July 1994

Inland Empire Business Journal

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Catalytic Converters

The Environment

Focus
Environmental Issues

Card Clubs
and the
Inland Empire

Water, Water
and More Water
At Cadiz

Ten
Management Principles
"So he’s some fancy schmancy photographer now huh? Well, that kid was always up to something. I knew all he needed was a little discipline and a few push-ups. Drop and give me 20 master!"

Mr. Thom.

9th grade P1 recheck. Call for more references or a portfolio viewing.

Snyder Langston begins construction on 760,000-square-foot Toyota Parts Center

IRVINE—Snyder Langston has announced that construction is currently underway for the 760,000-square-foot Toyota Parts Center in Ontario. Serving as the general contractor as well as providing assistance on entitlements for the $75-million project, the Irvine-based company joined California Governor Pete Wilson and Toyota executives from Japan and the United States in a recent groundbreaking ceremony for one of California’s largest new private construction projects.

According to Steve Jones, president of Snyder Langston, the project includes construction of a parts warehouse, 38,000 square feet of office space and a 10,000-square-foot dining/training area as well as sitework, an outdoor parking lot for 450 vehicles, and landscaping on a 94-acre site for Toyota Motor Sales, U.S.A., Inc. (TMS). Due to the scope of the project, Snyder Langston will be hiring approximately 40 to 50 subcontractors with hundreds of personnel and will be purchasing materials from the regional area.

Well, statistics back up these improvements.

SNYDER LANGSTON BEGINS CONSTRUCTION
ON 760,000-SQUARE-FOOT
TOYOTA PARTS CENTER

Catalytic Converters and the Environment

Can one man’s vision, financing and nuclear power experience combined with another’s unique process, deliver a first-for-the-industry, 100 percent recycling process? Can spectacular prosperity and environmental compatibility coexist? It’s beginning to look more and more like a probability. The whole of the above has many parts.

Part I

A recent poll reported that more than 80 percent of the American people are convinced that air pollution has gotten worse or, at best, has remained the same. But haven’t you noticed there are fewer serious air alerts? Doesn’t the sun seem to shine a little brighter and the air smell cleaner?

Statistics back up these improvements.

From 1983 to 1992, according to our U.S. Environmental Protection Agency (EPA), the official watchdog of water, land and air quality, smog was down by 21 percent: lead, by 89 percent; nitrogen dioxide, by 8 percent; and carbon monoxide, by 34 percent. That’s nine years worth. The statistics for the past 25 years are even more dramatic.

Closeup: Hal Lazareff

Regional Mall Planned for Loma Linda

Another major opportunity for Inland Empire residents is in the planning stage, this time by Loma Linda City Council. They have opened formal negotiations with Los Angeles-based Metro Malls to bring a $135 million regional outlet mall to the city.

The developers hope to put the two-story, 193-store mall on an 82-acre site on Redlands Boulevard which is owned by the city and the Redlands Unified School District. Up to 5,000 construction jobs will be provided for the 1.2 million square foot structure, which will
The San Bernardino County Museum

Experience Inland Southern California
• anthropology and archaeology
• biological sciences
• earth sciences
• history
• fine arts

250,000 people visit the Museum each year.
60% of the Museum's general audience is families with children.
85% of Museum visitors live in Riverside or San Bernardino Counties.

Your business can share in the Museum's mission of preservation, education and community enrichment through the CORPORATE PARTNERSHIP PROGRAM while providing valuable benefits for your employees and the entire community. Contact the Museum Development Office at (909) 798-8700 for more information.

Champs and Tradewinds Expect to Bring Prosperity to Pompona


The predictions and a review for the Inland Empire.

About The Cover

The July 1994 cover is a photo through the gates of Chief Joseph Ranch in the Bitterroot Valley of Montana. This is the home and office of Mel Pevras, an Ojibwa Indian, control systems engineer to the President and CEO of Rhoen 2001, Inc. His goal is to develop a unique system of recovering the precious metals that are in catalytic converters. It is one of those all too rare situations where a profitable business is in perfect harmony with, and actually helps, the environment. Read about it beginning on page 3.

The July 1994 issue of the Inland Empire Business Journal is available on the Internet for free at www.inlandempirebiz.com. To receive future issues, call 1-800-982-9024 or E-mail subscribe@inlandempirebiz.com. A subscription is $29.95 per year. If you receive this magazine at your place of business and are not a subscriber, please call 1-800-982-9024.

