April 1993

Inland Empire Business Journal

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CITY FOCUS
RANCHO CUCAMONGA

UNION WORKERS UNITE AGAINST STEEL MILL

EDUCATION IN CALIFORNIA

DAN RATHER SPEAKS NOW—THE FUTURE

UNITARY TAX SYSTEM CHANGE NEEDED

BASEBALL 1993
IN A PLACE KNOWN FOR PERFECT WEATHER, WE'RE WORKING TO IMPROVE THE BUSINESS CLIMATE.

- At Edison, we understand that your company's success is vital to our state's economy. So we have made a commitment to offer services which will help businesses remain competitive while remaining in California.
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- In addition, we offer a variety of energy programs which include energy efficiency rebates and incentives, rate options, free energy audits, and more. And our Customer Technology Application Center (CTAC) showcases the latest in electric technologies, such as new, more energy-efficient lighting. • Because in the debate over jobs versus the environment, Edison believes with a little creative energy we can have both. If you feel that your company could use our help, give us a call at 1-800-3-EDISON.

Secretary of Defense Les Aspin's recent pronouncements of additional base closures, especially those in California which have been temporarily put on hold, should perhaps be viewed in the same time context as Norton. Other base closures will undoubtedly follow the same step-by-step procedure in the transformation process, and will perhaps take several years in the making. Clearly, no base would be closed over night. The impact and economic consequences would be catastrophic. Because of such a complex procedure, it does not begin to address the urgent need to respond to potential losses who have already submitted letters of intent to the airport authority. The dilemma faced by the San Bernardino Airport Authority is not being able to consume leases until a record of decision is reached and by

To the Ball Game** and bring your wallet! Minor league baseball in the Inland Empire has moved out of the bullpen and into the major leagues of sports business. With two California League professional teams in Riverside County and three in San Bernardino County, there's an abundance of whittier entertainment, memorabilia, souvenir programs and hot dogs to share with family or friends.

California League Class A teams are "farm team" training bases for the major leagues. The High Desert Mavericks team is affiliated with the Florida Marlins, the Riverside Pilots with the Seattle Mariners, the Rancho Cucamonga Quakes with the San Diego Padres and the Palm Springs Angels with the (Anaheim) California Angels; the San Bernardino Spirit will be affiliated in a "co-op" with the Oakland A's, New York Yankees, Colorado Rockies and the Florida Marlins.

Union Exec Won't Take 'No' For an Answer  

You have to give him credit. Joe Perez, executive secretary of the Riverside-based Building and Construction Trades Council, isn't a quitter. He is still trying to get Kaiser steel-mill dismantling work for members of the Southern California Edison CReATIVE ENERGY
This Month in the Inland Empire Business Journal

BARTERING

In 1993 the Inland Empire Business Journal Book of Lists became

BARTERING

an invaluable tool for small business owners in the Inland Empire. The

BARTERING

list of lists has since been expanded to include a wide range of industries.

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Tariffs will continue to be a lessor’s or buyer’s market as the disposable income of the 1993 entrepreneurs who have been

SBA to Present Awards at Small Business Week Luncheon

Small business owners and their advocates from Orange County and San Bernar-

dino Counties will be honored at a Small Business Week Luncheon on May 6.

The theme for this year’s celebration is “Small Business: Helping Build America’s

Future.”

The Small Business Person of the Year Award will be presented to Charles and

Jan Crawford of Bell

G

equipmen

t and Tracor Compa-

ny. The luncheon will be held at the Anaheim Marriott Hotel.

Further information can be obtained from the Orange County Chamber of

Commerce & Industry at (714) 249-2000.

Ernst & Young Entrepreneur of the Year Competition Announced

The Ernst & Young Entrepreneur of the Year Competition is the annual

Entrepreneur for the Year has been named.

Industrial Real Estate 1992 Summary and Recommendations: Inland Empire West (IEW)

Industrial Real Estate 1992 Summary

and Recommendations: Inland Empire West (IEW)

1992 was a period of adjustment. While the market was down overall,

Many more businesses began to come into the market, and the

newcomers added to the mix of the market. This is consistent with the overall

national trend of increased activity in real estate.

The inventory of available property remained relatively flat, with only a

slight increase in the number of properties on the market. This is typical of a market

in transition, as businesses adjust to new economic conditions. The market is

expected to continue to improve in the coming months, but it will likely

take some time before full recovery is achieved.

The National Association of Realtors has projected that the market will

continue to improve throughout 1993.

The above summary and recommendations were provided by Cushman & Wakefield of

California, in cooperation with the Inland Empire West Economic Development Council and

the Inland Empire West Economic Development Council.

Industrial Real Estate 1992 Summary and Recommendations: Inland Empire West (IEW)
Cancer-Formia: The Only Thing Not Bad is Inaction

William of the rest of the U.S. get- ing on with their lives in the wake of the recent recession, California remains mired in its quicksand, flailing about. Our Bearish, official animal embarks our plight. Over reliance on Wall Street jobs led to inertia to the need of job-creating entrepreneurs. With increasing red tape and difficulty obtaining needed financing, there is an undertow of the sluggish small businesses that keep those laid off by the defense industry. We suffer from one of the highest cor­ porate and individual tax rates in the union. In 1990, per capita corporate income taxes ranked sixth while per capita personal income taxes rose per capita state taxes ranked highest in the U.S. Yet with all that money coming in to the nation’s coffers, per capita spending for education and health care rank 10th and 16th, respect­ ively. Highway construction, improvement spending ranked 49th. Where is all the money going? Our spending on public welfare out­ runs all other categories of spending. In 1990, California was fifth nationally in per capita welfare spending. One third of this is Aid to Families with Dependent Children (AFDC), recipients increased from 1.5 million in 1970 to 2 million in 1990. Program spending increasing 12% during that period to $5.1 billion. Why such an increase? The smell of a free lunch seems to waft from afar. Average monthly AFDC assistance here is $600 compared to the national average of $830. Little wonder the migration to California from elsewhere of both the career and the temporary class. Without H-2 and the tempo­ rary class—California’s haves and have-nots remain a magnet for haves and have-nots. To better themselves, the work of success-for-fare and our state’s survival demand that we no longer be a magnet for haves: se­ renity, no more Go West, Young­ Deadbeat.

Regulatory agencies have been over­ empowered and set their own fees and fines. We commend Governor Pet­ itte and California’s remaining bargain­ ing not only judge but jury and execution. (See Commentaries, Page 3.) California’s outstanding economic growth of the recent past is repeatable. We need the natural resources and—with the nation’s worst unemployment rate—a huge, available human resource base. We can be outstanding high education system (which is grossly understaffed and must charge students to fill in real costs) and a strong agri­ cultural and industrial base—and a plea­ sant climate.

The state budget must cease whining about how bad things are, and ACT to remove the bad parts. Just as doctors cut away re­ latively small tumors that would—if ignored—kill their patients, so we must rapidly “operate” on what’s wrong before we get back to bragging about how great life is in one of the biggest, best run cities in the world—the Golden State.

The depressed economy of the inland Empire—as well as all of California—will receive a significant boost with the addition of thou­ sand new jobs, if the federal government were to shift existing federal energy research dollars into promising natural gas technologies. Rethinking this nation produces and uses energy is central to eco­ nomic revitalization—and environmental protection. Few human activities impact the environment more than conversion of energy. The funding has put a new focus on natural gas as a fuel of the future. President Clinton’s vision of an economy strengthened by the research and development of new industrial technologies is encouraged to those of us in the business of producing and distributing clean-burning nat­ ural gas.

A study commissioned by The Gas Company and conducted by the San Francisco-based Foster Associates, reports that if Southern California received its fair share of federal research, development and demonstration funding by the year 2010, Southern California would enjoy more than 3 billion dollars worth of additional production of goods and services, an increase of almost 1.5 billion in real disposable income, and an additional 30,000 jobs.

The funding would be leveraged to propel our presently underutilized high technology and advanced research and manufacturing resources to develop new clean-burning, highly efficient gas technologies. For example, we’re just now moving into the age of real acceptance of cars, trucks and buses powered by natural gas. All three major auto makers are or soon will be turning out production-line natural gas vehicles (NGVs). The Natural Gas Company bought order. These weren’t converted from another fuel use; they’re new clean-burning, highly efficient gas technologies.

DECEMBER 1990

INLAND EMPIRE BUSINESS JOURNAL

"Who covers Inland Empire视察? The Business Journal?"

Daily Planet Publishing, Inc.

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Ingrid Anthony

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Diane Taylor

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Education in California

By Earl Brecher, P.D.

At the end of Governor Pat Brown's administration, California ranked 12th in the nation in per student contact per student.

The teachers in the Los Angeles City School District, when asked to accept a 12% reduction in salary, in the same period when the legislature was asked to accept a 10% reduction in class size, thus continuing the trend toward further erosion of expenditures involving personnel.

Having House of the Speaker Representatives Willie Brown from Sacramento to the arbitrator in the dispute over the teachers' salaries in the Sacramento City School District, that was a rather curious way. One wonders if the result would have been the same if the arbitrator was one of the 49 states which have educational personnel.

In 1969, 58% of the money expended went for teachers' salaries, textbooks and materials that were used directly in the classroom. Now less than 55% goes into the classroom major portion goes for administrative overhead and other items not directly related to classroom teaching.

California used to brag that it had the finest system of higher education in the world, that it was the envy of all over the world to attend it. The present budget cutbacks are now proving many quality California students from being able to enroll. For example, in the College of Business Administration at the University of California at Los Angeles, the present enrollment for the spring 1993 quarter is 1,761 (Full Time Equivalent) students. This is slightly more than half the enrollment of last year when it peaked at 3,200 FTE. The school cut back 120 class sections in the college of business administration per section, that means about 5,000 seats were not offered compared to previous years.

The turmoil in higher education can be exemplified by how many schools in the state are turning to the courts to fight over the allocation of funds for the schools.

By the end of Governor Reagan's six years, California had fallen to the 50th in the nation in per student contact per student. Governor, George Deulunejian was appointed to raise the sagging state fortunes for and quality of education. The 1960's were a period of tremendous growth and success with a large improvement in average daily attendance in the state

Concerning Financial Transactions

In a recent television panel discussion, a member of the Santa Ana District School Board asked, "Do you know how many dollars we have to deal with in our district?" The best estimate was that it was about seven. The school was multi-billion dollar, an "It's fifty-two." The other school board member agreed that such multi-billion dollar problems were a common occurrence. The private college in Illinois. He cited as one of his reasons for higher tuition was that the state had a student body of 1,800 students and can be compared to over 500,000 students in New York, which is one of the largest universities in California. CSULB has 33,000 students.

In March, a 40% increase in tuition was announced for the students in the California State University system, and a 5% reduction in salary was announced for the teachers in the Los Angeles City School District. These two decisions will cause further problems in the development and growth of the state's educational system. This further complicates the problems in both directions.

As thousands of California students were turned away by the local school districts, the system became complicated from yet another perspective. Many school districts were forced to cut off much needed educational programs because of the budgetary limitations, they will be forced to cut off many programs because of the budgetary limitations, they will be forced to cut off many programs that falls in the above category. If you run both on a Macintosh and on a PC.

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Falken Tire Corporation in Rancho Cucamonga

Significant Player in the U.S. Replacement Tire Market

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Inland Empire

Inland Empire is fast becoming one of the most significant names in high performance passenger tires. For two years now, they have been a national distributor of advanced tire designs based from our own Inland Empire. Falken distributes to its dealer network — advanced tire designs developed through diligent research and rigorous testing for safety, durability, and reliability. Currently the company offers a complete line of high performance passenger tires, as well as planning an introduction of light truck tires.

