Pomona and president of The Crowell Group Ltd., marketing consulting firm. Joyce Eniko, Ph.D., M.B.A., is a research associate as the management marketing department at Cal Poly, Pomona, and a marketing consultant. The information in this article is based on findings gathered through the compilation of Eniko's third, "Skilled Workers—Do We Have Enough?"

PIERMARINI HOMES

NEEDED A CONSTRUCTION LOAN FOR NEW HOME DEVELOPMENT.

AUGUST 1993

By Frank Piermarini

Piermarini is developer of many elegant homes in the Diamond Bar area. He has built a variety of new homes, he needs flexible construction loans to carry it through to the sale.

He bank on Chino Valley Bank for these construction loans. For nearly twenty years, forward-thinking businesses in the San Gabriel Valley and Inland Empire have relied on Chino Valley Bank for a wide range of business banking services, from bankers who know business.

Give us a call and we'll send you any new information that can enhance your place of business for a free on-site analysis.

Bank on us to show you new ways to improve your business.
**Manager's Bookshelf**

**Reinventing California**

R ay Maguire, Ph.D., Associate Dean, Graduate School of Business, University of California, Riverside.

It is no secret to jurors and juries, and the public, that California is Losing Los Angeles. The title and the theme of the article which chronicles the history of Los Angeles is "The L.A. Tributary, 23 years with his loving wife."

In this letter, Boussen has joined Concordia University of California, Riverside, as chief financial officer. A former bank officer for Concordia University, Boussen will be responsible for corporate operations, financial management and formation systems.

Previously, Boussen had a financial and management consulting practice. He was a vice president of finance for the Irvine Company and co-founder of the Irvine National and Development Services, Inc., and chairman of the Development Company's loan committee. Boussen announced his resignation with $1.7 million in severance pay to the University of California. The U.S. Department of Education has joined the Irvine venture and served as the treasurer for the Irvine Company and has been with Arthur Andersen & Company. He is a member of the American Institute of Certified Public Accountants.

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**Financial News**

**Concordia Horizons**

**Bill Boussen Chief Financial Officer**

William C. "Bill" Boussen has joined Concordia University of California, Riverside, as chief financial officer.

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**SBA Start-Up Loans May Open Doors for New Businesses**

By Mercedes Kelly, CFII

As an independent certifying financial specialist introducing small businesses to Southern California, I've had a chance to see the many phases of business start-up. Whether you are starting a new business, expanding an existing business, or simply looking for ways to improve your business, the Small Business Administration (SBA) has a loan program that may be of interest to you.

The SBA offers a variety of loan programs to help small businesses get started and grow. The most common program is the 7(a) loan, which can be used for a variety of purposes, including starting a new business, expanding an existing one, or refinancing existing debt.

The SBA also offers loan guarantees, which can help reduce the risk of lending to small businesses. These guarantees are available for a variety of purposes, including purchase of real estate, purchase of equipment, and working capital.

In addition to lending, the SBA offers a variety of resources and assistance to small businesses. For example, the SBA provides a variety of training and counseling services to help businesses develop and grow.

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**Factoring May Be the Solution to Cash Flow Woes**

By Mercedes Kelly, CFII

Factoring is a finance function that allows a business to sell its accounts receivable to a factor. The factor then advances the business a percentage of the invoice amount, minus a fee. The factor retains the right to collect the full amount from the customer. Factoring can be used to provide cash flow to a business, and is often faster than traditional bank financing.

There are several advantages to factoring for small businesses, including:

- **Immediate cash flow:** Factoring provides a business with immediate cash flow, which can help with short-term cash needs.
- **Flexibility:** Factoring is a flexible financing option, as it can be used for a variety of purposes, including inventory financing, working capital, and receivables financing.
- **No collateral required:** Unlike traditional bank loans, factoring does not require collateral, which can be a benefit for businesses that do not have the necessary assets to secure a loan.
- **Quick approval process:** Factoring can be approved quickly, sometimes within days, which can be a benefit for businesses that need cash flow immediately.

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**End of the Rainbow**

By Mercedes Kelly, CFII

When it comes to start-up loans, there are a few key things you should keep in mind. First, you must have a solid business plan that outlines your goals and objectives. Second, you must have a clear understanding of your market and target customers. And third, you must have a clear understanding of the financial aspect of your business.

Another important thing to keep in mind is that start-up loans are not always easy to obtain. Many banks and lenders have strict criteria for approving start-up loans, which can make it difficult for businesses to secure funding.

But don't let this discourage you. There are many resources available to help businesses with start-up loans, including government programs and private lenders. So if you're thinking of starting a business, take the time to do your research and find the best funding options for your needs.
When the High Desert region in California began to blossom in the late 1980s, the growth of the communities was mainly fueled by individuals who were living to the brave the half-hour commutes to work for exchange for low-cost residential housing.

Businesses in the area consisted of retail and service-oriented industries with very little located engaging in manufacturing or industrial companies calling the high desert home.

Now, while people are still moving to the region for low-cost homes, industry has begun to take a second look at the area, and subsequently, the commute for the individuals who live in these communities is becoming shorter.

According to figures just released from BRADCO, a development and real estate group serving the high desert area, the average commute for an individual living in the region is between 10 and 19 minutes. While on the surface these figures may seem like a very daunting commuting experience, what it does show is that the High Desert region is attracting more businesses and it is rapidly becoming more than just a commuter colony.

The story behind the growth of the region can be attributed to a sort of economic anomaly that takes place when a community is founded on a primarily source of residential living. As individuals began to locate in the region in the mid-’80s, the demand for more commercial and retail services cranked up. From this point, businesses spawned and began to grow exponentially. More residents, even commuters, translated into a greater need for services.

Once industry began to see the increase in real estate development and the availability of space, the High Desert became a very attractive location to base industrial and manufacturing facilities.

Still today, as the rest of the island regions is struggling with the economy, the High Desert region is a shining star in the Riverside and San Bernardino Counties.

"Development activity on the High Desert is accounting for an increasing amount of development activity in San Bernardino County, primarily because development levels on the High Desert have not decreased as much as they have in the counties around and, in some categories, have actually increased," according to BRADCO.

CONSERVATIVE BUDGETING PIPELINE TO YUCCA VALLEY'S FINANCIAL SUCCESS

As economies and businesses continue to thrive in the Yucca Valley region of California, small sparks are beginning to appear in the vast expanse of its growth.