Champs and Tradewinds expect to bring prosperity to Pompona.

Local Entertainment
For customers, both clubs offer gaming, entertainment, dining facilities, and high-level security around the clock. For those used to going to Las Vegas or Laughlin for their entertainment, that also means the convenience and savings of having their fun stay close to home.

The term "customer" doesn't necessarily mean Inland Empire residents, however. According to studies made by Champs, local residents usually account for only 2 percent of a card club's patrons. That statistic should be of some comfort to those who oppose gaming on the grounds that it leads to family and moral deterioration and will cause even more crime and social problems locally.

About the Clubs
The Tradewinds Entertainment Complex, once expected to be completed on the Los Angeles Fairgrounds in December 1994, would offer many types of gaming, including 70 card tables; live

Please See Page 15
EDITORIAL

Rancho Mirage City Council

Power does strange things to some people. It can bring out the best or the worst in the human animal. It can create a sense of omnipotence that can corrupt absolutely. But those in power need to remember that it is only one more thing that is given, and therefore, it can be taken away. Those in power might be able to develop one right of free speech, so that they don’t have to be bothered with anyone who doesn’t agree with them. But that power wouldn’t last long. There are laws in our nation’s Constitution and in our state’s regulations, as well as the moral laws that people attempt to live by.

A recent attempt by Rancho Mirage Mayor Sybil Jaffly and City Councilman Carl Parrish and Art Newman to restrict the free speech rights of certain citizens is an example of how power can be used to control what people think.

Pomona Card Clubs and the City Council

To an outlaw looking in, the odds seem to be in favor of Champs Card Club and Montecito Card Club, two of Pomona’s proposed gaming and entertainment facilities, coming to the city of Pomona sooner or later. The difference is—the longer it takes, the more expensive it will be, in many ways.

After extensive studies and preparations (18 months worth of Champs and heavy capital investments for both clubs, preparations for licensing and construction have come to a standstill due to a legal right’s vocal opposition by a minority of citizens and threats of lawsuits.) The neighboring cities have the majority of the Pomona City Council either doubting themselves or afraid to stand up to their convictions.

If block blob is back to the drawing board—more of the same kind of environmental impact studies—even if it does mean losing most of the benefits that everyone is clamoring for. Many local members are afraid of risk, what about the very real risk that the Innenberg-Tucker Bill will pass and would limit the card club revenue that Pomona can keep, as they would be able to do for the citizens of Pomona and everyone involved.

Could this hesitation end up costing millions of dollars? There have been crime studies, comparison studies, historical research and futuristic prognostications. Nothing is more important than what people want.

COMMENTS

Law of the Land

By Anthony Hay

W hen the founders of the United States of America were drafting the Constitution, they wanted a standard to which all law must conform. Therefore, the general principle has been that any statute passed by legislators bearing the appearance of law automatically follows the law of the land. This is not necessarily so, because the U.S. Constitution is the supreme law of the land, and any statute, to be constitutionally valid, must be in agreement with its legal concepts and principles. It is impossible for both the Constitution and a law which violates it to be valid; one must prevail.

Therefore, any law which is passed by a legislature and thereafter viewed by some as unconstitutional must be appealed to the courts. Upon a court’s reviewing a law and finding it to be an unconstitutional statute, having the form and name of law, it is in reality a void and ineffective for any purpose.

Unconstitutionality dates from the time of the enactment of the now voided law, and not from the time of the decision of the court so branding it. As unconstitutional law, in legal contemplation, is as inoperative as if it had never been passed. Such a statute leaves the people the questions that it purports just as it would had the statute not been enacted.

Since an unconstitutional law is void, the general principle follows that it imposes no duties, confers no rights, creates no jurisdiction, bestows no power or authority on anyone, affords no protection, and justifies no acts performed under that law.

For many years, there is frustration that some of these “laws” basically violate the Constitution, yet the decision has not been followed by the courts, using the “activist court” theory. Therefore, these decisions destroy the strength and legitimate purposes of the law.