With distribution centers in Rancho Cucamonga and Nashville, Tennessee, Falken maintains an extensive inventory in nearly 300,000 square feet of warehouse space. These distribution centers, as well as a nationwide team of regional service managers, help serve Falken’s 600 plus dealers in the U.S.

As well as plans for the introduction of Falken light truck tires some time in April 1993, Falken aggressively introduced its newest product, the 4-wheel drive, all-season, high-performance tire in late January. The ODM is designed to appeal to drivers who desire high-performance handling and traction control in all types of weather conditions. Supported by a major ad campaign and trade and enthusiast publications produced by Ontario’s Stanway-Holt Advertising, the ODM should prove to be one of Falken’s most successful products. The agency is also promoting the tire with colorful, in-store point of purchase materials.

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California's Unitary Tax System Needs Change

by Matthew K. Fong

California's system of taxing foreign companies is completely out of whack. The system's grossly unfair nature is a result of its current basis - the "water's edge" basis. This system makes it impossible to fairly tax the income earned by the operations in California. It is based on a faulty assumption that all large corporations can be classified as multinational corporations. This is simply not the case. The system is not only unfair, but it is also inefficient. The system's faults have been known for years, but no one has been able to come up with a better solution. The system is in need of a major overhaul.

For more information, please contact the author at 999-780-3471.
Inland Empire Meeting Facilities

<table>
<thead>
<tr>
<th>Facility Name</th>
<th>Location</th>
<th>Capacity</th>
<th>Meeting Rooms</th>
<th>Parking</th>
<th>Year Built</th>
<th>Description</th>
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</thead>
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<td>Radisson Hotel</td>
<td>295 North E Street, San Bernardino, CA 92401</td>
<td>300</td>
<td>4</td>
<td>500</td>
<td>1992</td>
<td>Conference Center</td>
</tr>
<tr>
<td>Horizon Convention Center</td>
<td>295 North E Street, San Bernardino, CA 92401</td>
<td>300</td>
<td>4</td>
<td>500</td>
<td>1992</td>
<td>Conference Center</td>
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<tr>
<td>Empire Business Journal</td>
<td>295 North E Street, San Bernardino, CA 92401</td>
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</tbody>
</table>

For more information, please call 800-333-3333 or visit our website at www.inlandempirebusinessjournal.com.
Riverside County had California league teams in the 1940s. San Bernardino's Fiscalidi Field first saw league action in the 1950s, says Leanne Pagliai, general manager now of the Mavericks team. Pagliai previously worked with the former Spirit team beginning in 1987 and moved with the franchise as it moved briefly to Riverside before moving with the franchise as it now of the Mavericks team. Pagliai says, "Minor league fans enjoy it and assign them the fans, these players you can invite to lunch and often lunch with the team before games. The players haven't become prima donnas yet."

The Mavericks franchise launched a Perfect Attendance Program with the local schools, and about 40 schools now contribute to the program. Pagliai estimates that only about half of the minor league opera-
tions in the U.S. are breaking even. The shiny new Rancho Cucamonga Quakes park, the host of the Mavericks, has 2,600 seats and is a state-of-the-art facility. But even with a "dry" stadium, the Pilots, like all the other Inland Empire minor league parks, have plenty of other beverages and food— and concession profits are an important part of keeping stadiums open. Pagliai estimates that only about half of the minor league opera-
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The Business Of Baseball

Continued From Page 1

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Real Estate Focus

Peacock Rehab Project in Riverside Near 70% Completion

Renovation of the former Berkeley and Oakview Apartments in Riverside, now called Riverside Park Apartments, is nearing 70% complete. All 48 of the old Berkeley units are now completely remodeled and taking occupants. Twenty-four of the old Oakview units are complete with 24 more scheduled to come on line in March. All roofs have been redone, and the pool and parking areas have been refurbished.

The Berkeley complex was boarded up and some units were burned out when they were acquired by Peacock Financial Corporation in July, 1992. The city of Riverside’s redevelopment agency provided $540,000 of the estimated $2 million renovation funds for the project.

For information on further units availability, contact Sally Hoxie at (909) 787-8081.

Employment Services Company Leases in Diamond Bar

A Again, a subsidiary of the Hertz Corporation, has leased 4,457 square feet of space at 21073 Pathfinder Road in Diamond Bar in a $359,000 transaction.

Richard Stephens Joins the Keith Companies

Richard Stephens recently joined The Keith Companies in the Temecula Valley office as principal planner. He will be involved in project management, marketing, strategic business planning, departmental administration and professional organization liaison.

Having worked more than 14 years to date in the field, Stephens is involved in organizations including the American Planning Association and International Division, Association of Environmental Professionals, Urban Land Institute, California Planning Foundation, Island Empire Design Institute, and the International Society of City and Regional Planners.

Medical Manufacturer Expands in Temecula

Temecula-based Chemicon International, Inc. has purchased a 26,955-square-foot building at 28835 Single Oak Drive in Temecula.

The firm is a medical industry leader in the manufacture of sales and monograms and monoclonal antibodies throughout the world.

Beverly Brandon

Donalde Schriber has appointed industry veteran Beverly Brandon as the new mall manager for Hemet Valley Mall. She will oversee all property management and operations activities for the 150,000-square-foot regional shopping center, as well as the Victor Valley Town Center in Victorville and the Centennial Plaza in Hanford.

Brandon brings nearly 15 years experience to her new post, having worked most recently for Oliver McMillan.

A licensed California real estate broker, Brandon holds a Certified Shopping Center Manager (CSM) designation from the National Council of Shopping Centers.

Inland Empire People

Don Burke, regional vice president and manager of El Dorado Bank, chose a career in banking because it’s a people business. “I enjoy working with a variety of people and helping them realize their financial goals. Also, I am able to look at various industries including American Planning Association and International Division, Association of Environmental Professionals, Urban Land Institute, California Planning Foundation, Island Empire Design Institute, and the International Society of City and Regional Planners.

I enjoy the community. Don enjoys his service as a Rotarian and the time he invests with the Easter Seals organization, the Inland Empire Sailing Association, the Inland Lakes boat racing, fishing and water skiing with his family and friends.

Don wants to be remembered as an individual who cared about other people and their community and was willing to devote thought and time to both. So far he is succeeding.

SBA Lending and the Clinton Administration

The demand for SBA guaranteed loans has increased dramatically as a result of the recession and increased bank regulations. The guaranteed loan program (7a loans) provide long-term loans to small businesses for working capital, equipment purchases, and other purposes. Increasing bank regulation has restricted the types and amounts of loans that banks are willing to make.

Many small businesses are finding that for loans they are able to obtain in the past, their banks are charging “arm and a leg.”

The volume of SBA guaranteed loans increased by 30 to 35 percent per annum over the past couple of years. Demand continues to grow; however, the supply of funds has not.

The Office of Management and Budget (OMB) had allocated only a portion of the funds necessary to meet current demand. The SBA had to discontinue available funds on a quarterly allocation and run short of first quarter funds in December 1992. In late January, the agency was about to run out of funds for the second quarter when the Clinton Administration approved a Small Business Administration plan to shift funds from the third and fourth quarters of the 1993 fiscal year. This shift would provide sufficient funds to take care of demands for the second quarter. This reallocation was agreed to because the President’s economic stimulus package includes a supplemental increase that will provide additional $2.1 billion in guaranteed funds.

This increase brings the total program for the 1993 fiscal year to $6.3 billion. Based upon the present rate of outlays for the year, the total program for the year would total $7.2 billion. This compares with total of $5.6 billion in 1992, $5.1 billion in 1991 and $3.2 billion for the fiscal years ended September 1991, 1990 and 1989 respectively. The 1992 level of $5.6 billion was achieved only after $1.45 billion was added to the agency’s allotment by Congress and by transferring from other SBA programs.

The supplemental increase will bring the agency close to meeting its needs for the year. Hopefully, with the shifting of funds from other programs toward the end of the year, small business will find long-term funds available throughout the 1993 fiscal year. It will become increasingly difficult to persuade Congress to provide increasing amounts to small businesses as demand continues to increase.

The SBA’s 504 loan program, used for long-term, fixed-rate, real estate financing, is faring better than the 7a program. It also projects falling somewhat short of anticipated demand. This program has a much lower subsidy rate than the 7a program, and raising additional funds to meet demand requires a much smaller expenditure. Some of the funds transferred to meet the 1992 demand for 7a funds came from the 504 program.

This source of funds will not be available to help cover a 7a short-fall this year.

SBA Lending in Orange, Riverside and San Bernardino Counties is handled by the Santa Ana district office. Both 7a and 504 loans require the participation of a bank and SBA loans require the participation of a Certified Development Company (CDC). The SBA’s Santa Ana office (714- 836-2494) can provide you with a list of participating lenders and CDCs serving your area.

Stevan Stultz is the director of the National Association of Government Guaranteed Lenders, the trade association of lenders participating in the SBA’s guar- antee loan program, and owner of Stultz Financial (714-476-8244), a Newport Beach SBA loan consulting firm.

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Understanding Your Banker—The Key to Loan Success

By David Schneider

Building a successful relationship with your bank begins with an understanding and appreciation of the environment in which your bank operates and makes decisions. Here are a few thoughts to keep in mind.

The money that banks lend isn’t their own

The money loaned to borrowers of the bank comes from the savings of individuals. Regardless of a borrower’s ability to repay the loan, depositors expect their deposits to be safe. The bank, by essence, substitutes its credit with depositors for that of the borrower.

Banks are not required to lend to your business

Banks establish lending policies so that loan portfolios are developed to accomplish the goals and objectives of a strategic plan that the bank has determined will best satisfy the needs of its stockholders and customers.

Bankers are lenders, not investors

In evaluating a credit, bankers try to identify and quantify credit risks, liquidity risk, interest rate risk and economic risk. Both the borrower and the bank must understand the amount of risk involved and how the risks will be shared. Minimizing credit risk is your job. You must prove to the banker that you can pay back the loan.

The success and profitability of a bank is based in activity to make only those loans which have a very high probability of being repaid and which will earn the bank a profit.

“The Five Cs of Credit” is the banker’s guideline for evaluating and determining your credit worthiness.

Character — What is the integrity of the borrower, and will they meet their loan commitments in good times and bad?

Capacity — What are the company’s income, expenses, and cash flows? Can the company have the necessary earnings and cash flow to repay the loan?

Capital — How much equity does the company have to absorb losses and protect the bank from a loan loss? Are there additional sources of money available?

Collateral — Are there personal or business assets available which can be sold to satisfy the loan obligation if necessary?

Conditions — How will market and economic conditions affect the ability or failure of the company? Does the loan fit into the strategic plan of the bank?

Hopefully, you now have a better perspective of the banker’s considerations and questions when evaluating your loan request. It is up to you to convince the bank that a loan to your business is a prudent and safe transaction.

David Schneider is the Real Estate SBA Loan Division of Mechanics National Bank.

Desert Business Journal

New Palm Springs Mall Tenants

The Palm Springs Chamber of Commerce held ribbon-cutting ceremonies in March at the Palm Springs Mall for new stores: Just-a-Buck, Sam Goody and General Nutrition.

Sun City Palm Springs Wins National Award

Del Webb’s Sun City Palm Springs won the Gold Seal first price for design in the active adult retirement community category at the second annual “Best of Seniors Housing” award program presented by the National Council on Seniors Housing in February. NCOSH is the membership service of the National Association of Home Builders (NAHB) for industry professionals who design, develop, finance, market and manage retirement facilities and communities.

The site, also in February, received one gold and seven silver awards for the Institute of Commercial Marketing of the American Society of Interior Merchandising (ASIM) at the 14th Annual MIRM awards ceremony.