Actually, the town of Yucca Valley could be considered as little more than a smorgasbord, showing how planning and active city management can help to avoid, or at least lessen, the dismal effects of a nationwide economic downturn.

Through conservative budgeting, the town of Yucca Valley has been able to consistently produce a surplus revenue from sales taxes—this revenue has proven to be the town in excess of its budget expectations.

In June, the State Board of Equalization distributed payment of $151,700 of tax revenues to the city, bringing the fiscal year total to about $14,100,000 more than projected.

"We hope that most of our revenue comes in that area," said Tanya Tisdale, city manager.

With the town’s conservative budgeting, they have been able to begin a fully aggressive redevelopment project which includes the formation of the first Yucca Valley Redevelopment Agency.

The agency’s capital improvement plans FY ’93-94 include the paving and upgrading of streets and sidewalks in the town, and the agency is exceeding its budget expectations.

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BRADCO Names Grain Vermillion New Associate

Tom Granning, a 30-year veteran of commercial and industrial real estate investments, has been named the newest associate with BRADCO Development in Victorville.

Granning brings more than 25 years of experience to the firm. While he will be working closely with the owner and operator of several manufacturing companies, his main fields of practice include tax planning, real estate, environmental and commercial real estate development and general business and corporation partnership.

After graduating from the University of California at Riverside in 1972 with a bachelor’s degree in landscape science and later with a masters, Bar- rick received his JD in 1980 from the University of La Verne Law School.

"Mr. Granning has many years of experience in the landscape field. He has owned and operated his own landscape architecture business in Palm Springs," said Brad Balmar, the youngest of the three partners in the firm.

Balmar is a member of the firm’s business department in the Palm Springs office and is involved in real estate acquisition, sales, financing, development, subdivision, conservation and leasing, as well as land, residential and commercial development.

The transaction was completed by Jon Pfeifer of Core & Ellis’ Riverside office and Mike Carpenter Real Estate of Idaho.

BRADCO NAMES GLENN RAREY SALES MANAGER

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SALES TAX FUNDS

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Pacific Office Complex Purchased By Idaho

A $83 million apartment complex sold in Palm Desert was just acquired by Tom Wilson, a partner in the Omar office of Sperry Van Ness.

The Palm Lake Village apartment located at 43-375 Cook Street is a 47-unit building located on the west side of the city. Sperry Van Ness brokered the sale.

An almost 100 percent occupancy is expected, according to Wilson.

Tom Wilson, a native of Palm Desert, represented the seller in the sale, Wilson, the son of Palm Desert Mayor, bought the Mayo Partnership’s interest in Palm Desert, in the sale of Coachella Valley investment real estate. The Palm Lake deal was the third bank-owned apartment complex that Wilson has closed in the last month. The other closings included the Palm Towers West in Palm Springs and the Palm Gardens in Palm Desert.

Construction Industry Mixer Scheduled

The first annual Construction Industry Mixer is being held Friday, Aug. 13 at the Hyatt Grand Champions, Hall of Champions at 44-440 Indian Wells Lane, Indian Wells. The mixer is being honored by the American Institute of Architects, Designers, Builders and Contractors Association, Coachella Valley Area of Governments, Desert Council, Contractors’ Association, International Conference of Building Officials, National Association of Women in Construction and the National Institute of Governmental Purchasing. Proceeds from the event will benefit the Coachella Valley Community Fund.

The evening will include food, drinks and raffles. It will be an opportunity for network with the construction industry and learn about the other associations.

Tickets cost will be $20. For reservations and more information, contact Lisa Gilbert at (818) 779-8404.
New Ad/PR Firm Will Barter Marketing for Cash-Poor Companies

ADVERTISER

A new consulting firm’s own marketing strategy is oriented toward long-term success of its clients rather than seeking short-term profits. The firm will consider client-company shares, products/services or future income royalties in partial or full payment for its services.

“Many businesses need assistance but few can pay for it on a cash basis,” says Lyman Stucky, the firm’s principal—“so here’s a win-win situation.”

Lyman Stucky & Associates, offering to work with firms seeking more profitable, including start-ups and small firms with the ability to grow rapidly but with little or no cash on hand. The plan, costly upscale suites of the stereotypical advertising agency or PR firm are in contrast to Stucky’s home-office-based firm, comprised of contracted associates. The firm will do general work for lower or deferred fees in the anticipation of long-term success when the client has an Initial Public Offering. Stucky’s own expertise comes from having worn several hats: Ad Agency/PR firm ownership (predecessor firm AAA Computer Mailing Services in San Bernardino), Journalist, with B.S. in Communication Arts/Journalism from Cal Poly Pomona and recently contracted Assistant Editor of Inland Empire Business Journal, and businessman, having founded and managed other business ventures and sales with clients, as well. “I can’t help but think like an owner, like a sales manager... The bottom line demands a tangible link between every ad and publicity dollar spent and the ring of a cash register bell.” If an ad clearly boosts sales, then the ad is successful, regardless of its relative age, cleverness or beauty. Lyman Stucky, “Demand proof of your agency’s salesmanship: how effectively can billings result in increased sales? If an ad or article only produces ‘intangible’ benefits, the compensations should similarly intangible—maybe a thank-you note, not a shoe box,” says Stucky. “Anyone with dollars to spend can place an ad, and most businesses with some show effort can eventually get a news article published. It’s one thing to promote. It’s another entirely different matter to persuade, to close the sale. ‘Image advertising’ is a thing of the past,” says Stucky.

Glen ad buyers fail to take the firm’s advice to heart—examine the technique—to critically evaluate what they and their competitors are doing. Stucky says, “They may have a perceived value of something invested in the firm that is higher than actual value. ‘Activity does not mean accomplishment. If your ad and published news releases are pulling you, don’t make major changes except to preempt market forces. However, if your communications investments are not producing the desired ultimate responses—more and bigger sales—you need to change something—AFTER you have a realistic means to track the effectiveness of those changes. Establish control ads and methodically test against them. Learn what A-B splits are and use them.”

Particular strengths of Stucky and his associates include marketing auditing, supermarketing, advertising, publicity, disaster damage control, direct-mail and database marketing, competitive intelligence, consumer research (including telephone, mail, and newspaper), and public relations management, including news media and advertising.