It is a mind-boggling array of laws that are being reviewed. Upon a court’s reviewing a law and finding it to be an unconstitutional statute, having the form and name of law, it is in reality a void and ineffective for any purpose. For many years, there is frustration that some of these “laws” basically violate the Constitution, yet the decision has not been followed by the courts, using the “activist court” theory. Therefore, these decisions destroy the strength and legitimate purposes of the law.

The features of the area that attracted developer make Glen Helen Regional Park the personification of what the general misconceptions are. The general misconception is that any statute passed by the state is constitutional. This is not necessarily so, because the U.S. Constitution is the supreme law of the land, and any statute, to be constitutionally valid, must be in agreement with its legal concepts and principles.

I. E. B. J. Close-Up: Hal Lazareff

A closer look...

As director of West Coast Booking for Pace, Hal Lazareff’s primary booking responsibility is the Glen Helen Regional Blockbuster Pavilion. Considering the lineup for the next three months, he has obviously met these responsibilities with great flair. Though just in the second season, this venue has established itself as a major venue in our nation’s entertainment industry.

Background: Hal Lazareff has been involved in the live music business for 25 years. He worked with the Nederland Organization as a talent buyer and promoter for various venues, including the Greek Theatre and Pacific Amphitheatre in Southern California. Previously, Hal was an agent with ICM’s music division for 12 years before forming his own agency. He is the co-owner and booking director of Blockbuster for Booking/Sony/EMI in February of this year.

Eagles, Arrowsmith, Mettalic. You find out from the agent when they’ll be out, you do some of your own marketing, then put several days on the agenda. I do a lot of market research. I talk to all the talent in Glen Helen and get some background marketing on acts, like how many tickets they sold at their last tour, if they were going to come back, if they were going to come back with their concert music division. He was named director of West Coast Booking for Booking/Sony/EMI in February of this year.

I. E. B. J: What kind of money are you talking about?

Lazareff: For a big-name act, $100,000 to $500,000, depending on the act and the size of the venue.

I. E. B. J: Is it more difficult to book a new-name act at a new name for example Blockbuster?

Lazareff: It’s difficult because it’s a new venue. You have to prove yourself. I’d like to get $325,000 paid in people attendance this year and $20 shows in.

I. E. B. J: How has this business changed over the last 10 years?

Lazareff: It got greener. To do this in the last ten years, you have to be more scientific. As an act could worth be $100,000 in San Francisco, and I’m getting charged $200,000 or more just because this is L.A. The biggest change is the introduction of the band’s accountant. This is not just sticks ’n’ stones. You are running a business, you have a specific, scientific sport. The accountant has taken a big roll in the industry.
command-and-control approach, and work in a cooperative and educational manner with businesses to achieve compliance with air quality standards. We’ve also assisted businesses to develop cleaner technologies that will provide economic opportunities—such as electric cars and buses and plants that do not pollute. We have extensive business assistance and business retention programs. We’re concerned about our economy, too.

Mike Feinstein, Co-founder of Green District

It is not possible to balance economic growth with environmental protection. But it is possible for economic development to be in harmony with environmental protection, restoration, and regeneration.

The quantitative and arbitrary economical growth "good" model must be replaced with a qualitative model where economic development is tied to addressing social and environmental needs. In doing so, we put an end to thinking that economics is being tarnished by pollution and unconstrained, oversite big business. The dream of beautiful natural beauty, majestic mountains, clear coastal waters, blue skies, and livable cities that are not polluted will be replaced by the reality of gray skies, urban sprawl and congestion.

The response was to attempt to introduce reason into the public decision-making process, to require that environmental values be considered along with other factors prior to the approval of public and private projects which significantly affect the environment. The Legislature passed the California Environmental Quality Act (CEQA).

The law did not require that a project with adverse environmental impacts be denied, only that such impacts be evaluated and considered by the public and those undertaking or approving the projects. As much as anything, CEQA is a mechanism to assure that there is fair, systematic and informed decision making.

Throughout the years, CEQA has been used successfully to paint both purveyors of the environment and economic growth as jerks. The bureaucracy has been able to use CEQA to delay and stop potential competitors or raise CEQA as a roadblock to regulation. Amendments to the act have limited the scope of CEQA and refocused environmental review processes. Unfortunately, there has been a wholesale assault on CEQA in recent years, fueled by a cabal of commercial interests who seek to stop CEQA as a roadblock to economic development. Therefore, the primary concern is that CEQA potentially harm the control of the "owner" of the facility.