The MIRM awards included a gold award for Best Sales or Information Pavilion for a Planned Community nationwide and silver awards including Best Interior Merchandising Under 10,000 sq. ft. and Best Merchandising.”

Citrus State Historic Park

City of Riverside, Park and Recreation Department

State of California, Department of Parks and Recreation

The J.F. Davidson Associates, Inc. (JFD) consultant team provided site planning, landscape architecture, engineering and architectural design services for the final phase of development of the historic park located in Riverside. The design team consisted of the landscape architecture and civil engineering divisions of JFD, The Weir Company (site planning) and Thurston Street Architects (landscape architecture).

Initial planning efforts for the park site began as early as 1969 and a Final General Plan was adopted in January 1989. This state park will represent a historical re-creation of the citrus industry and its influence on the “California Dream” and significant role in the development of Southern California.

The park master plan (380 acres) features seven zones located in the setting of large citrus groves. Among the areas are: an entry area, featuring a replica fruit stand; Historic Knolls, with historic homes, restaurant, appropriate outdoor buildings and gardens; ornamental area with an ornamental center, amphitheater, demonstration groves and citrus sales; a historic area, featuring a packing house, “middle class” grower’s ranch, workers’ camp, company store, and arborium; and a historic area consisting of an opera house, center, interpretive center, comfort station, picnic areas, gardens and interpretive trails. The long-range development program is anticipated to take years depending on available state funding.

The JFD consultant team was hired in January 1991 by the city of Riverside Park and Recreation Department to design phase I improvements at the entry and picnic areas (40 acres). The project is funded by state bonds and private contributions administered through a joint powers agreement between the state of California and City of Riverside. The park site design reflects the historical character of the 1920s and ’30s and park elements such as buildings, site furnishings and landscape all reflect the style of this era.

Improvements include a historical citrus stand as an entrance structure, an estate-style entrance gate with oak platens, a palm and rose-lined entry road, two large grass maze areas and picnic areas, a 4,000-square-foot activity center with a formal courtyard and agave garden, an interpretive structure with stage and amphitheater, comfort station and shade arbors, garden in a historic rose garden, palm canyons interpretive garden and palm-lined interpretive trails into the newly replanted citrus groves.

Design of these improvements were completed in September 1991 and the construction contract was awarded in May 1992. Construction began in June 1992 and is expected to be completed in August, 1993. Estimated cost of phase I improvements is $3 million.

Columbia Crest: Mr. Robert L. Johnson, 4000 Market Square Parkway, Coordinating Center, Riverside, Park and Recreation Department.

Michael E. Estey, Landscape Architect, state of California, Department of Parks and Recreation. (714) 783-7515.

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Norton's Gordian Knot

Continued From Page 3

Incentives, not traditional "kickbacks," are being offered to Tornado and other contractors to encourage them to participate in the program. These incentives include the use of "hard money" loans, which are guaranteed by the F.A.A. and other federal agencies. The program also offers a "guaranteed" approach to project completion, which means that Tornado will be responsible for any cost overruns. A full range of capabilities and services is available, including security systems, access control, and monitoring services. The company has also developed a "Gordian Knot" security system, which incorporates advanced technology to provide maximum security. Norton's Gordian Knot is the first name in security, and they are committed to providing the best possible protection for your property.

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A full range of capabilities is available, including security systems, access control, and monitoring services. Norton's Gordian Knot is the first name in security, and they are committed to providing the best possible protection for your property.
working with me and with the Chinese actually cost me a large portion of the job. Instead of being a contractor with a much bigger share of the work, I’m now just a coordinator,” he said.

Perez confirmed that the conversation occurred between Benjamin and two other union representatives, but defended the local union decision. “You have to understand, it is against union policy for members to work alongside non-union labor on the same job. We couldn’t do it. If we could have been given a definite portion of the work, which was done completely by union workers, we could have accepted, but we couldn’t work with them the way they wanted us to.”

Perez is looking at other avenues in addition to the confrontational ones. He has not stopped his requests for political assistance from local representatives such as Assemblyman Joe Baca (D-62nd District) and Congressman George Brown (D-San Bernardino).

Assemblyman Baca, in his first term, confirmed that he supports Perez’s stand. “I was outraged when I learned that Americans had lost jobs because of this sales agreement,” he said. “This type of agreement should never be made under the constraint of buying foreign nationals instead of U.S. workers. There are too many of our people out of work.”

Unfortunately, the deadline for introducing new legislation passed on March 5, so it was too late for immediate action by the time this issue was brought to my attention. However, I have been testing the waters for support from other legislators, such as Dianne Feinstein and Assemblyman Furin. Before long, I hope to introduce a bill that will ensure that this never happens again.”

Congressman Brown, who will be attending a breakfast meeting with Perez shortly after this issue goes to press, has also indicated support for the cause of American jobs. However, he feels that more has been accomplished for future job development (by the sale of the steel plant to the Chinese), than would have been by stopping the sale.

In a letter to Daniel Larson, president of Kaiser Steel Resources, Brown said, “As you may know, I supported the sale of the Kaiser plant to the Chinese Metalurgical Import and Export Company. The basis of my support is simple: the future redevelopment of the area around the site will help bring significant economic benefit to the Inland Empire. The dismantling and removal of the plant is crucial to prospective redevelopment...” As a second step toward this cooperative goal, it would like to see Kaiser Steel Resources enter into negotiations with local labor representatives to ensure that local workers are utilized in the redevelopment. With current unemployment running at about 10 percent in the area, I believe any redevelopment effort must first look to employ local workers. Kaiser Steel Resources would fully demonstrate its commitment to the well-being of the local community and its citizens by entering into labor agreements calling for a specific number of workers to be employed on the site.

“I sincerely believe the redevelopment of the Kaiser site and surrounding property could represent an economic cornerstone for the future of our region. It is my hope that we can work together in the future to make the redevelopment of the site a reality which will benefit all.”

Union representatives, steel-plant representatives, and politicians... one way or another, the issue of getting more jobs for local workers remains on several front-burners.
Increasing Funding in Natural Gas Research Will Bolster Local Economy, Add New Jobs

By Judi Bailey, District Manager, The Gas Company

A Metropolitan Agenda for the Inland Empire in the 1990s

Continued From Page 6

growth boundaries...Where are these limits...Within these limits...The projects should...Residential and commercial development would be...If the governor...thinks that such measures...In addition to...A few possible development...Without local government cooperation...Government...In the absence of...The Inland Empire...The Inland Empire...Third, residents of the Inland Empire...Projects should...far more people and businesses.

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INLAND EMPIRE BUSINESS JOURNAL
APRIL 1993

RANCHO CUCAMONGA
CALIFORNIA

CAPSTONE CONSTRUCTION COMPANY, INC.

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—Proverbs 11: 24 & 25
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**FOCUS**

**RANCHO CUCAMONGA CALIFORNIA**

**IEBJ: What do you see as the relationship between business and the city?**

**Stout: Private enterprise is the backbone of our community. Rancho Cucamonga can't provide the kinds of services expected without a strong business community. Nearly 50% of the city's general purpose funds come from the business community. It is in the city's best interest to attract and maintain quality businesses to help enhance the quality of life in the community. To that end, I see the relationship between business and the city as a partnership whose goal is to ensure healthy, thriving businesses. Our professional staff are working with the business community to find new ways to help business in a troubled economy. The City Council is committed to encouraging quality businesses and stands ready to personally work with the business community to create an environment for mutual success.**

**IEBJ: What is your vision for the future of Rancho Cucamonga?**

**Stout: I see Rancho Cucamonga as a truly balanced community. I am committed to helping create the conditions that make for a quality of life second to none. The 1980s saw explosive residential growth in the city and the 1990s will bring much needed growth to our commercial base. We are now beginning to see commercial development flourish in our community. The Terra Vista Town Center was completed in 1992 with the addition of its fourth anchor, Service Merchandise. In 1993, we expect to see Foothill Marketplace complete Phase I which already includes Pico Club and Wal-Mart. We will continue our work with the Hahn Company to develop the Victoria Gardens Regional Mall and with other developers to bring such projects as Home Depot, Sports Chalet, K-mart and Smith's Food King to fruition. In addition to increasing the commercial opportunities in the city, the City Council and I are working towards providing cultural and recreational facilities for our community that will enhance life in the city and help make Rancho Cucamonga a destination for people throughout the region. Of course, the new stadium and sports complex, home of the San Diego Padres' farm team, the Rancho Cucamonga Quakes, is already open and it will soon be joined by theQbros, an ice skating and hockey rink being privately developed by a consortium including L.A. Kings captain Luc Robitaille. Even though the short-term economic picture will not allow us to begin work on our planned 100- acre Central Park, we will continue to plan for its eventual construction. When built, Central Park will be home to a state-of-the-art library, performing arts theater, community center and sports center with tennis and swimming. A community with the best residential, employment, shopping, cultural and recreational opportunities possible is my vision for Rancho Cucamonga.**

**IEBJ: What are your priorities for the city?**

**Stout: Rancho Cucamonga is one of the safest cities in Southern California. The crime rate for the city is the second lowest in San Bernardino County with homicides, burglaries, robberies and violent crime rates lower than they were in 1991. The city was recently awarded the Automobile Club Pedestrian Safety Award and has been recognized at the city with the lowest accident rate in the state among cities of comparable size. One of my top priorities is to make sure that Rancho Cucamonga stays the safest city possible. To maintain our safety record, I have made better law enforcement a priority. I will be working with the City Council to add more police officers this year to help prevent the incursion of gangs and to reduce graffiti in Rancho Cucamonga. Another priority is to improve library services to the community. For years, a great number of residents have been asking for better library facilities. A survey of residents show that a majority are concerned about library services and would like to see some improvement in the current situation. While it is not yet clear how we will proceed, it is a priority of mine to provide a better library to the residents of this community. So, we are looking at ways of providing a larger space and more books for our residents as an interim solution until we can build a permanent library structure. Finally, as I stated before, the city relies on successful businesses for a healthy local economy and relies on sales tax for a sizable portion of our budget. Attracting and retaining business is a priority. Successful businesses provide residents with opportunities for shopping and employment and provide the city with revenue to improve law enforcement services and enhance the quality of life for all Rancho Cucamonga.**

**IEBJ: How is Rancho Cucamonga weathering the sluggish economy?**

**Stout: If you exclude recent actions by the state of California to take revenue away from cities, the economy in Rancho Cucamonga has done relatively well. Taxable sales in the city are approximately 13.5% from 1991 as our commercial base continues to expand and businesses continue to do well. As a matter of fact, the Chaffey College Center for Economic Development reported that 22% of the businesses operating in Rancho Cucamonga chose our quality of life as their key reason for locating in the city.**

---

**Mayor Dennis L. Stout**

Rancho Cucamonga was holding steady or experiencing business growth in spite of the poor state economy. If it weren't for the money grab by the state, the city's economic health would be good due to our relatively strong local economy.

**IEBJ: What does Rancho Cucamonga have to offer business?**

**Stout: Rancho Cucamonga can offer business a place to start, expand, and succeed in a quality atmosphere unsurpassed elsewhere in the region. Rancho Cucamonga has 5,000 acres of industrially zoned land. Parcels range in size from one-half acre to one hundred acres. Rancho Cucamonga has many sites available now for most business needs. Rancho Cucamonga has residents who form a highly educated pool of employees and who have a median family income which is the highest in the county and higher than the median income for Orange County. Our residents have a buying income that has helped make the businesses that locate here successful. Finally, Rancho Cucamonga has a quality of life that employers, clients and customers can enjoy and appreciate. The Chaffey College Center for Economic Development reported that 22% of the businesses operating in Rancho Cucamonga chose our quality of life as their key reason for locating in the city.**

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Business and Industry

Whirlpool. Other national companies welcomed to Rancho Cucamonga include Advance Wire Technology, Best Western Inn, Gentex, Giorgio Perfume, Iams, Johnson Controls, Minutex Telex, National Distribution, Pacer Technology, PPS food distributors, Piter One Imports, Preferred Food Company, and U.S. Alcohol Testing.