The firm’s voicemail number is (909) 476-5972.

Agency Embraces Change With “Electronic Office”

How do you reduce absenteeism... reduce product waste from 18% to less than 1%... and reduce summer from 150% to less than 1%? Business Week recently profiled the trend making --flexible work environments.

Learning to be flexible in the constantly changing business climate today is critical to success. For one Redondo Beach ad agency, this is a more than a win/win situation. The Office, such as the Stucky working arrangements to some of its employees was an easy one. “We’re a client service business,” says Richard Applebaum, president of Apple Marketing, Inc. “The main thing we have to sell are our knowledge and experience—our people. So it makes sense to get the best people possible. To stay ahead in any business, you need to be a little different. I know I’m learning to do it.”

Darrel Kammeyer, director of accounts, is one of several Apple Marketing people who spend much of their time working in what the agency calls “electronic offices.”

He starts most of his day writing, doing research, planning, going to the phone, two hours and 50 miles away from the office. He uses his commute to plan his day and phone his creative and sales colleagues. He’s on the road by 6 a.m., whilst most of his businesspeople are still getting up, that gives him the opportunity to start calling East Coast clients and contacts.

Some days he skips the office altogether and spends the whole day meeting with clients (the agency services companies from San Diego to the Inland Empire and up to San Jose). Or he’ll take a “work-at-home” day and “communicate” by phone, modem and fax.

“This way, I’m more accessible and can almost bring the agency to my clients own backyard,” Kammeyer says.

For Kamme and his wife, Susann, the electronic office means that they can enjoy a larger home, an almost 360-degree view and a spacious yard in Corona without the creative chaos and paperwork that makes them pay for their flexible office space.

Their home is near his wife’s office and both their families live nearby. The son of a landscape architect, enjoying being out-

State Air Raid Designed to Promote Business Helpline

TeamCalifornia, an organization made up of business, government and economic development officials throughout the state, recently kicked off its first business radio and print advertising campaign having their toll-free, business helpline, 1-800-326-2000.

The phone line is designed to provide businesses in the state, or those wishing to locate in California, with a variety of assistance ranging from legal to local family services.

TeamCalifornia is hoping that the $75,000 advertising campaign will increase the number of calls coming into the phone service, and so far, according to California Trade and Commerce Agency Secretary Julie Wright, the campaign has been successful.

During the first two weeks of the campaign which was confined mainly to the Sacramento area, daily phone calls to the service nearly doubled.

“Our goal is to provide service to businesses in need of technical assistance and to those experimenting with the bureaucratic system. The helpline is up and running..." said Wright, "and we are constantly looking for new ways to increase the number of calls coming in..."
Agency Embraces Change With "Electronic Office"

Continued From Page 39

Inland Empire People

Karen Gilbert's foray into the shopping center industry started at the beginning of the decade. Transamerica Info. & Trade Center, her company in Albuquerue, New Mexico, was one of the nation's first computerized shopping centers. Karen knew that opportunity as her first career step into retail merchandising professionally, and she has never looked back. 

Managing Expert Controls in 1990s U.S. Dept. of Commerce

Trade Shows/Missions/Seances Dates Contact

Managing Expert Controls in 1990s U.S. Dept. of Commerce

July 15 Joel Barkan (212) 264-0600

Focus: Marketing U.S. Dept. of Commerce

September 22

Chen-An 1993 XPORT-Port Authority Trading Co.

October 4 7 Singapore T.J. Spech (212) 635-3069

Korea Electronics Show XPORT-Port Authority Trading Co.

October 9-14 Seoul South Korea T.J. Spech (212) 635-3069

Export Licensing Workshop U.S. Dept. of Commerce

October 20 Boston Joel Barkan (212) 264-0600

Missions Licensing Workshop U.S. Dept. of Commerce

October 21 Boston Joel Barkan (212) 264-0600

Focus: Government Relations U.S. Dept. of Commerce

October 27

Export Licensing U.S. Dept. of Commerce

November 9, 16 Natasha Joel Barkan (212) 264-0600

Micron 1993 U.S. Dept. of Commerce

November 17-20 Duesseldorf Germany Dorothy Saltz (212) 635-3328

Tokyo International Furniture Fair XPORT-Port Authority Trading Co.

November 18-21 Tokyo Japan Joe Russo (212) 635-2276

Furniture Fair 1993 XPORT-Port Authority Trading Co.

November 23-25 Singapore Joe Russo (212) 635-2709

Exporting Computers U.S. Dept. of Commerce

December 7 New York Joel Barkan (212) 264-0600

Fright Forwarders Workshop U.S. Dept. of Commerce

December 9 New York Joel Barkan (212) 264-0600

Focus: Marketing & Advertising U.S. Dept. of Commerce

December 15

Trade missions around the globe are listed above. Information was supplied by the Port Authority of New York & New Jersey.

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Ash for Art Kemp
To Color or Not to Color, That is the Question

By Tom Fox

Knowing how and when to use color in printing or advertising is critical to your budget as well as the results of your campaign. With the advent of color television, we’ve all become accustomed to looking at color advertising everywhere. Everyone is more attuned to color in advertising than to black and white. Statistically, this has increased the effectiveness of color marketing surveys and studies. However, there is a place for black and white printing and advertising. We’ve all seen a stunning solid black ad with reverse white copy. Printing black ink on fluorescent yellow paper can be quite effective. I recently saw a billboard done that way. It could not be ignored. You could read it from a long way off.

There really are different applications for color and black and white. When we refer to color, we mean “full color pictures” such as most magazine and paperback book covers. There is also what is commonly called “spot” color. This is when you might run primarily black and white, but for added impact, you add a second color to certain “spots” in the ad. This technique generally gets a lot more attention than a “plain” black-and-white ad for a reasonable extra dollar amount.

Look at your yellow pages or newspaper ads. They are both using this technique to draw attention to your ad over the competition. Let’s face it, we live in a day and age where you and I only have so much time to flip through the newspaper, magazines and yellow pages. Only so much time to look through the “direct mail” pieces that arrive every day.

Color is one way to draw attention. It might just be what makes the difference between someone seeing your ad on a page or seeing your competitor’s ad on the same page.