The potential abuses of this legislation are readily envisioned. For example, a developer who is beginning to lose their sensitivity. The harsh realities of high unemployment and a dismal economy are quickly derailing the luster of this once auspicious movement. The environmentalists so overlooked their fears and their draconian controls promise another blow to the already battered and bruised reputation of the Golden State was unconstrained, unstightly, unqualified, and unmet.

This year, however, the paladins of CEQA have developed a five-year exemption from CEQA for any project of facility damaged by disaster emergency or "categorical activity," including vandalism. Claiming that CEQA’s exemptions apply only to homes and businesses in "declared disaster zones," Senator Leno is using CEQA to deny a flood of workers the opportunity to move into an era of cooperation between public and private that do not pollute. We have the assurance of the Sciences, California. And CEQA has become a vehicle for the benefit of many lawyers, including a flood of workers who work for the benefit of many lawyers, including a flood of workers who have already addressed this issue.

Since CEQA’s passage, environmentalists have given birth to numerous state regulatory agencies. These agencies have been charged with the task of implementing the same laws that were already addressed by CEQA. However, many of these concerns have already been addressed by comprehensive federal laws. And many of the local agencies implementing CEQA have been found to reproduce work already completed by state and federal government. Another blow to the already battered and bruised reputation of the Golden State was unconstrained, unstightly, unqualified, and unmet.

This year I have introduced CEQA.
The Cadiz Land Company is ever growing and changing. It grows by continually acquiring new sections of land through options on distant, privately-owned properties or land given long ago to the railroads. The company then trades those sections (some of which harbor various endangered desert species) to the Bureau of Land Management for sections adjacent to their own holdings. That land, in turn, supports more possibilities and future growth. And as new discoveries are made and unforeseen possibilities arise, the leaders of the company adjust their course to march with the new visions. This is how they have proceeded from research to development and sales, and now, have proceeded from research to new visions. This is how they discovered their most precious asset, water.

The company started with a dream in 1983. Agricultural developer Keith Brackpool joined with geologist Mark Liggett to chase that dream of an oasis in the desert. Both men knew that certain geological conditions created underground basins which retained precious water in desert soils and temperatures. Through the use of satellite imagery, they surveyed large areas of the Southwest and discovered several potential basins. The one area that met all their requirements, however, was the Cadiz Valley in the East Mojave desert. The infrastructure was in place, through the old Route 66 and the Santa Fe Railroad tracks. The climate and the soil were perfect for growing fruits and vegetables, once irrigation was available. And the area was isolated enough to be free of the pests and bugs that blighted more populated areas.

Research into other areas led to the many separate owners of this land, and enabled the company that Brackpool and Liggett formed to option large areas of the land they coveted. They soon had purchased 26,000 acres over an incomprehensibly large ground-water basin. They learned that in some areas the depth of the water basin is 3,000 feet, while the top of the water level is 150 feet. By tapping only the top 100 feet of water, they could draw 1 million acre feet per minute. Cadiz also drilled 14 monitoring wells to enable them to keep close watch over their water supply.

The company has changed in many ways. Land holdings are up to 30,000 acres, with more in the option process. Liggett and Brackpool are now consultants and directors, as well as major stockholders. British stockholders also have substantial interest in Cadiz. And one of the key players is Ted W. Dutton, vice president of development.

Dutton is well-known in the Inland Empire. He has a 30-year background in real estate, land development and property management businesses. His projects include the Virginia Dare Winery Business Center in Rancho Cucamonga (where Cadiz corporate offices are located) and development of a 420-acre mixed residential project in the city of Chino Hills. He was also instrumental in the conversion of the historic General Electric Steam Iron Plant in Ontario into incubator space for start-up businesses.

In addition, Dutton initiated the transformation of both the Tri-City Airport (sold to Rancon Financial Corporation and now known as the Tri-City Corporate Center) and the Ontario Motor Speedway (sold to Chevrons Land & Development and known now as The Ontario Center) to mixed commercial use developments. His experienced hands are needed to handle the many complex opportunities facing Cadiz.