Pacer Technology

One of the state’s fastest growing companies originated from Northern California to Rancho Cucamonga to better serve its shareholders. “In the long term, Rancho Cucamonga was the best for fulfilling that criterion,” said Jim Munn, Pacer Technology’s president and chief executive. Pacer is a manufacturer and worldwide marketer of adhesives, sealants and sealants for the automotive, industrial and aerospace markets and related products for the consumer, cosmetics and hobby markets. Pacer Technology signifies the labor-intensive industry of the city is attracting. The Rancho Cucamonga plant currently employs about 100 workers. The ability to expand was a critical factor in making the choice to come to Rancho Cucamonga because the company had outgrown its previous building in Northern California. Pacer occupies a 50,000-square-foot facility on a lot with room to expand another 70,000 square feet.

Since its incorporation in 1977, Rancho Cucamonga has been building a community of state-of-the-art development projects with a timeless quality.

U.S. Alcohol Testing

The United States Navy entered into an agreement with Rancho Cucamonga-based U.S. Alcohol Testing for drug-testing services. Under this arrangement, the Navy will transfer drug-testing technology from the Naval Research Laboratory in Washington, D.C., to the firm, which has prompted planning on a new manufacturing facility creating 30 new jobs in the area.

"We’ll have to get a whole manufacturing site going," said U.S. Alcohol Testing representative Adonica Hawthorne. The firm will work with the U.S. Navy in developing equipment for detecting traces of heroin, cocaine and other drugs in less than five minutes. Initial goal is to produce a prototype type of the device for manufacture.

The agreement came after Navy officials inspected the company’s Rancho Cucamonga facility. "They were pleased with our facilities, and they liked our marketing efforts," Hawthorne said. The agreement with the Navy is an important step in the firm’s goal to develop and market drug testing equipment nationally.

"We found that they could buy the same size house as they had in Silicon Valley for 40 percent less here."

Since its incorporation in 1977, Rancho Cucamonga has been building a community of state-of-the-art development projects with a timeless quality.

What’s most important about sales and leasing activity here in the Inland Empire is that it’s resulting in positive absorption, which indicates growth in the amount and types of occupied industrial space,” said Mark Piscatelli, senior vice president and district manager of Grubb & Ellis’ Inland Empire District. Rancho Cucamonga is located at the west end of the Inland Empire which “has more distribution product available at better prices than businesses can find in Los Angeles County," said Tim Hawke, vice president with Grubb & Ellis.

Already the city boasts an impressive list of world-class business residents: Ameron Steel, Black & Decker, Cola, Froelich-Fugge, Sears, Stanley Tools and Best Western Heritage Inn.

Giorgio Perrame has already expanded into a larger Rancho Cucamonga facility since they first located an assembly-line, office, engineering manager; they’ve been extremely pleased with their Rancho Cucamonga location.

World-Classic Quality

Since its incorporation in 1977, Rancho Cucamonga has been building a community of state-of-the-art development projects with a timeless quality. The city publicly recognizes these award-winning efforts of developers, architects, and other designers through an Awards for Design Excellence program. In order to reflect the diversity of development, awards may be given in the following categories: office, industrial, commercial and residential. Awards are given for a variety of different types of projects, including new construction, master planning, historic rehabilitation, and landscaping.

The prestigious Awards for Design Excellence honor those projects that exemplify superior design, and resourceful use of land, while improving the quality of the built environment. The awards serve to identify and publicly acknowledge the contributions made by the development community to the quality of life within the city of Rancho Cucamonga.

Lifelong learning is for everyone.

The college not only provides the Inland Empire with entry into higher education, but also serves as a valuable community resource. For example, the Wigand Museum Gallery has been the home to community art lovers since 1972. The college offers a wide range of courses, including study abroad programs in countries around the world. This flexibility enables the college to be a valuable asset to the community, as it provides a wide variety of educational opportunities to meet the needs of today’s rapidly changing world, maintaining your competitive edge demands the continuous upgrading of your skills and knowledge base. One of the best avenues to stay abreast is through lifelong learning, and one of the best places to accomplish this is Chaffey College.

Chaffey College—A Community and Business Resource for the Future

Chaffey College serves 150,000 students in 76 different programs. It offers two-year associate in arts and associate in science degrees, and one-year certificates of achievement. Students may also complete the first two years of their baccalaureate degree and transfer to any of the state’s UC or CSU campuses. In fact, a recent survey shows that at the end of their junior year, 50% of students who transferred from Chaffey did better than those UC students who entered as freshmen.

Chaffey College has a built and state and national reputation for its vocational education programs. In the automotive field, 99% of its graduates pass their FAA licensing examinations on the first attempt. The registered nursing program is one of the best in the nation. Graduates from other programs in health sciences excel in their respective state board examinations and in securing immediate employment.

The automotive technology program is one of the very few in the country where ambitious men and women can build a car from the wheels up. Graduates have earned their own business or have gone to work in the pits at Indianapolis 500 or at one of the Big Time in Detroit. This flexibility enables the college to be a valuable asset to the vocational education industry at the college. Instructors learn as the student wants to achieve and help him become the best in that area. Business and office technology courses are designed to assist persons to gain the job skills needed to be competitive in today’s economy for both national development and personal use. These include courses in information and computer science, office technology and business administration.

Chaffey College’s School of Hotel and Food Service Management and Food Service Management programs have earned positions with five establishments throughout the world.

A new non-credit small business management program is open to students interested in the world of small business. Designed for business owners and potential owners, the courses are designed to give the development of individual business plans that are critical documents used in obtain-
Rancho Cucamonga, although a new city, is an area with a rich history and culture that is preserved by a wide variety of nationalities. Native Americans, Hispanics, Asians, Caucasians and Afro-Americans are some of the peoples that make up the population of Rancho Cucamonga. Each ethnic group brings its own diverse and unique customs to the area, which makes for a varied and interesting community. The city boasts residents who hail from the first settlers of the area to brand new arrivals who want to take advantage of the area’s quality planning and environment.

The city staff of Rancho Cucamonga is an example of the type of homogeneous mix—within Asian, Afro-American and Caucasian groups on the executive staff.

Nacho Gracia, Dee Murray and Marge Stamm are three residents who exemplify the community spirit of Rancho Cucamonga. The three were recent recipients of the Rancho Cucamonga Community Foundation—advocate for the city’s Hispanic population. She also serves on the board of the Nevada City Housing and Development Corp. Marge Stamm, a longtime resident of Rancho Cucamonga, was also deeply involved with the incorporation committee. Marge has devoted much time and energy to various projects and organizations in order to make their community a better place to live in.

One such volunteer is Maria Pagan. Maria volunteers her time at the Rancho Cucamonga Community Board Center assisting in the bilingual Human Services Program. She also volunteers her time providing assistance to the public in completing renter’s credit forms, information and referrals, and senior events. Maria is responsible for providing public information on Hispanic radio and is in charge of El Heraldo which updates the Hispanic population on events and services offered in the community. Maria is typical of many of the city’s volunteers who give unstintingly of themselves.

One recent transplant to the city, having lived here for less than a year, is Andrew Hall. Andrew is an example of the most prominent of these exist—downtown, a boom that continues to grow.

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Rancho Cucamonga’s retail growth lies in the buying power of its growing population. According to the Southern California Association of Governments, the city will reach a population of 152,500 by the year 2000, and Rancho Cucamonga has one of the highest median incomes in the Inland Empire. A study prepared by Inland Empire West projected that city median income will reach $48,145 in the year 2000.

Retail Growth

Rancho Cucamonga has come long way since incorporation, particularly in providing retail shopping opportunities for its residents and work force. The housing boom of the 1980s brought with it a corresponding boom in new retail construction, a boom that continues today and is creating several strong retail bases in the Inland Empire.

Foothill Boulevards

A majority of the city’s commercial base is located along the stretch of Foothill Boulevard between Haven Avenue and the I-15 Freeway. Key activity clusters are located at major intersections.

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Lifestyle

Rancho Cucamonga Lifestyle

Rancho Cucamonga offers its residents a lifestyle desirable by any comparison. As a resident-oriented community, with the highest service standards, Rancho Cucamonga is proud of its many amenities. As a balanced community, it offers a thriving business base (providing goods and services in addition to fiscal support), a full range of residential neighborhoods, recreational and educational opportunities, and jobs close to home.

Amenities

Arthur Day Ceremony

"Take Me Out to the Ball Game"

There's a new kind of excitement growing around town, too—"Quaker" fever is in the air: the city's 4,600 seat sports stadium and its Rancho Cucamonga Quakes baseball team open their '93 season on April 8th. The stadium dedication is Saturday, April 3rd, along with the Jack Benny statue.

People Really Count

Children are an important part of our community. Summer day camps and playground programs, Just For Kids Workshops (on back to school safety), babysitter training, emergency preparedness skills, and a Teen Recreation Activity Club (TRAC), all provide positive experiences for our youngest. These classes help develop self-esteem, leadership skills, and community activism. Rancho Cucamonga is a caring community, also evidenced by its senior and human services programs. Events such as holiday parties, picnics, luau, and "good old day" celebrations are an important part of life for active seniors. In addition, a wide variety of recreational and educational classes are offered. Activities including card games, billiards, charades groups, dances and the VIP Club enliven the community center. Services such as nutritious meals, health and legal services, peer counseling, the Silver Fox publication, phone alert service, and home and neighborhood visiting program all provide a comprehensive program for our seniors.

A Great Place to Live

Rancho Cucamonga continues to attract praise throughout the state and the nation for our leadership in matching innovation with commitment to education. For every student, success in the 21st Century, a strong home-school-community partnership and pride in quality public education, Rancho Cucamonga is a cosmopolitan city, and its schools also place strong emphasis on respect and cooperation among students and parents of all cultures and backgrounds.

The districts within the city work together closely and meet quarterly with representatives of the city to address issues and challenges of mutual concern. Between districts there is liberal choice policies that enable parents with special needs to enroll their children in schools convenient for child care. Board members and superintendents are part of the San Bernardino County Advocates for Better Schools (SANDS) which communicates regularly with legislators in Sacramento to improve educational opportunities and conditions for local students. Schools in the city enjoy a reputation of excellence among students, parents and professionals. Area teachers and students have repeatedly been recognized for excellence in academic achievement, low dropout rates and exemplary curriculum and instructional practices. Pride in high standards and in maintaining modest, clean and safe campuses is reflected in the city's school facilities.

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There is a strong component of parent involvement, especially in the city's elementary middle schools, which adds energy and vitality to accomplish academic, citizenship and community involvement goals. Business Partners in Education are contributing to local schools by sharing their personnel, expertise, products and services. There is a strong commitment in Rancho Cucamonga to link school success to citizenship and career contributions that will strengthen the quality of life in the city and the health of California.
FIRE SAFETY

The Rancho Cucamonga Fire Protection District (formerly the Font Hill Fire Protection District) was formed in 1975, serving the then unincorporated communities of Alta Loma, Cucamonga and Etiwanda. At that time, our community was dominated by citrus groves and grape vineyards. Fire protection services were provided from two fire stations with 18 full-time firefighters serving approximately 50,000 residents and a relatively small unincorporated business population. The fire districts responded to fewer than 1,500 emergency calls yearly in those days. In 1977, these communities became the city of Rancho Cucamonga. On July 1, 1989, the Fire District was legislatively reorganized so that the Rancho Cucamonga City Council also serves as the Board of the Rancho Cucamonga Fire Department.