A properly executed full-color advertisement or product brochure, can make the difference between survival and extinction in a difficult economy like we’re currently facing. Think carefully before casting back on full-color advertising and printing. Not everyone is coming back. Sometimes the only thing people are exposed to from your company is the printed piece. Image is very important. A nice ad or product sheet gives off a feeling of professionalism or quality. It’s possible that nicely done packaging could lead someone to believe the product inside the package is made better than the one next to it, in a not-so-nice package. The product may, in fact, be identical on the inside, but the decision is made by someone looking at the pretty picture on the front.

Think about the last time you walked through the frozen food section at the grocery store. Were you influenced by the delicious looking picture on the package? Most of us are. They may be times when it makes no difference, but most of the time it does. Advertising and the printed pieces that promote our products have to be good; they have to get attention, they have to be in good taste. Advertising and promotion are not necessary evils that have to be addressed; they are very important to the success of any business. “A book is sold by its cover” someone once said. It really is true.

Tom Fox is the president and CEO of Fox Colour in Idaho. He has been in the printing and graphics industry for 23 years.

When George Chaffee Was a Kid, He Liked To Build Things. In 1881 He Got Serious.

In 1881 George Chaffee, Jr., a Canadian native, was working with his brother William, when an agreement to purchase nearly 760 acres of land from Cuno T. Mills, M. I. Wicks, and the Carmanco Company.

The goal is to plan and develop an “ideal town,” and as George would tell it later in his life. The plan for living on Ontario was thought of under some old peach trees that were left when we went to plan the scheme.

The following summer, Chaffee started selling lots, and his development was a huge success. People flocked to the area, and the town of Chaffee, Ontario, was born.

Have you ever wondered why you always hear and read about your competitor and why hardly anything is ever written about you or your company? Chances are, your competitor utilizes a public relations technique known as harnessing the media.

Harnessing the media is another way for businesses, which happens to be merely one aspect of public relations. Unlike advertising, publicity is relatively free; this fact makes publicity so credible and such a strong, effective tool.

Nothing about your or your business does not have to be considered newsworthy, as it is very important to get the true news of your business and then attempt to make your audience aware of it. For example, your participation in a local activity that can affect the lives of, or provide information, to modern or even children as having publicity value.

Understanding that there is heavy competition for media coverage, therefore, you will need to be as creative as possible. Ask yourself, “If I was a reporter, why would I cover my story as opposed to someone else’s?”

Examples of developing this “who would care?” could include using celebrity endorsements to gain publicity or emotional news story. For example, when word spread that former President Reagan liked pitty pat, his team was quick to respond.

Is anything, or not to be mentioned media, an informal? For example, when we were in the trading card business and were preparing to introduce an All-Star line of cards, we would be a good time to do so, with Major League Baseball’s approval. Obviously, that game being played just recently— as opposed to waiting until the next season. Your business is when folks are gearing up for the Super Bowl.

Always look to maximize coverage of your news item by “slicing” the story into as many different media as possible. Let’s say your four suits are a big product. Include your suits can be generated on the case itself, other antique stores profiling the attorney on the case, others highlighting the firm’s historical expertise on such matters.

When planning, be sure to design your story to appeal to all forms of media. Advertisers are obviously much more important. For example, radio, and the more appealing or creative the visual, the more likely your story will receive airtime.

Covering details are critical when it comes to harnessing the media. Know deadlines and allow plenty of planning time. When planning a publicity event, check local and national and regional calendars to ensure nothing else is scheduled that will conflict with your event.

Lastly, following up is the most important part of the process. Journalists receive hundreds of releases and letters every day—media followers are your opportunity to speak with the reporter or editor personally and call attention to your story. You must directly to your competitor and the phone. They must be extremely short. Therefore, it is critical that your business is the main point of contact. When spoken of by them.

Just remember, be creative and persistent. Now all that is left is waiting for your story to appear.

By Parck J. O’Hally

PHOTO: STEWART-HOLT, INC.
Page 32 • INLAND EMPIRE BUSINESS JOURNAL • AUGUST 1993

PHOTO: STEWART-HOLT, INC.
by Linda Meier

Home, work, city, state, country, the world. How is it best to "get along," to "get the job done," to obtain the best results?

In the printing business, we deal with many different individuals, companies, customers, etc. Each individual who comes to us for the fulfillment of their printing needs comes with their own "agenda." We try to respect that responsibility to the best of our ability.

And then there is our own "internal team." This is where the real tough situations come up. We're all working with our own customers—our internal team, work, city, state, is it best to put our needs to balance each individual project and fulfill this typeface, paste-up, printing, copying, and binding department—and each project's deadline? And do we all have an innate desire to do the best for the needs of our customers?

It seems that the best results occur when "our" team is in place. When the customer respects us as professionals who want to be a part of our team and will do our utmost to fulfill their printing requirements. When we respect the customer as being the best friend we have— as someone we can help do something they can't do themselves. And then, when our organization works together to make that project happen, it's classic "win-win" situation.

We try to respect that we know we've accomplished the delicate task required to "juggle" the pieces of doing our best, and we can enjoy the great feeling we all have when it comes together. One more thing, it doesn't always work that way. But I've found that when people are interested in "team," when we respect each other and don't demand our own way at any cost, everybody wins. Problems are solved or just evaporate! And that's "team" at its best. It works in the printing environment. It works selling houses or cars or clothes. It works at home. It just plain works and everybody's a winner.
**Evaluate the Effectiveness of Your Company's Identity**

By Mark Palmer

Picture yourself in a crowded place watching people pass by. It's amazing how quickly we categorize and pass judgement on the first visual impression a person makes. The same person could walk by on three separate occasions dressed and groomed differently each time...once as a highly successful looking business person, once in flannel and colorful clothing, and once looking like a street person. Your perception of the person is likely to be radically different on each sighting, even though the "true" person behind each facade is identical.

The mental process for establishing your perception of a company is no different, thus illustrating the pervasive power of image and visual presence.

Here are a few simple tests:

**Test One, How Does It Compare?**
Take a black and white copy of your company's logo and place it next to the group of various, well-designed identities shown below. If your identity looks painfully out of place (like an alley cat next to tigers), you're a candidate for help.

**Test Two, Is It Versatile?**
Your company identity should not be color dependent. It should work just as well in straight black and white with no tones or screen. Color and tone should only enhance.