The company now has 1,440 acres under cultivation as part of the Agricultural Preserve with another 800 acres soon to be developed. Thompson seedless, red flame and raisin and some exotic grapes take up 800 acres, while 560 acres are devoted to Lisbon lemons, Valencia oranges, Fairchild tangerines, and Minneola mandarins. All farming is done by the water-conserving drip irrigation method, which uses only one-fourth to one-sixth of conventional irrigation methods. The raisins are dried on the vine—possibly only because of the pest-free environment.

Today, however, company eyes are focused on the next opportunity. They have 16.9 million acre feet of water. As events move forward through studies, reports, and agency approvals, the time comes close when the value of that asset will make itself very close.

The company started with a dream in 1983.

Agricultural developer Keith Brackpool joined with geologist Mark Liggett to chase that dream of an oasis in the desert.

Over the years, the company has drilled five 28-inch borehole wells down to the water table. The 16-inch steel casings and well screens now allow for pumping 2,000 gallons of water per minute. Cadiz also drilled 14 monitoring wells to enable them to keep close watch over their water supply.

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<th>Employee Services Provided</th>
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<td>1. County of San Bernardino</td>
<td>13,420</td>
<td>Local Government</td>
<td>Yes</td>
<td>Tom Laura</td>
<td>Dir., Economic &amp; Comm. Dev.</td>
<td>(909) 874-5142</td>
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<tr>
<td>2. County of Riverside</td>
<td>10,400</td>
<td>Local Government</td>
<td>Yes</td>
<td>Frank McNew</td>
<td>Dir., Purchasing &amp; Material Services</td>
<td>(909) 874-5142</td>
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<tr>
<td>4. Stater Bros. Markets</td>
<td>9,000</td>
<td>Supermarkets</td>
<td>Yes</td>
<td>Richard C. Monroy</td>
<td>Group Sr. VP Marketing</td>
<td>(909) 874-5142</td>
</tr>
<tr>
<td>5. 27350 Byron Road</td>
<td>7,257</td>
<td>Military</td>
<td>Yes</td>
<td>Capt. Frances Children</td>
<td>Public Affairs Office</td>
<td>(909) 874-5142</td>
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<td>6. 1200 East J St.</td>
<td>6,200</td>
<td>Telecommunications</td>
<td>Yes</td>
<td>Gary George</td>
<td>Dir. Public Affairs Mgr.</td>
<td>(909) 874-5142</td>
</tr>
<tr>
<td>7. 11254 Amazona Street</td>
<td>4,000</td>
<td>Medical</td>
<td>Yes (By)</td>
<td>Gregory B. Williams</td>
<td>Dir., Administration &amp; Human Resources</td>
<td>(909) 874-5142</td>
</tr>
<tr>
<td>8. Kaiser Permanent Medical Center</td>
<td>4,000</td>
<td>Health Care</td>
<td>Yes</td>
<td>Michael Legati</td>
<td>Chief, Group Sales &amp; Service</td>
<td>(909) 874-5142</td>
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<tr>
<td>9. 9901 Barry Avenue</td>
<td>4,000</td>
<td>School</td>
<td>Yes</td>
<td>John H. Morgan</td>
<td>Dist. Dir.</td>
<td>(909) 874-5142</td>
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<tr>
<td>10. University of California Riverside</td>
<td>2,880</td>
<td>Education</td>
<td>Yes</td>
<td>Mary Jane Powers</td>
<td>Chancellor</td>
<td>(909) 874-5142</td>
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<tr>
<td>11. 2821 Clark Ave</td>
<td>2,840</td>
<td>Public Schools</td>
<td>Yes</td>
<td>Jack E. Chapman</td>
<td>Director of University Relations</td>
<td>(909) 874-5142</td>
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<td>12. 1530 Foothill Street</td>
<td>400</td>
<td>Higher Education</td>
<td>Yes</td>
<td>Marjorie Green</td>
<td>Administrative Assistant</td>
<td>(909) 874-5142</td>
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<td>13. Pomona Unified School District</td>
<td>2,744</td>
<td>School</td>
<td>Yes</td>
<td>Richard Kenyon</td>
<td>Director Community Serv. Mgr.</td>
<td>(909) 874-5142</td>
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<td>14. University of Redlands</td>
<td>2,730</td>
<td>Package Delivery</td>
<td>Yes</td>
<td>Charles Colley</td>
<td>Director</td>
<td>(909) 874-5142</td>
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<tr>
<td>15. 1090 E. Foothill Blvd.</td>
<td>2,500</td>
<td>Medical</td>
<td>Yes</td>
<td>Christine Carpenter</td>
<td>Marketing Director</td>
<td>(909) 874-5142</td>
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<tr>
<td>16. Inland Empire Medical Center</td>
<td>2,300</td>
<td>Hospital</td>
<td>Yes</td>
<td>Erwin Naval</td>
<td>CEO</td>
<td>(909) 874-5142</td>
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<tr>
<td>17. 12601 11th St.</td>
<td>2,300</td>
<td>School</td>
<td>Yes</td>
<td>Robert Lee</td>
<td>District Superintendent</td>
<td>(909) 874-5142</td>
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<tr>
<td>18. Moreno Valley Unified School District</td>
<td>2,300</td>
<td>School</td>
<td>Yes</td>
<td>John E. Holmes</td>
<td>City Manager</td>
<td>(909) 874-5142</td>
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<tr>
<td>19. 9901 Barry Avenue</td>
<td>2,153</td>
<td>Recreational Vehicles</td>
<td>Yes</td>
<td>Laura Rick</td>
<td>Director, Mgmt.P.R.</td>
<td>(909) 874-5142</td>
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<td>20. 3521 Myrtle Street</td>
<td>2,000</td>
<td>Reproductive Health Care</td>
<td>Yes</td>
<td>Dr. Tim Byrd</td>
<td>President</td>
<td>(909) 874-5142</td>
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<td>21. University of California Riverside</td>
<td>2,000</td>
<td>Social Services</td>
<td>Yes</td>
<td>Karen Roberts</td>
<td>Acting Director of Marketing</td>
<td>(909) 874-5142</td>
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<td>22. 12601 11th St.</td>
<td>2,000</td>
<td>University</td>
<td>Yes</td>
<td>Joe DeMello</td>
<td>Chancellor</td>
<td>(909) 874-5142</td>
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<td>23. Inland Empire Medical Center</td>
<td>2,000</td>
<td>University</td>
<td>Yes</td>
<td>John D. Maguire</td>
<td>President/C.E.O.</td>
<td>(909) 874-5142</td>
</tr>
</tbody>
</table>