The building boom of the '70s and '80s hit Rancho Cucamonga like a tidal wave. The fire district responded to the challenge of this rapid growth along with the other cities. Today, fire and medical services are provided to more than 115,000 citizens and hundreds of businesses in Rancho Cucamonga.

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planning to Retire or Change Jobs?

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- How much does it cost to retire?
- IRA Rollover vs. 5 & 10 year average tax averaging?
- How to take your lump sum distribution from qualified plans.
- Asset Allocation vs. Dollar Cost Averaging; when and how to use each.
- Financial & Estate Planning ideas to use immediately.
- How to establish your own investment policy & create a portfolio for income & inflation.
- Timing vs. Time, which makes more sense for you?

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First Vice President-Investment

Janice E. Hoffmann
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Prudential Securities

By the end of 1991, the company had received approximately $105 million is a lump-sum distribution. Since January 1, 1987, $200 million in aggregate value has been transferred directly to you by your employer and included in part of your IRA within 60 days.

- How is this different from the old rules?
- Under the old rules, you would receive a check for the full lump-sum amount. The $200 million in aggregate value would be treated as a taxable distribution and would be included in your individual income tax return. Under the new rules, any distribution that is sent to you within 60 days will be reduced by $200 million or less if your plan is in plan.

- What will the 10% withholding be refunded in full if I file my tax return on time?

If you roll over your IRA to an IRA or another qualified plan under the new rules, any distributions that you receive will be treated as an excluded amount and will not be included in your individual income tax return. Under the new rules, any distribution that is sent to you within 60 days will be reduced by $200 million or less if your plan is in plan.

- What is the 10% penalty on early distributions?

The 10% penalty does not apply to qualified plans that were established before 1987 and to any distributions from an IRA that are included in your individual income tax return. Under the new rules, any distribution that is sent to you within 60 days will be reduced by $200 million or less if your plan is in plan.

- What is the best way to invest your lump sum distribution?

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When you visit Faust Printing in Rancho Cucamonga, the first person you'll meet is the receptionist, Laurie Faust Bakes. Shortly thereafter, you'll be introduced to one of Faust Printing's co-owners, Don Faust. Or maybe you'll be introduced to one of his co-owners, Tom Faust. Or co-owner, Greg Faust. Or co-owner Brian (you guessed it) Faust. Or, if you're really lucky, you'll be introduced to the charming Rose Mary Faust. This is a family business.

And what the family the Fausts are.

Back in 1962, Rose Mary Faust and her husband Donald Faust, Sr. started Faust Printing out of their home with the help of a loan from a local credit union and a lot of determination and faith. From the beginning, Rose Mary made sales calls, kept the books and helped with the deliveries, at the same time raising five children—Don, Jr., Brian, Tom, Greg and Laurie.

All grown up now, the Faust children got to know the business early. Their parents taught them good work and making money. We want to excel as printing a Faust piece to a piece printed by someone else. You have to have a super sharp vision to see the difference. On the Faust press, the tiny dots that make up a printed piece are much smaller and sharper than on the other piece.

"It's the 600-dot screen separation that makes the difference," says Don. "And of course, we happen to have excellent operators and press that prints very sharply." Wait a minute. Let's go back a few steps. A 600-dot screen separation? Those who do a lot of four-color printing know most printers are capable of using only a 157-dot screen separation with about 125,000 dots per square inch. We're talking about a 600-dot screen that contains 1,440,000 dots per square inch. You can sum up the difference in one word: resolution—in fact, the highest resolution available for printing.

There's no question that the 600-dot printed pieces are sharper, show more detail and more closely resemble the original pieces. This amazing technology is used by only two companies in the country, and Faust is one of them.

But what other companies use this technology? Don says: "Most printers are happy with what they have. They're doing good work and making money. We want to excel as consistent excellence." Although not all printers use a 600-dot screen separation, every job is done as if it were the only one in the plant and often using separations that offer double or more the resolution of standard printing.

"But you don't have to take Faust's word for it. Ask our customers, and we'll back it up," says Don.

Faust Printing's reputation for quality comes from the business established by Rose Mary Faust in 1962. The Fausts seem a long time ago. But the challenges Faust Printing faces are the same as when the business was young. Faust Printing now has a trade," says Don Jr. "And so the chamber's Board of Directors recognized the importance of maintaining the relationships between our business community and local government organizations to ensure the success of the community as a whole. To achieve this goal, the chamber was the first in the Inland Empire Valley to support its business-to-business relationships with dedicated staffing. Membership on the two committees provided to record heights, allowing the chamber to serve as a liaison between the chamber's Council, a technical sub-committee to address issues specific to the retail community and有多大分布。“As a multi-faceted organization,” he said, “the purpose of the chamber of commerce is to foster the interest of the business community while serving all interests within the community. All chambers should be integral parts of dynamic community, taking a leadership role on behalf of all business interests. The Rancho Cucamonga Chamber works to ensure and to promote the highest quality of life for our businesses and the consumers within our trade area.”

Metrolink Comes to Rancho Cucamonga

A turn of the century came the arrival of rail service: first the Atchison, Topeka & Santa Fe, followed subsequently the Southern Pacific Railroad. The rails brought a surge of economic vitality to the three agricultural communities that today comprise the city of Rancho Cucamonga. Over the years, the advent of the automotive industry and interstate highway development reduced the importance of rail service. Perhaps as a response to the original rise of the failure to provide for our businesses and the customers within our trade area.

Metrolink Canyon Station

Metrolink's newest station is in Rancho Cucamonga. The Metrolink service will open in early 2008 and is located at the intersection of 11th and Vine streets.

The station will feature a modern design with sleek, glass walls and a large platform. The station will be accessible to people with disabilities and comply with the Americans with Disabilities Act.

The Metrolink service will provide a convenient and reliable alternative to driving for residents of Rancho Cucamonga and other communities in the Inland Empire. The station will be located near several major shopping centers, restaurants, and other amenities.

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Redevelopment & Economic Development

The Redevelopment Agencies

Redevelopment agencies help their communities in important ways by keeping local property taxes within the community... encouraging economic development, and providing affordable housing. Without a Redevelopment Agency, new revenues generated by the city’s growth and development would go to the county.

The Redevelopment Agency (RDA) budget has been used to finance many projects that the General Fund could not have covered, such as:
- Civic Center—built to service the city’s needs for future decades (as well as saving previous tenant leasing costs)
- Rancho Cucamonga sports stadium, which has already become a catalyst for additional business ventures
- Day Creek Flood Control, allowing for the safety and development of the eastern portion of the city, including the Victoria Gardens site
- Milliken Avenue infrastructure—the new underpass allows no traffic interruption between the future Metro Link train line

Economic Development

In addition, the RDA may offer incentives to firms that would be beneficial to the community. Both the Price Club and Sears Credit Center were located to locate in town, creating many jobs and increasing the property tax revenue. This kind of assistance is very typical of RDAs, along with their Economic Development and Marketing activities.

If you haven’t visited the Rancho Cucamonga Price Club yet, you’ll be pleased by their “new generation” outlet—it sports an upgraded ambience as well as a fresh meat counter and bakery—offering smaller portions and personal service. There’s also a snack-bar, deli, one-hour photo lab, computer center, business office, department store, and upgraded check-out area. Roger Hamilton, the store’s manager, states that “Rancho Cucamonga’s food service sales penetration is #1 in the country.” This store is also drawing from other Price Club stores more than had been anticipated.” Meanwhile, their membership base is growing and sales are meeting their high expectations.

As one aspect of city promotion, the Redevelopment Agency hosts a booth at the ICSC (International Council of Shopping Centers) trade show each year. Contacts are made with retailers and restaurateurs, resulting in the leasing of commercial space within the city. Like Terra Vista Town Center, which created 100 jobs and produces significant sales tax, such new contacts have great value.

Domenick Rotella, co-owner of Travigne Italian Market, was attracted by the city’s history, image, and demographics—reasoning that an upscale specialty market would fill a need. Their business has been “phenomenal.” Although this was the first such venture for the owners, “sales have exceeded (their) business plan by 200%.” An espresso bar, bakery, property, it has become more competitive with surrounding retailers, as well as improving the appearance of this main thoroughfare.

Schlosser Forge, a long-time Rancho Cucamonga company, recently won an impressive new contract which will require an immediate expansion. The city will be fast-tracking the necessary work so that Schlosser can meet its required time frame.

Full year, to learn how the city might assist local businesses, the city jointly sponsored the West End Economic Development Project with Chaffey College. Businesses in the city were surveyed regarding the kinds of technology, technical assistance, training, goods and services they needed to promote healthy business. An impressive 70% of Rancho Cucamonga businesses reported steady or increased business activity, and 36% were in the midst of moderate to major growth cycles. The city has also begun exploring methods and resources to provide helpful technical assistance that could benefit the area’s business climate.

Marketing

A seminar held for commercial and real estate brokers, “Brunch in the Vineyards,” was held last autumn at the historic El Rancho Grande Development in Rancho Cucamonga was the day’s theme, with wine tastings and city “players” taking part in focus groups, as well as hosting Dan Walters as a keynote speaker. Participants found the experience “enlightening” and “helpful,” requesting further sessions. If you or your company would be interested in a future presentation, please contact LeAnn Smothers at 398-1851.

Rancho Cucamonga’s marketing efforts have captured many national and international top honors, being honored by both the American Economic Development Association (AEDC) and City, County, Communications and Community’s identity—having already gained much national attention via the sports media.

Sport Promotion

The Rancho Cucamonga Quakes and their world-class stadium add an exciting new dimension to the community’s identity—having already gained much national attention via the sports media.

The newly renovated Perry’s Center

With residents and home town businesses, as well as professionals seeking an appealing business locale.

Firms want to offer their labor force a variety of housing with an emphasis on its affordability. If prices are within reach of their workers, productivity and profit margins are enhanced. Allowing them to recruit employees more easily.

Affordable Housing

When companies are evaluating prospective locations to open, expand, or relocate to in one of the most important considerations is always the price of housing. Firms want to offer their labor force a variety of housing with an emphasis on its affordability. This was adopted by the city in 1991, to increase and improve the supply of reasonably-priced housing within the community. The RDA is currently working on several programs to meet these goals, including the creation of a neighborhood-based Housing Development Corporation for the North Town area.

Community Profile

| Population | 115,000 |
| Median Income | $43,000 |
| Median Age | 32.6 |
| Average Household Size | 3.26 |
| Square Miles | 36 |

| Education Levels: |
| High School Graduate: | 37% |
| Some College: | 28% |
| College Graduate: | 17% |

| Occupations: |
| Management/Professional | 27% |
| Technical Sales | 22% |
| Craftsmen/Repair | 16% |
| Services | 11% |
| Operator/Laborer | 7% |

*Devere Free way inner change work for the regional mall, thereby facilitating private investment

The Rancho Cucamonga Quakes and their world-class stadium add an exciting new dimension to the community’s identity—having already gained much national attention via the sports media. The new R.C. team holds the Cal League record for season ticket sales—more than 1200 of the 4000 opening day tickets were sold out in just three hours. "There were over 500 people in line at 6:30 a.m.," says Shane Nicola, director of media relations. "History is being made in Rancho Cucamonga. The increased support and business support has been overwhelming. All the advertising is selling out; everyone wants to be a part of it!" The team is experiencing the success they anticipated, but even faster than predicted.

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Inland Empire Business Journal, April 1993, Page 11
City Manager Jack Lam

Lam: My primary goal for the coming year is to keep the city in sound financial health. Part of that goal is to capitalize on all of the advantages that Rancho Cucamonga has to offer and to use these advantages to attract new business. Rancho Cucamonga has not only available commercial and industrial land but also plenty of available office, retail, general commercial, and industrial building space for almost any size or type of business. Combine this with our community's well-educated workforce and the highest median income in the area, and you have a very attractive business climate to market to new businesses.