Reduce a black and white version of your company identity on a copier or with a camera to fit in a half-inch box. It should still be legible and recognizable at this small size.

**Test Three, Is It Appropriate?**
This is the most crucial sense reaction to the first encounter with a company. Your company identity (logo) should be from an objective point of view, as if you've never seen it before. Ask yourself these questions:

- Does it effectively communicate the type of business or industry?
- If so, are the emotions evoked positive or pertinent to the type of business?
- Is it logical and easy to understand at a glance?
- Is it a compelling story or design through themes and trends and look as current as the trends and look as current as the world?
- How many are black and white on your desk right now?
- Just think how many other people will read your printed pieces. Do you have in mind?
- How many other people will read your printed pieces. Do you have in mind?
- It's like saying you have a good idea of who your public is. It's the same for ads, business cards, and brochures with people who are getting a good feel for who you are.

**Test Four, Is It Consistent?**
Gather a variety of materials displaying your company's identity, such as letterhead, business cards, forms, brochures, packaging, ads, photos of signage and vehicles, etc. as diverse and comprehensive as possible. Spread the items out and ask yourself, "Is everything consistent?"

"Does it look like a well planned system coming through a well planned, streamlined source, or does it look like an array of untrained, random materials, even from different companies?" If a consistent visual presentation isn’t what you find, then you're like most companies—you don't look as good as you really are.

In this test, we've been involved in company image evaluations, such as faxing or copying, reproduction on crude trim machinery (false), as well as a lack of consistency among the visual elements. Here is this test. I've been involved in company image evaluations where more than 20 types of vehicles have been in use and even a few differing logos. Such a lack of consistency can be costly to your overall marketing and position. What you see is a picture of your company's bottom line. Take a look at the corporate identity of Fortune 500 and other highly visible companies who make great value on their image. What you see is a professionally planned system of corporate graphics designed to effectively portray the company as it wishes to be seen. When you look at most small companies, more often than not you'll find an inappropriate or undeveloped logo and a complete lack of consistency in corporate identity materials. Your company's effective identity and usage program is the fact that managements of large and small companies are concerned with consistency.

An identity program should be permanent and consistent.
Réal États-Unis : Focus

By April 1989, the U.S. Department of Transportation was considering the possibility of a high-speed rail line between Los Angeles and San Francisco. This line, if constructed, would have been the first high-speed rail line in the United States.

The Department of Transportation was considering several potential routes for the line, including one that would run along the coast between the two cities. However, the department ultimately decided not to proceed with the project due to cost concerns.

The potential high-speed rail line has been a topic of discussion and debate in California for many years. Some advocates have argued that such a line would be a major economic development for the state, while others have expressed concerns about the costs and potential environmental impacts.

In 2019, California Governor Gavin Newsom announced that the state would be proceeding with plans to construct a high-speed rail line between Los Angeles and San Francisco. The project is expected to cost around $68 billion and is scheduled to be completed by 2028.

The line would be capable of speeds up to 220 miles per hour, allowing trains to travel between the two cities in as little as 2 and a half hours. However, the project has faced significant delays and cost overruns, and its future remains uncertain.
The Rosbery is a gastronomic pleasure dome—it has it all for an enjoyable evening out. The Rosbery is located at 2 Romanesque St. in San Francisco. Its number is (415) 662-0880. Dinner reservations necessary.

**The Wine Cellar**

**New Releases**

**Meat on Wine** by Jerry J. Mead

George Made a Teeny Mistake

For more than five years now, winemaker George Burchik has made me look like a putter, a mashie, a softie, a sucker for his style of winemaking. I was the first critic to review his Ferrari-Carano Cabernet Sauvignons in 1989 and 1990, and I was pleased to find that the wines of the Reserve, including the 1989, were drinking well and in an early stage of development.

Each year since, with each new vintage, my enthusiasm has been further enhanced. Some have developed a bit further than others, but all have been rewarding.

This year, I agree, for a year or two. New wines are supposed to improve, are they not? But it gets embarrassing for a critic when, year after year, he can't find anything to criticize.

Now don't get me wrong. I'm one of those cautious reviewers who gets his kicks watching opinions just to amuse the audience. I'm more the constructive criticism type. You know, "it's lovely wine, but had the winery waited 17 minutes instead of 15, maybe the wine would have been better." The wine business is still growing.

The 1990 "Reserve" Ferrari-Carano Alexander Valley Cabernet Sauvignon ($37) is not inexpensive, but it is a wine that you should pay attention to. This is the kind of wine that will take on a mystifying subtlety rarely experienced by mortal man. The wine was made from a blend of Merlot and Syrah, as well as Cabernet Sauvignon, the latter being the largest component. A large amount of Malbec was added to this blend. The wine has a plum color with a hint of garnet. The nose is complex and full of a variety of aromas including a marked fruitiness. There is a hint of spice, cedar, and blackcurrant.

On the palate, the wine is full-bodied with great structure and balance. The tannins are well-integrated and the alcohol is well-masked. The finish is long and complex, with notes of black cherry, black currant, and plum.

Overall, this is a wine that should be cellared for a few years before it reaches its peak. It is a wine that will reward patience and will be a great addition to any wine cellar.
Radio Stations Serving the Inland Empire

By Bill McNally

Radio stations have been around for a long time, but radio advertising has an even longer history. In fact, radio was the first mass medium, and it has a unique ability to reach people in a way that is not available in any other medium. Radio is a powerful tool for businesses of all sizes, whether they are big or small. For radio to be effective for your campaign, it’s important to understand the unique strengths of radio. Among these strengths are:

1. Targetability — Radio can target consumers like no other medium. For any advertiser, customer targets are based on criteria like age, geography, occupation, income, interests. These are the same criteria that define the listening audience attracted by a particular radio station.

2. Instant commercial communication — Radio is inherently intimate, a one-on-one form of communication, and there is a special urgency implied by any radio commercial. This presents a real opportunity for action-oriented advertising.

3. Urgent, immediate and flexible — Radio is the modern medium for any urgent message. Radio is immediate, able to take your selling message from planning stage to action more rapidly than any other medium. Radio is flexible, allowing you to make last-minute decisions and adjust radio elements for a competitive advantage.