Note: The list above is not all inclusive, and it is possible that some companies may not be included due to the nature of the business or the specific focus of the list. The information is subject to change, and it is recommended to consult the Inland Empire Business Journal or the company's website for the latest updates.
Catalytic Converters and the Environment

From 1983 to 1992, according to our U.S. Environmental Protection Agency (EPA), the official watchdog of water, land and air quality, smog was down by 21 percent; lead, and air quality, smog was according to our 

The exhaust system of an engine where gases pass through a "HoneyComb" or bed of small beads coated with the catalysts "platinum, palladium and rhodium." They were first installed on American cars in 1974. To be just a bit more specific, a catalytic converter is a substance that speeds or slows a chemical reaction between other substances without being consumed. According to "Scrap Processing and Recycling," the first autocats introduced in the U.S. to meet Clean Air Act standards were oxidation catalysts that used platinum and palladium to convert hydrocarbons and carbon monoxide by 34 percent. The Agency (EPA), the official watchdog of water, land and air quality, smog was according to our 

Platinum (ounces) Palladium (ounces) Rhodium (ounces)
Demand 610.0 405.0 355.0
Stillwater Mine Production 66.0 (222.0) (1.0)
U.S. Autocat Recovery 205.0 (70.0) (29.0)
Net Demand 339.0 193.0 342.2

Taiwan. Emission's legislating will soon be strengthened is introduced in South-East Asia and South America, and more new diesel vehicles will be fitted with catalysis in Europe and the USA. This is a trend that will continue as a part of international awareness and the focus on the air quality environment.

The need for PGMs will have to be satisfied in three ways: sale or stockpiled, increased mining, and autocat recycling. Here then is the crux of what constitutes a natural resource. In the United States there is only one mine that produces PGMs—the Stillwater Mine in Nye, Montana. In 1993, according to Greg Hedges, manager of processing, out of 365,000 tons of ore, Stillwater produced 227.0 ounces of Palladium, 222.0 ounces of Platinum and 1,800 ounces of Rhodium. The extracted ore is sent to their smelter for further processing, and then that product, or 'mite', is shipped to a smelter in Belgium for final processing.