Providing more recreational and cultural opportunities for our residents is also a goal for the coming year. We will be working with the county to improve library services at the current library or at a larger interim library facility. Also, with the completion of the Rancho Cucamonga Sports Complex, residents will have more opportunities to watch or participate in sports either by going to one of the Rancho Cucamonga Quakes baseball games or participating in league activities. The new 4,000-seat stadium will also give us the opportunity to bring concerts and other similar events to the city during the off-season or when the Quakes are on the road.

Finally, improving the way in which we deliver services is always an objective. Providing excellent customer service has always been and will continue to be a goal of mine. Good customer service requires continual effort because there is always room for improvement. This goal is even more important this year, as business and government both face external stresses that neither can entirely control. These stresses may even more important for the city to lend a helpful hand so that we can better understand our individual and business customers.

To summarize, maintaining a sound financial base through marketing and attracting new businesses, continuing essential public services, improving cultural and recreational opportunities for the community, and providing excellent customer service are my main goals for the coming year.

IEBJ: What can Rancho Cucamonga do to help businesses?
Lam: We want to help businesses achieve their objectives. Our community development department can provide special services to businesses that need to expand, move into the community or have unique processing needs. Currently, we have special teams in the community development department that are working with businesses to meet their individual needs. Individual plans, plan check staff and engineers are assigned as a team to a particular business. Their goal is to expedite the work necessary for project completion. This special team approach is being used to help businesses with such things as expediting expansion of their production facilities to meet the demands of new accounts, and smoothing the transition of a new individual to the unique job whose equipment requires special approval.

This approach links businesses with individuals who work with each other throughout the life of their project. These individuals in the community development team know the history of a particular project and are committed to helping businesses meet their goals and objectives. They are dedicated to fulfilling the part of their project to completion.

The city is also responding to the needs of the business community by compiling demographic information from the Census and other sources that local businesses can use for marketing efforts, and by recruiting more businesses to the area. These two needs were identified in a recent study of local businesses in which they were asked what kind of assistance they received. Half of the local businesses requested assistance in gathering marketing and customer information, and 32% stated that it would be helpful if more businesses were recruited to the area.

Other areas where the city has helped businesses is in the area of infrastructure financing. Access to capital is a major concern of local business and, in some cases, the city can help by arranging financing for needed off-site improvements like roads, storm drains and public utility work. Each business is unique and has individual needs, and Rancho Cucamonga recognizes this fact by working with each business on a one-to-one basis. Assisting businesses is an on-going process.

The doors to city hall are always open to explore ideas that can help businesses succeed in Rancho Cucamonga. Our staff is dedicated to working with each business to meet their needs and to make each one a success whether through development processing, infrastructure financing, community marketing or providing demographic information. Successful businesses are the key to the quality of life in Rancho Cucamonga.

The city’s role as it relates to business should be that of a facilitator. It is in the city’s own interest to assist quality businesses in their quick processing through the city.

IEBJ: What is the city’s role in encouraging business?
Lam: That we can better understand the relationships and how these are applied so that we can work cooperatively with the Chamber membership to review existing regulations and how these relate to business should be that of a facilitator. Our role as it relates to business is to help projects so that they meet the deadlines for project completion. This special team approach is being used to help businesses with such things as expediting expansion of their production facilities to meet the demands of new accounts, and smoothing the transition of a new individual to the unique job whose equipment requires special approval.

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Join The Sunrise Striders Walking Club
Sunsire Striders is the name of the new mall walking program at Galleria at Tyler. Co-sponsored by Corona Medical Center and Galleria at Tyler, the program encourages good health and an active lifestyle. Sunrise Striders meet every Tuesday and Thursday mornings from 7:30 a.m. to 10:30 a.m.

Corona Medical Center oversees eligibility by pre-screening prospective walkers and accepting doctor's notes. Corona Medical Center also logs the number of miles walked, offers incentives for goals achieved, brings in guest speakers to discuss health issues, and will arrange an annual awards ceremony for members.

For more information contact Jill Mitra at (909) 371-2598.

La County Fair Appoints

The Los Angeles County Fair Association, Pomona has announced the appointment of Lynn C. Saunders to the newly-created position of entertainment promotions and production manager.

Saunders, the fair's communications manager since March 1991, takes on new responsibilities which include planning the fair's multi-faceted entertainment program as well as contract negotiation for performers, acts and attractions appearing during the 24-day event. Promotional responsibilities include development of publicity programs and media partnering for acts and attractions.

Besides involvement in industry-related organizations, Saunders is president of the Professional Communicators Association of Southern California and heads the publicity committee of the Pomona Economic Development Corp.'s Big Five Griffii Task Force.

Four UCR Programs Grant-
ated Departmental Status

Creative Writing, Ethnic Studies, Religious Studies and Women's Studies, formerly UCR academic programs, are now full-fledged departments.

The new status has important ramifications for faculty and students, said Carole Shumsky, chair of Women's Studies.

With the new designation, the UCR Creative Writing Department becomes the first independent department of creative writing in the entire UC system.

"We're a faculty made up almost entirely of published writers, our new status signals to incoming students and guidance counselors that UCR should be the preferred choice for students who are actively interested in the writing of fiction and poetry," said Steve Minot, chair of Creative Writing at UCR.

While the new status does not eliminate any misperception that the areas of study are optional, experimental, or temporary in nature, said June O'Connor, professor and chair of Religious Studies.

"We have been a department in reality if not name, so it is nice to catch up with reality," she said. For her discipline, the change "places us in the mainstream of religious studies across the nation," said O'Connor.

Religious Studies has been a degree program since 1969, Creative Writing since 1960, Ethnic Studies since 1985, and Women's Studies since 1992.

Local Young Physicians Leaders at State Level

Five Inland Empire "young physicians" — under 40 years of age or in active practice for less than five years — were elected recently to statewide positions at the California Medical Association's annual meeting in Anaheim.

San Bernardino family practitioner Kenneth C. Lane, M.D., was elected Young Physician Section (YPS) representative to the state organization's Board of Trustees.

Three other San Bernardino physicians, allergist Dr. Susaneta Bala, oncologist Dr. Edward Ounhman, and Dr. Lisa Perry-Gilkes, were elected to the C.M.A. Drug Abuse and Control Commission.

Calloway of C.P.A. firm Swenson Corporation in the newly-created position of practice coordinator for less than five years were elected recently to statewide positions.

"Securing our future in medicine is our number one priority," said Calloway in his acceptance speech.

"When we look at the issues facing our profession, we find that we have two major problems: governmental intrusion into medical practice and the need for the young physician to be involved in medical politics.

"We have a section of doctors who are young and have a dynamic energy which is essential in the development of our profession. It is only through their involvement that we can make significant contributions to the medical profession."
And while business may have been slow in the early evening, the waiting line which formed outside the tasting rooms made me realize I wasn’t the first to discover Alfredo’s Italian Gardens. A

**The Wine Cellar**

**New Releases**

**Mad on Wine**

by Jerry D. Mend

Bogle offers palates if the name Bogle Vineyards doesn’t have household familiarity, that’s because its production is relatively small, about 60,000 cases annually. The brands Bogle competes with in the moderate price range tend to produce hundreds of thousands, even millions of cases a year, brands like Sutter Home, Glen Ellen and Napa Ridge.

One way a small producer is able to compete on price is by having some control over the raw product. Bogle is family owned, and was a vineyard before it was a winery. Like other farmers going more or less out of the strolling masses made it tough to hunt down a good wine without a bit of searching and doing paperwork at the moment.

Several other such interchanges during my dinner confirmed that Renee indeed was not only knowledgeable and professional, but that she truly understood that my dining experience was an absolute delight, not just to my palate and highly appropriate touch on the shoulder as she assured me my special request would be brought to me exact as I desired.

Frankly, I’d been there done that. Renee, the chef, was the major player, not the menu. Alonso’s Italian Gardens and Palm Springs is the perfect setting for someone who not only

8 \ ENTERTAINMENT GUIDE

**WINE SELECTIONS AND BEST VALUES**

by Bill Aunthor

**PENFOLDS**

1990 Shiraz Cabernet South Australia Koonunga Hill .......$9

**RUND HILL**

1991 Pumc Blanc Napa Valley .................$8

**VILLA MONTES**

1991 Cabernet Sauvignon Curico ...........$6

**BUENA VISTA**

1990 Pinot Noir Carneros Grand Reserve ....$16

**CARTA VIEJA**

1990 Cabernet Sauvignon Maule Valley .......$45

**CARTEA VIEJA**

1991 Merlot Maule Valley .................$45

**FEZET**

1991 Sauvignon Blanc California Barrett Select...........$9

**SIMI**

1991 Sauvignon Blanc Sonoma County ........$9

**PORTO**

1998 Cabernet Sauvignon Yakima Valley ....$15

J. LOHR

1990 Pumc Blanc California Cypres ....$15

If you’d given me a general feel for where the Delta is, it’s a little north and east of San Francisco Bay, a little south of Sacramento, and just about due east of Napa Valley.

If you hadn’t noticed, most of the best vineyards in the world are bodies of water, an ocean, a bay, a sea, lake or river. The Delta’s water influence is the Sacramento River and its thousands of miles of river channels and irrigation canals.

You are more likely to find Bogle wines in smaller stores and shops than in big chain outlets, but you won’t have trouble spotting the distinctive gold on black label with the two col

**CARTA VIEJA**

1991 Merlot Maule Valley .................$45

**FEZET**

1991 Sauvignon Blanc California Barrett Select...........$9

**SIMI**

1991 Sauvignon Blanc Sonoma County ........$9

**PORTO**

1998 Cabernet Sauvignon Yakima Valley ....$15

J. LOHR

1990 Pumc Blanc California Cypres ....$15
The Solis Winery—A Delightful Experience

By Camille Bounds
Travel Writer

The Solis Winery can be found nestled at the south-west edge of Santa Clara Valley, in the picturesque Hecker Pass region which is bordered by the Santa Cruz Mountains to the west and south, 10 miles from San Jose. This charming, award-winning winery specializes in a delightful Chardonnay and a robust Merlot that can hold its own with any wines produced in the industry.

Chardonnay and a robust Merlot that can hold its own with any wines produced in the industry. The Merlot is blended with fruits from the Solis Estate vineyard and the San Ysidro vineyard located six miles east of the Solis vineyard. It is smooth, yet full bodied and flavorful. The Merlot is aged in French oak barrels for 20 months and the result is a marvelous experience. It is a fine choice to accompany meals with any full-flavored food dishes. Owner David Vanni came to the area in 1980 and purchased a five-acre parcel of the old Benero Vineyard on Hecker Pass Highway. In 1984, he began replanting the old vineyard. In 1988, another 10 acres were purchased from the former Benero Winery and the Solis Vineyard became a reality for Valerie and David Vanni.

There is a pleasant, bright tasting room with a friendly expert who dispenses generous samples of the available Solis wines. The wine tasting room is available for private or corporate events. Solis also holds several winery sponsored festivals throughout the year. If you wish to be on their mailing list, you can write to them at the Solis Vineyard, 3920 Hecker Pass Highway, Gilroy, CA 95020 or call (408) 847-6300.
New Weapon Available in Fight Against Breast Cancer

A new breast cancer screening technique is now available at San Antonio Community Hospital in Upland. The MammoTest system uses a technique called stereotactic breast biopsy. The precise location of a suspicious lump is pinpointed and a needle is inserted to its center to remove a "core sample" for the pathologist.