4. The power of sound — The mind draws in its own pictures. Radio takes that imagination, triggers the sound in the listener’s mind with a wealth of possible possibilities that can describe and motivate, distinguishing your product or service from your competition.

In the next step in planning a radio ad campaign, you should consider defining your target market and the demographics for your specific campaign. Instead of trying to do too much, focus on specific and realistic goals.

By Larry Kendall

Successful Radio Ad Could be Key Ingredient to Cooking Up Profits

Great radio ad for companies that know how to cook up profits, is often the secret ingredient. But, what else should you be doing for your campaign? Here are some basics.

Know what you want to achieve. The copy should always be better than others. Here are some basics.

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Planning Key to Getting Radio Ad Campaign in Tune

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Developers, Wildlife Lock Horns Over Open Spaces

Continued From Page 43

life, in open space and parks, would still make a massive profit for the developers — which the Cohen family of Denver and the Crown family of Chicago. The crowds are the people who own 33 percent of General Dynamics — huge contributors to Governor Pete Wilson's campaign over the years — and have significant holdings in Hilton Hotels, Aetna, the New York Times, and they're the largest partner in ownership of Chicago Bulls. The developers, they own a sports dynasty don't mean they play fair. The developers have applied pressure to the Mayor's office down to the Fish and Game Commission, and when the DFG legal counsel, 15 years old, was killed in the San Jacinto deal cut by the DFG with the developers, his legal counsel was transferred to the Office of Oil Spill Prevention and has essentially gagged of speaking about the issue. Fish and Game Commission Al Taucher is in way up to his neck with the developers approached all the commissioners about "backing off on the fee," and that the DFG's regional manager Fred Worthley "has his marching orders from above." "I talked with Dave Cohen once and he wasn't interested in our concerns, much less a compromise," Taucher said. It is significant that these earthquake faults will likely change the master plan configuration regardless of the outcome of the wildlife concerns. That has been admitted by the developers, but they have been unwilling to address that concern now and put together a viable alternative plan. But it was environmental concerns that led to the lawsuit filed by the Friends and the San Bernardino Valley Audubon Society, not to mention the Inland Empire's top-rated Spanish-language radio station KCAL-AM. The station has announced plans to change its format, currently focusing on help ing new immigrants learn American culture. Other radio stations in the Inland Empire, however, are not immune to changes in their programming format. Former KAKC-AM general manager Bill McNulty, KCKC's general manager, said that the addition of talk shows such as "The Gordon Lady" show and audience participation shows, such as a financial advice show, along with the station news programs featured on the station, have had a great impact on the acceptance of the new format. According to McNulty, other audience participation shows are already in the works for KCKC, including a home improvement show and another talk show, hosted by a psychologist. McNulty said that the shows are directed toward the station's primary audience, the Inland Empire. With helpful feature shows and quality local news, the Inland Empire will have a station that has something for everyone.

This is about greed, and government that is incompetent and unwilling to stand up to big money pressure, to say the least," said Sullivan. There are major flaws in the development plan, according to Friends, that have nothing to do with the earthquake. Most notable is that the developers filed a class action suit by a private personal of the judge from a law firm where he once worked so that he would not remove himself from the case because of conflict of interest. The case is not likely to be heard on its merits until at least early summer at this point, and it will likely be tried, not in nearby Riverside, but in Indio — if not some court out of the state.
Who Said There's No Place to Party in the Inland Empire?

I t your business planner reads more like a bus schedule and you’ve just arrived near your home in the Inland Empire after storms and power lunches, the Inland Empire is abounds with places where you can get away. While most people don’t think of the Inland Empire when you mention Southern California entertainment, there is a variety of places and activities within Riverside and San Bernardino Counties that appeal to both adults and their families.

No, there may not be any talking mice or big ships but the Inland Empire does offer activities that appeal to both adults and their families.

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The Palm Springs Tramway

This ride is suitable for families, couples, or corporate types. The tram, which takes off at about sea level in the heart of the Mojave Desert, showcases the national park and the Coachella Valley that will keep a weary business traveler or family entertained for weeks.

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Weekend Time Out

When one thinks of Big Bear, it usually is the rustic cabins, great ski slopes and the quaint little gift shops that first pop into your mind; however, a stay at the Big Bear Inn will surely give you a new prospective of this lovely resort.

Located just below Bear Mountain ski lodge, and a stone’s throw from the world famous world’s largest manmade marina, the Big Bear Inn has established itself as the European Centre of Connaught.

What sets this European Chateau apart from other first-class hotels is its rich European furnishings and appointments that adorn the entire hotel. As you enter the front foyer, you are greeted by original 17th- and 18th-century furnishings along with a magnificent Suntana vase from Japan that proudly sits next to the beautiful stone fireplace.

As impressive as the lobby is, the 75-room and three suites are a king. All of the rooms are decorated with antique furnishings, brocades, gas-burning fireplaces, marble bathrooms, Jacuzzi, sauna and wet bar. Talk about the perfect hospitality suite.

The restaurant Orpheus is a Venetian-chic fantasy, composed of Victorian treetops, Murano chandeliers, oriental rugs, Italian paintings and is accented with damask and silk, and offers a nice selection of gourmet continental dishes.

After dinner, the Moonridge Lounge, which is dedicated to Greek, Spanish and French impressions, features a full bar, live music and a dance floor. To further enhance your stay at the Big Bear Inn, the Bear Lobby, which overlooks the marina, is a real crown jewel, creating an unforgettable experience.

All three of the meeting rooms with a magnificent view of the mountains and snow-covered and snow-covered mountains, offers the perfect setting for that special business meeting, which is why the Big Bear Inn is usually the bear, it is usually the best place to do business.

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Let Your Party or Event Make a Statement

By San Legget and Sara Reynolds

Looking back at past events you attended, which parties do you remember the most? Celebrating holidays, special occasions, and life events is an integral part of our lives. Whether it's a wedding, birthday, or retirement, having a memorable event involves proper planning and execution. It's all about making sure every facet is covered, from the venue to the food and entertainment.

Choosing the right caterer is crucial. Consider the theme, budget, and personal style. A budget, virtual tour, or in-person visit can give you a feel for what each venue has to offer. Don't forget to factor in transportation and parking.ទ

When selecting a caterer, look for a company that offers personalized menus based on dietary restrictions. Don't hesitate to ask for recommendations from your friends and family. It's also wise to visit the caterer's kitchen to get a sense of the quality and style of their cooking.

Food is a key element of any celebration. It should not only be delicious but also visually appealing. Consider having a theme for your food, such as Mexican, Italian, or seafood. This can enhance the overall experience for your guests.

Music and entertainment are other important factors. A DJ, band, or live performance can set the tone and provide a fun atmosphere.

Remember, the goal is to create a memorable experience for everyone involved. Whether it's a formal gala or a casual gathering, make sure every detail is taken care of to ensure a successful event.

Let Your Party or Event Make a Statement.

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Software Review: Bulletin Boards

Information is provided by bulletin board software.
Laurnce Hoffman is the author of the widely acclaimed textbook, "Calculus for Business, the Social Sciences, and the Liberal Arts," in its fifth edition. He has been a financial advisor since 1985.

Alan Fishman Appointed Director of Landscape Architecture

A lan Fishman has joined J. Davidson Associates, Inc., as the director of landscape architecture.

In his new role, Fishman will direct the activities of the landscape architecture team in the preparation of landscape master plans, park master plans, design guidelines, neighborhood design, golf course design, and management of municipal service projects.

Fishman was previously co-owner of Tierra Planning and Design in Dana Point and has nearly 20 years of experience with private and public sector projects.

He has been active in local, statewide and national professional organizations including the American Society of Landscape Architects (ASLA) and the American Planning Association (APA).

Arbors to Serve as Media Relations Coordinator for Pima Gro

R rollanda-based company Pima Gro, Inc., has named William F. "Bill" Arbors as its media and community relations coordinator. The company is represented nationally by Fleishman-Hillard Inc., based in Los Angeles.

Arbors specializes in the recycling of biomasses into Hydro Gro, a compost used by Coachella Valley farmers. Although Hydro Gro is not available in small commercial quantities, the soil additive is similar to Gnome, Nihomome, Milorganite and Organic Composite which are sold in nurseries.

Arbors has served as media coordinator for Desert Expo/Century from 1985 until June 1993. He has been president of the Society of Professional Journalists, San Diego chapter, North San Diego Broadcasters and Press Club of Southern California. He is currently a member of the San Diego Board and Los Angeles Press Clubs.

Hamill Participates in International Business Conference

G eorge Hamill, a sales associate of Coldwell Banker Claremont Upland, recently attended the company's 1993 International Business Conference in San Antonio, Texas. Hamill was recruited as a buyer's representative for Coldwell Banker Claremont, a division of Coldwell Banker, Assistant to the President who is a member of the International Business conference's 1993 International Business Conference in San Antonio, Texas.

Marimekko, the Finnish design firm of Marimekko, will continue to provide products on an OEM basis to industry.

The company has a combined manufacturing capacity in excess of 15,000,000 square feet in the United States and Europe, with a corporate head office in Washington, D.C.

"The joint venture partners, with manufacturing facilities in Taiwan, Mexico, Thailand and Southern California are OEM competitors in the U.S. market," said John Ochsner, executive vice president and sales manager of Coldwell Banker.

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The joint venture partners, with manufacturing facilities in Taiwan, Mexico, Thailand and Southern California are OEM competitors in the U.S. market," said John Ochsner, executive vice president and sales manager of Coldwell Banker. The company has a combined manufacturing capacity in excess of 15,000,000 square feet in the United States and Europe, with a corporate head office in Washington, D.C. The overall permit value of all permits authorized in the region amounted to approximately $37,083, as opposed to the rest of the county which posted a net increase of $14,666.

Conservative Budgeting Pipeline to Yucca Valley's Financial Success

Continued From Page 10

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Inland Empire Business Chronicle

Letter to The Editor

June 4, 1993

Inland Empire Business Journal
305 Sacramento Place
Ontario, CA 91764

Dear Editor:

Your article by Dr. William Jarvis in your March issue on the subject of medical quackery only proves again that this man seems to be making which hunting a career.

In the past twenty years, there has been a vast revolution in the field of medicine and in science, in general. Jarvis is out of touch.

For instance, the whole field of immunology, as it relates to disease, has exploded. Most of the largest institutions in the nation are engaged in research in areas that Jarvis is still calling quackery.

It is especially amusing that a leader in the Seventh Day Adventist Church should be writing about quacks. The church itself was brand-endorsed with that title for the first 75 years of its existence. For instance, they were first publishing books on the "water cure," under the name of their founder, and pure vegetarianism has always been a part of their mainstay. Even today, the church has various Sanitariums around the country that specialize in everything from the water cure to acupuncture (Wickwood in Georgia is one such place). Right at Loma Linda University there are physicians who practice homeopathy, which has been branded quackery for decades.

The point is, the whole thing is ridiculous and Jarvis knows it. He is clearly trying to make a name for himself. Those of us who raise money to fund important research projects do not appreciate the confusion he is sowing.

Sincerely Yours,
John A. Steinbacher
Executive Director, The Cancer Federation, Moreno Valley
P.S. The Kellogg Sanitarium, at the turn of the century, was a typical Advenitst clinic, with a reputation for unorthodox treatments even at today's standards.

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Inland Empire Business Chronicle

INLAND EMPIRE BUSINESS CALENDAR

August 3, 1993

In an effort to better educate seniors about the potential pitfalls of health insurance, Brian Gray, a licensed insurance agent and advisor to Ontario Community Hospital’s Seniority Card Club, will be hosting a free insurance seminar on Aug. 3 at Ontario Community Hospital, from 1 to 2:30 p.m.

August 4, 5, 19–20, 26–27, 1993

The Merchants and Manufacturers Association will be holding a variety of seminars during August. Topics will include: Job Descriptions (Aug. 4), Employee Recordkeeping in the ’90s (Aug. 5), Pre-Supervisory Development (Aug. 19), Interpersonal & Organizational Communication (Aug. 20) and Introduction to Human Resources Management (Aug. 26 & 27).

For more information, contact the Mission Financial Center at (909) 784-9430.

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Catalog Describes Government Inventions

Every year hundreds of federal laboratories develop new technologies and processes, many of which have significant commercial potential. As part of the government’s ongoing technology transfer initiative, these new technologies or processes can be licensed by commercial and private businesses for their own use.