Until recently, the only reliable method to determine if a breast lump was benign or malignant was a surgical biopsy, in which the breast was cut and the lump removed for microscopic examination. Patients underwent general anesthesia and experienced an extended recovery time, and frequently the needle was inserted, guided by the E R V (Exact Radiographic View) technique. The new procedure is now available at extended recovery time, and frequently the needle is inserted, guided by the "Stereotactic" technique.

"The accuracy rate from the needle biopsy is determining malignancy is equal to that of surgery," says Dr. David Berry, Medical Director of San Antonio Community Hospital. "It's added that the new procedure also helps with breast conservation."

The MammoTest has been used on several patients at San Antonio who have had previous surgical biopsies, or who had finding of a lump and pain that they would be willing to undertake it again, according to Berry. "It's important to the comfort and convenience, the cost of a biopsy using the MammoTest is approximately one-half of the costs associated with outpatient breast biopsy surgery."

The San Antonio Community Hospital Auxiliary has pledged to provide $50,000 per year for four years to cover the cost of the $300,000 machine.

Norton

Continued From Page 22

sealed when the F.A.A. would require several holes to be removed for flight safety. The Johnson, Pan and Pennin plan sees the golf course as a future transportation focal point which would accommodate the F.A.A.'s idealness. The rest of the new facility will be a provided or as required use which refines or modifies the criteria under the public benefit law. For example, provisions has been made to accommodate educational and community services. San Bernardino Valley College has long sought access for its aircraft department which might conceivably supply aircraft maintenance workers for Locate or other future tenants. The plan does incorporate an area for airplane maintenance and repairs other than Lockheed's operation.

Within the complex is a protected trade center and hotel. Whose passengers are for the passenger terminal for the urban renewal. Provisions were made for research and development and material handling.

It must be remembered that such an ambitious undertaking faces perhaps last-twenty years. How will potential business and tourist concerns generate cargo, internals, and possibly airline service. This service can be provided for you. We provide also seminar, event, transportation and tour planning and support.

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Stimulate your customers with a direct mail campaign. From design to mailing, we can do it all for you.

XTRA SERVICES

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We also provide seminar, event, transportation and tour planning and support.

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SPRINGTIME IN NEW YORK—AT THE PIERRE HOTEL

The flowers are starting to bloom, the weather is beginning to warm up, and the elders of winter are finally over. Yes, this is the time when New Yorkers begin to smile again—a new season with new hopes and dreams. Spring is in the air in New York, and right now is the perfect time to be there!

If you are lucky to be visiting this exciting city and you want to visit with style, seriously consider making a reservation at the Pierre Hotel. Overlooking Central Park, the Pierre has been a landmark in New York for over 60 years. It is a symbol of elegance, and its gracious service of the past era, combined with present amenities, makes this hotel the first choice for international travelers and discerning New Yorkers.

The hotel's location is convenient for most businessmen and women and visitors to the city. It is just one block from Fifth Avenue's famous stores and Madison Avenue's fascinating galleries, museums and boutiques. It is also a short drive to Radio City Music Hall where one can catch the popular Easter show which plays there every year.

A European ambience of good taste is immediately noticed when one enters the lobby of this hotel. Its classic Rosanda is almost a reminder that offers tea, light luncheons and cocktails. The molded Garden Foyer was painted to resemble Versailles—just experiencing this room is worth the visit to the Pierre.

The Pierre's 205 newly redecorated guest rooms, including 54 suites, feature lovely Central Park and city views. Formerly private apartments, the grand suites includes a terrace with a canopy dining room, furnished with Chippendale, chiffonet with rug that would appeal to any guest. Best of all, these suites are spacious, warm and inviting.

The best time of day at the Pierre is in the morning. The Cafe Pierre is where to start your day with 1,700 participants in the 1992 Zagat Restaurant Survey as the Best Breakfast in New York, which includes a brioche filled with scrambled eggs and crumb french toast, served with coffee kier royale with raspberry. In addition, just a call to room service can give you the luxury of having breakfast fast in bed, with the same fantastic menu served on fine linen, china and silver—and for only about $25 per person. The Cafe also offers a delicious Sunday Brunch.

In decor, the Cafe Pierre resembles the reception room of a 19th-century French chaussant. The restaurant features new dishes based on American and French cuisine. Fricasse of wild mushrooms, risotto gremolata and asparagus and millefuefe of foie gras, celery root and apples in a muffin vinage inspired by the ratatat.

Main course selections include crisp black bass poached in an artichoke broth and served with a jambalaya of vegetables. Extraordinarily, and seasonal specials, and an array of tempting desserts, such as chocolate and seasonal specials, and an array of tempting desserts, such as chocolate orange and Grand Marnier add to the menu's appeal. The Cafe offers among its daily specials alternative menus which are lower in calories and lower sugar content. An average meal may run not more than $20 to $25 from $10 to $15.

If luxury and elegance is a top priority in a memorable visit to New York, then the Pierre is the place for you. The Pierre Hotel (Manhattan’s AAA Four Diamond hotel for 15 consecutive years) is located at Fifth Avenue at 61st Street, New York. Rooms start at $250 per night and suites from $600 per night.

Reservation can be made by calling (212) 988-8000 or 800-332-3442.

 weekend Time Out

Pierre Hotel overlooking Central Park

COOL OFF AT OUR HOT SPOT

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## Marketing's Ego is Biggest Obstacle to Success

Since the introduction of the World Class Marketing Model, we have consistently gotten our biggest benefits from focusing on the things that really matter: running a profitable business, doing the right things, and getting the right things done. Marketing will only succeed if it can help the company hit its profit goals and attain its strategic objectives. This is no different from the tasks of the CEO, the CFO, the COO, or anyone else in the organization. The only difference is the nature of the work: it's more marketing-oriented and involves a broader range of skills and activities.

### Key Points
- **Focus on Profit Goals:** Marketing must work in concert with other departments to ensure that all efforts contribute to the company's overall financial health.
- **Strategic Objectives:** Marketing should align with the company's strategic goals to ensure that its efforts support the organization's long-term success.
- **Broad Range of Skills:** Marketing involves a variety of skills, including forecasting, planning, budgeting, and execution.

### Case Study
- **Increase in Sales:** By focusing on the right things, a particular company was able to increase its sales by 20%.
- **Improved Customer Satisfaction:** Through strategic planning and execution, customer satisfaction improved by 30%.

### Challenges
- **Strategic Alignment:** Marketing must align its efforts with the company's overall strategy.
- **Resource Allocation:** Finding the right mix of resources to support marketing initiatives is a constant challenge.

### Tips for Success
- **Strategic Planning:** Develop a clear, actionable plan that aligns with the company's overall strategy.
- **Effective Communication:** Keep everyone informed about marketing initiatives and progress.

### Conclusion
Marketing is a critical component of any successful business, but it must be approached with a focus on the company's needs and goals. By focusing on the right things and working closely with other departments, marketing can make a significant contribution to the company's overall success.
Buckshot Marketing?

By Bruce Helinger

quiet Evolution: The New Client-Agency Relationship

By Carolyn Hepner Usher

Getting the Word Out: Getting Publicity

by Victoria A. Sethi, Ph.D.

In some marketing, there is a “Looky-Loos” who enjoy the treat of going to see the “big-name” event, watching the “Super-Crowns” who not only take the company’s time but also its money, and the “Want-Nothing-For-Nothing” customers who are not willing to pay. Consumer marketing is the ultimate in behavior to allow the business to make a profit. These customers are the result of Buckshot marketing.

Buckshot marketing is a “sawed-off shotgun” approach to business, rather than a full-power blast. It is a very careful choice of a targeted clientele these marketing projections blast out indiscriminately in a broad search of prospects who may be interested in their area of expertise. The business, generally, is one that has grown steadily and provides a wide range of marketing communications services.

When time, when time, and follow-up is given in this approach, it is possible to identify the unqualified client and their unqualified consumers. Those are the unqualified client and their unqualified consumers. Those are the unqualified client and their unqualified consumers. Those are the unqualified client and their unqualified consumers.

The result: Not only has your company lost the ability to win the contract and service the more desirable clients, it now must deal with the unqualified client. Because of the marketing approach—attaching the unqualified or inappropriate client—costing the business of the business.

As junior high school students, we are taught that there are certain basic questions that need to be answered: What, When, Why, Where, and How.

The simplicity of this equation fulfills the theory.

Marketing/PR/Media/Public Relations

Getting the Word Out: Getting Publicity

By Victoria A. Sethi, Ph.D.

In some marketing, there is a “Looky-Loos” who enjoy the treat of going to see the “big-name” event, watching the “Super-Crowns” who not only take the company’s time but also its money, and the “Want-Nothing-For-Nothing” customers who are not willing to pay. Consumer marketing is the ultimate in behavior to allow the business to make a profit. These customers are the result of Buckshot marketing.

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Popular Inland Empire radio station KGGI FM has introduced a new format within a portion of the morning drive-time slot.

Known as a "hot adult contemporary" radio station, 99.1 FM has just started a new show featuring 30 minutes of tunes from the late '70s and early '80s hosted by air personality Mike Merlin.

This new KGGI mini-program of selected oldies is called, "Old Skool," yea, "skool," and airs from 4-9:30 a.m. Monday through Friday.

A consultant for KGGI FM recommended the new show, advising that "hits" from this era have become extremely popular with listeners of all ages.

Be sure to tune in to "Old Skool" on 99.1 FM for a mad education on yesterday's most popular hits! A

Electrifying Growth at Franklin

Franklin Press in San Bernardino has expanded their business with the addition of a highly sophisticated electronic pre-press department.

They will offer a traditional pre-press system combined with a new and powerful electronic system designed to meet the growing needs of a rapidly expanding desktop market.

Franklin has installed a Linotype-Hell R300PS Imagesetter with the capability to output individual scans or composite printing spreads. In addition, two Macintosh Quads 950's, Apple Computer's newest and most powerful unit, are in place as the "gateways" into the electronic pre-press system.

Serving California businesses since 1956 as a leader in sheet-fed printing, Franklin Press currently operates three shifts daily with a skilled staff of 140.

Way to grow! A

Local Advertising Agencies Win New Accounts

The Peter F. Drucker Management Center of the Claremont Graduate Schools has selected Uber Advertising & Public Relations to handle the advertising and promotion for its Executive MBA Program.

Uber will be responsible for creative planning and development, media selection and placement and will consult with Drucker staff on marketing strategies.

They have also recently signed an agreement with Yuen Foong Yau Paper Manufacturing Company in Taiwan, Republic of China. Based in Taipei, with paper mills in several Pacific Rim countries, YFY is one of the largest conglomerates in Taiwan. Uber will provide marketing services for the paper promotions division.

Fry Automotive in Indio, a leading automotive aftermarket manufacturer, has selected Stewart-Holt Advertising, Inc. to handle marketing, advertising, and public relations for the Fey, Westin and Tufftruck product lines.

The agency will develop ads, collateral material, point of sale material, as well as provide media management and other marketing services for Fry Automotive's replacement bumpers for trucks, nationwide.

The "Horizon" Looks Good For Plano's

Success continues for Video Horizon Productions in Vacaville, as producer of the television commercials for Colton Piano and Organ. Sales have increased for Colton Piano since the TV spots began airing in the Los Angeles broadcast market more than a year ago.

Producer Brenda Walden at Video Horizons reports that the commercial format changes periodically; however, the consistency of the schedule has proven to be effective for the client (which is music to her ears!).

Marketing Careers AMA Seminar/Dinner

A seminar entitled "Career Opportunities in Today's Changing World of Marketing" will be presented by the California Inland Counties American Marketing Association on Wednesday, April 14.

The speaker will be Dr. Sal Divina, professor of marketing at George Washington University, at a dinner program beginning at 6:00 p.m. at UC-Riverside. Dinner tickets for AMA members are $20 and $25 for non-members. For registration or further information, call (909) 621-4928. A

New Faces in Old Places

David Rosenthal is the new director of marketing for Comcast Cablevision in Ontario. He comes to Comcast from Times Mirror Cablevision in Irvine where he was the director of national marketing.

Stewart-Holt Advertising has added two new staff members: Carlos Dias as accounting manager and Cynthia Capen as director of public relations. Congratulations! A

"Skool" Days at KGGI FM

There was a man who lived by the side of the road and sold hot dogs. Mike was hard of hearing so he had no radio. He had realized that his customers were reading the newspapers. There's a big depression.

Whereupon, the father cut his meat and bun orders, to stand out on the highway to sell his hot dogs. And people bought. Mike stood on the side of the road and cried "Buy a hot dog!"

"You're right, son," the father said to the boy. "We certainly are in the middle of a great depression."

The author is unknown, however the message is clear. Don't needlessly listen to negative people. Be positive about your business. While things may not be as good as previous years, others are experiencing the best years yet! Let's not create our own depression.

Whereupon, the father cut his meat and bun orders, took down his advertising sign, and no longer bothered to stand out on the highway to sell his hot dogs. And his hot dog sales fell almost overnight.

"You're right, son," the father said to the boy. "We certainly are in the middle of a great depression."

The author is unknown, however the message is clear. Don't needlessly listen to negative people. Be positive about your business. While things may not be as good as previous years, others are experiencing the best years yet! Let's not create our own depression.

"Building on a Tradition of Excellence Since 1923."
Dynamics of Behavioral Employment Interviewing. The selection of hours.

Proceeds benefit continued preservation efforts of the Mission Financial Center, 3600 Lime Street, Ste. 422, Riverside, CA. Cost is $195 for members, and $220 for non-members. For information call (909) 784-9430.

April 29

The city of Chino Hills will hold a General Plan Community Meeting on Thursday, April 29 at City Hall, 2001 Grand Avenue at 7:00 p.m. The public is invited. For more information call (909) 590-1511 ext. 279.

April 12-13

The California Employer Council in association with the Employment Development Department, presents "California Business Surviving and Thriving" 1993 Employer Conference at the Riverside Convention Center on Wednesday, May 12th. Registration is at 10:30 a.m. and the session begins with lunch at 11:45 a.m. Cost is: EAC Employers-$85 and all others-$65. Session covers labor laws and controlling workers' compensation costs. There will be an evening social at 6:30 p.m. And on Thursday, May 13th there will be a CEC business meeting at 7:30 a.m. with registration from 7:00-9:00 a.m. General session begins at 9:15 a.m. EAC Members-$99 and all others-$145. Fees for attending both days are EAC Members-$154 and all others-$210. Registration deadline is April 10, 1993. For more information and registration, call Gayle Chaplin at (909) 884-2159.

"The Art of Surviving"

California Employer Council Annual Conference
May 12th & 13th • Riverside Convention Center

Seminars, forums & workshops

Call Gayle Chaplin at (909) 884-2159 for more information or a brochure!

APRIL 1993

INLAND EMPIRE BUSINESS JOURNAL

INLAND EMPIRE BUSINESS CALENDAR

March - May, 1993

Coastella Valley Children's Theater, with the YMCA, presents Mervyn's Family Series, the 1993 Spring Season. Shows are: Saturday, March 27, 1993, 2:00 p.m. "The Wind in the Willows," Saturday, April 17, 1993, 2:00 p.m. "Brown Bag Moscow Circus," and Saturday, May 8, 1993, 2:00 p.m. "Hans Off to American Entertainment." Performances are approximately one hour long and after the show, the actors will autograph children's programs. For more information, call (619) 341-YMCA.

April 24-25

ALL ABOARD! Ride trains to the Historic Perris Depot at the 1993 Spring Rail Festival of trolleys, trains and nostalgia. Passenger trains leave The Orange Empire Railway Museum on Saturday, April 24th and Sunday, April 25th, 1993 from 9:00 a.m. to 5:00 p.m. Admission is $8 for adults & juniors, $6 children ages 6-11, kids under 6 are FREE. Admission includes all rides, displays, exhibits and entertainment. All proceeds benefit continued preservation efforts of OERM, Inc., a California non-profit group. For more information, call (909) 657-2605, 24 hours.

April 27, 1993

Dynamics of Behavioral Employment Interviewing. The selection of the right person for the job requires effective interviewing skills. This one-day program will help you develop the techniques needed to determine employee potential. Participants will conduct practice interviews and receive feedback. Held from 9:00 a.m.-4:00 p.m. at M&M Inland Empire Utility Mission Financial Center, 5600 Lime Street, Ste. 422, Riverside, CA. Cost is $185 for members, and $220 for non-members. For information call (909) 784-9430.

April 22 & 23, 1993

How to Design & Update an Affirmative Action Plan. This two-day workshop explore the fundamentals of writing, presenting, and implementing a valid Affirmative Action Plan. A summary of current legal requirements, along with advice on how to deal with enforcement agencies is included. Held from 9:00 a.m.-4:00 p.m. at M&M Inland Empire Office Mission Financial Center, 5600 Lime Street, Ste. 422, Riverside, CA. Phone (909) 784-9430. Cost is $325 for members, and $395 for non-members.

April 24-25

The California Employer Council in association with the Employment Development Department, presents "California Business Surviving and Thriving" 1993 Employer Conference at the Riverside Convention Center on Wednesday, May 12th. Registration is at 10:30 a.m. and the session begins with lunch at 11:45 a.m. Cost is: EAC Employers-$85 and all others-$65. Session covers labor laws and controlling workers' compensation costs. There will be an evening social at 6:30 p.m. And on Thursday, May 13th there will be a CEC business meeting at 7:30 a.m. with registration from 7:00-9:00 a.m. General session begins at 9:15 a.m. EAC Members-$99 and all others-$145. Fees for attending both days are EAC Members-$154 and all others-$210. Registration deadline is April 10, 1993. For more information and registration, call Gayle Chaplin at (909) 884-2159.
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succeeds.

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Ramcho Cucamonga
(909) 483-5500

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Largest Trade Association

Inland Empire Business Chronicle
Classifieds

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ECONOMIC SPOTLIGHT

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Mr. Janson Chaw

Contact: Ms. Petra Schmidt,

Market Development Manager, German, E. Seiler AG, Hohengasse 31,

Postal code: 80541, Switzerland.

Phone: (41-1) 742-0400.

Fax: (41-1) 742-0305.

Please send a copy of your response to: Commercial Section, Thurn & Taxis, Berlin, DF 04-0-20. Refer to: 8378.

Product: Driving Potentiometers

Applications: Data collection equipment, computer applications.

Bank name and address: Credit Suisse, CH-8021 Zurich. U.S. branch: 320 Madison Avenue.

Phone: (212) 425-2055.

Fax: (212) 425-2020.

Please send a copy of your response to: Business Section, Thurn & Taxis, Berlin, DF 04-0-20. Refer to: 8378.

Product: Driving Potentiometers

Applications: Data collection equipment, computer applications.

Company: B. Schmiedeberg AG

Address: Bad Schmiedeberg (former East Germany, today Poland).

Phone: (903) 339-1851.

Fax: (903) 339-1850.

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Inland Empire Business Chronicle

ECONOMIC SPOTLIGHT

Last Month's Inland Empire Business Headlines

<table>
<thead>
<tr>
<th>PASSENGERS TRIPS BY LINE</th>
<th>(excluding free ride promotions, mid-day Flextrains and special events)</th>
<th>Passengers</th>
<th>Increase (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>VPAS</td>
<td>Inland Empire System</td>
<td>17,857,500</td>
<td>+5</td>
</tr>
</tbody>
</table>

04/13/93

First Quarter Sales Up

The first quarter of the year saw a increase in sales for many companies in the Inland Empire. A number of factors contributed to this growth, including increased consumer spending, a strengthening economy, and a favorable market environment.

For example, the sales of home appliances, such as refrigerators and washing machines, were up 15% from the previous quarter. The same trend was observed in the automotive industry, where sales of new vehicles were up 10% due to increased demand.

In addition, the construction industry also saw a boost in sales, with a 20% increase in home building permits issued. This is likely due to the favorable interest rate environment, as well as a surge in consumer confidence.

Overall, the first quarter was a strong performer for many businesses in the Inland Empire, and the trend is expected to continue into the second quarter.

---

Marketing

The importance of effective marketing strategies cannot be overstated. In order to succeed in today's competitive marketplace, businesses need to develop a comprehensive plan that includes a mix of traditional and digital marketing channels.

This is particularly true in the Inland Empire, where the diversity of the population and the range of industries creates a unique set of challenges and opportunities for marketers.

---

Conclusion

In conclusion, the first quarter of 1993 was a period of growth and progress for many businesses in the Inland Empire. With a solid foundation in place, these companies are well-positioned to continue their success and growth in the months to come.

---

For more information or to discuss how you can leverage these trends for your business, please contact [Your Name] at [Your Email] or [Your Phone].
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P. Dan Alura, aka Fernando Dan L. Alura, Josephina M. Alura, dba Temple Mill 591, 2291 Sandipier Court, Canyon Lake, debts: $254,678, asset: $254,425, Chapter 7

Paul Keith Bole, Heide Michele Bole, dba Bole Aero Construc tion, 1266 Blufield, Moreno Valley: debts: $222,995, asset: $633, Chapter 7

Gerald Charles Charlesi, Anita Lynn Charlesi, dba Credit Solutions, 17000 Van Buren Blvd., #112, Riverside: debts: $469,078, asset: $633, Chapter 7

Victor L. Clais, Margaret A. Clais, dba Clais Construction, 15328 Pine Lane, Chino Hills: debts: $191,842, asset: $206,000, Chapter 13


Adam Randolph Collings, dba Adam Randolph Collings, Inc., 28979 Pomeo Drive, Lake Arrowhead: debts: $347,127, asset: $528,600, Chapter 11

Thomas Gene Diull, dba Du Hu, dba Trucker Haul of Fame (a Sole Proprietorship), 10422 Cleaver Court, Menifee: debts: $238,418, asset: $100,250, Chapter 7

Lorraine M. Muller, aka Lorrie Muller, dba T & L Flowers, dba Flowers Inc., Rancho Cucamonga: debts: $83,629, asset: $0, Chapter 7

Robert G. Brazell, dba Riverside, dba Vallarta, dba Vallarta Construction, 43120 E Del Paso, Victorville: debts: $330,851, asset: $0, Chapter 7

Jerry Stuart Fields, dba VHI Construction, 43420 Del Paso, Victorville: debts: $175,418, asset: $0, Chapter 7

Riverside; debts: $222,995, assets: $254,425, Chapter 7

Inland Empire Business Chronicle

Bankruptcies

Retail Listing

Name: Tractor Supply Co.
Address: 3130 Chicago Ave., #130, San Bernardino, CA
Phone: 909-823-2222
Email: info@tractorsupply.com
Website: www.tractorsupply.com

Description: Tractor Supply Co. is a retail chain that sells farm equipment, supplies, and other products for farmers and ranchers.

Inland Empire Business Chronicle

NOTICES OF DEFAULT AND TRUSTEE SALES

Retail Listing

Name: The Home Depot
Address: 3130 Chicago Ave., #130, San Bernardino, CA
Phone: 909-823-2222
Email: info@homedepot.com
Website: www.homedepot.com

Description: The Home Depot is a home improvement retailer that sells tools, hardware, appliances, and other products for home improvement projects.

Inland Empire Business Chronicle

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For more information contact Ann Harris, Executive Director, Main Street, Inc.

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