This exclusive catalog lists more than 1,000 inventions issued during 1992. Each entry summarizes the invention, names the inventor, and includes information on obtaining additional material about the invention. A list of contracts for licensing are provided.

The catalog spans the government’s huge technical areas of expertise and is divided into 43 subject areas for easy use. Complete subject and inventor indexes are also included. Unique subject categorization and indexing enables the "hidden" inventions.

“Catalog of Government Inventions Available for Licensing, 1992” is available from NTIS, (703) 487-4650. Please order number PB93-1280098. The price is $59, plus $3 handling fee per order.

Catalog credits accepted. Rush service is available for an additional fee. For rush service, call 1-800-553-NTIS. FAX orders: (703) 321-8457. Prices subject to change.

NTIS, an agency of the U.S. Department of Commerce, is the central source for the public sale of U.S. government-sponsored research, development, and engineering reports and for sales of foreign technical information. NTIS is operated by commercial and government agencies and their contractors or grantees.

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Loma Linda Chamber of Commerce

Invites you to take advantage of many benefits of Chamber membership such as:

- New Business Contacts through Networking at weekly Thursday Club, Mixers, etc.
- Member Benefits
- Affordable advertising opportunities for members and non-members

For further information, call the Chamber office at (909) 799-2828.

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August 1993

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Palm Desert Chamber of Commerce

Business Showcase

Thursday, September 23, 1993 • 4 - 6 p.m.

at the 6th Annual Teacher’s Reception at Desert Sands of Rancho Mirage.

For application call 624-4569

Upland Chamber of Commerce

Second Annual Frank Abbott Golf Tournament

Wednesday, September 15, 1993

For more information on any of these calls, Doug Tucker at (909) 391-1015 X-28.
Inland Empire Business Chronicle

New Business Listings

Network/Computer Management Services, 5359 Nancy Way, Riverside 92503, Raymond Buchholz
Office Support Services, 3233 Grand Ave., 4N115, Chino 91710-1489, Suzanne Saunders
Parsie Computers & Electronics, 5555 Avenue Juan Businta, Riverside 92509, Mohammad Aryanaf
Parting Line Designs, 29625 Monte Verde Rd., Temecula 92591-1840, Randall Pamley
Pay Flex Business Services, 6180 Windemere Way, Riverside 92506, Carol Wake
Perry’s Computer Service, 18327 Hwy. 18, Apple Valley 92307, Deborah Perry
Post & Panel Const. Inc., 290 S. Palm Ave., Rialto 92376
Progressive Management Systems, 61948 Mountain View Cir., Joshua Tree 92252, Maurice Lewis
R D T Productions, 32060 Dunlap Blvd., Yucaipa 92399-1706, Ronald Trout
Reten J. Rambo Mortgages, 6655 19th St., Alta Loma 91730, Joe Rambo
Reten Financial/Silverhawk Funding, 41530 Enterprise Cir., Temecula 92590-4416, Silverhawk Group Inc.
Resource Equipment Co., 14938 Sierra Bonita Rd., Upland 91786, Dynon Corp
Rialto Computer Service, 715 N. Arrowhead Ave., Rialto 92376-4803, Ronnie Chander
Riverbnd Psychiatric Medical Group, 597 Frochton Ave. #101, Riverside 92506, Robert R. Summers, M.D.
S & S Financial Services, 250 E. Rincon St., #210, Corona 91719, Richard Shortridge
Satellite TV Equipment, 596 Rincon Circle, Rialto 92506-4816, Silverhawk Corp.
Schneider & Westman Construction, 1026 Kickapoo, Big Bear City 92314, Ron Westman Inc.
Seven Oaks Realty, 109 Zuma, Cedroline 92325, Charles Sevco, & Sierra Computer Services, 10660 Village Rd., Moreno Valley 92457, Alfredo Cordova
Sound Advice Productions, 20514 US Highway 79 #10, OIlman Hot Springs 92553, Michael Fleming
South Horizon Contractors, 19236 Boggartson Dr., Riverside 92508, Craig Schulte
Speedline Financial Services, 60 N. Mountain Ave., #08A, Upland 91786, Norman Henrik
Sports Medicine and Rehabilitation, 190 S. Santa Fe St., Rents 92543-4432, Curtis R. Leoffler, D.C.
Stealth Engineering, 3572 20th St., Highland 92546, Scott Morgan
Taking Care of Business Building, 2342 Byron St., Highland 92566, Eddie Pedrosa
Techno Dynamics, 9457 Foothill Blvd., Rancho Cucamonga 91701, Daddy Macs Inc.
Travelers Data Corp., 1140 E. Big Bear Blvd., Big Bear City 92314, Bill Sabin
U S A Light & Electric, 975 W. 13th St., San Bernardino 92411-2330, Ron Renk
Valley Satellite Engineering, 25060 Hancock Ave., #103-285, Murrieta 92562, Jack Edgeworth
Valley Surveying, 15810 Donnelly St., Victorville 92314-3526, Barry Henry
Wagner Security Surveillance Systems, 8266 Boxwood Ave., Fontana 92335, Richard Cougnet
Western Coast Machine, 16955 La Palma Dr., Chino 91710-9601, Daniel Shaw
Western State Construction, 19218 Sampson St., Corona 91719-6306, Steve Britum
Yucca Valley Heating & Air Condition, 3893 Short Road, Yucca Valley 92284, Tom Eastwood

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But Serious Business

So you're planning an event and you want the right place to do it. The National Orange Show is ready to help. Equipped with a professional staff, the National Orange Show offers the right touch for your next business meeting, fund raiser, trade show, convention, expo or any kind of special event imaginable.

Imagine your business meeting, you've been worried about it for weeks. The boss wants you to figure out something that would include your affiliates in New York City. New York City? Relax. The newly opened Sports Center at the National Orange Show is equipped with satellite communications for tele-conferencing that can accommodate up to 1,000 people in its plush video teletheater, so you can have your corporate meeting and no headaches.

Imagine your next fund raising event. You need a place in a convenient location, with a room that's not so small that the people knock elbows, nor so big that they look like they're sitting in the Grand Canyon. The National Orange Show offers a variety of facilities just right for your organizations. Plus, our catering staff will create a banquet that will maximize your event and minimize your out-of-pocket.

Whatever your situation, the National Orange Show has just what you need, because we know that your company can't survive with just fun and games. To us, your success is serious business.

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