As technology changes, the demand for gold, silver and copper for industrial purposes is growing. These "three-way" catalysts have since become the industry standard. Until now, the only means by which we can extract these PGMs—Platinum, Palladium, and Rhodium—are from PGM-rich ores and minerals. "Scrap Processing and Recycling" estimated that there were over 200,000 tons of PGMs in the USA alone. This is a trend that will continue as a part of international awareness and the focus on the air quality environment.

Champs Cell and Tradewinds Expect to Bring Prosperity to Pomona

In 1984, the tax money from the club allowed this once dirt-poor city hire 20 more police officers, expanded parks, and repaired streets.

The City Council into putting a hold on plans to license "Tradewinds at the Fairplex and "Champs" in South Pomona. A few neighboring communities had complained that they would be affected by traffic congestion and increased pollution, as well as crime problems. LaVerne even threatened to sue if the Council approved the clubs' license.

"Then you ask yourself, am I doing to improve the morals of my family? What am I doing to set a good example? What am I doing to help my neighbor and my community?" Champs' spokesman, Philip Schaefer, also claims that gambling has a bad rap by some religions. He undertook his own study by buying a religion software package and doing a computer search for all references to gambling in the Bible. "I found several references to 'casting of lots,' including the incident when they chose that method to select a successor to Judas after he betrayed Jesus and hung himself. But I didn't find any reference to gambling actually being evil," he said. Schaefer also cited studies that suggest that very few local residents will actually take part in gambling at the clubs. "One study states that 60 percent of card club patrons are Caucasian, and 22 percent are Asian," said Schaefer. "Other ethnic races prefer different games of chance. This study also states that typically only 2 percent of a club's patrons reside in the local area."

The last word on this is that the City Council is expected to hold approval for "Tradewinds at the Fairplex and "Champs" in South Pomona. A few neighboring communities had complained that they would be affected by traffic congestion and increased pollution, as well as crime problems. LaVerne even threatened to sue if the Council approved the clubs' license.

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"What's more, our dealers will be trained and able to identify a patron who may be addicted to gambling," Schaefer added. "They will advise such a person, in privacy and with respect, to get counseling."
Catalytic Converters and the Environment

CATARACT, Inc., a company that specializes in instrumentation and control systems—sophisticated equipment designed to protect and safeguard power-generating plants, petrochemical facilities, government projects and various manufacturing and technology industries. His initial investment was $10,000.

At age 45, he sold his interest in Cataract, Inc., for $20,000,000, bought the ranch and settled in to raise cattle and registered paint horses. He then went to look around, study marketplaces, and investigate possibilities.

Preserving natural resources while allowing for the needs of free enterprise is part and parcel of Pervais' traditional Native American respect for land, water and nature in general. So it is not surprising to see the result of his entrepreneurial sleuthing come into focus.

There have been others who have attempted to recycle autocats with some success; while some have failed due to bad timing, lack of capital, feedstock problems, length of time for smelter turnaround, worldwide depressed metals market or poor market conditions.

In the case of Rhodium 2001, Inc., the key to recycling in the process—which is not:

- Similar to any competitive practice
- A pyro technology or smelter, or
- An acid or leaching extraction.

The process was invented by Clarence A. Dickey, who, along with other patented inventions, gave the additive to natural gas that we know as gas line leakage.

The polluting emissions from smelters, not cleaned up, eventually ends up in the atmosphere or in the slag and, in

with other Island Empire cities, he said. "This will help our local businesses, keep them from moving out, and encourage others to move in.

"I also think that Pervais could do the same thing that Las Vegas did," he added. "They've focused on family entertainment in the past few years. Look at some of their new casinos. I think that the Fairplex is the ideal location for family entertainment to move into, near Tradewinds. We turned down Disneyland, and we turned down Montclair Plaza. I don't want to let this opportunity slip through our hands."

The US government policy is literally looking the other way as we sweep our environmentally hazardous materials under the rug of foreign nations," said Pervais.

"This company, once in full production, plans to pursue this concern politically, and economically. They'll strip of its metals. It is then collected, and shipped and sold for reuse to the ceramic industry.

"Lead deposited from combusted gasoline (Yes, even non-leaded gasoline still has some lead) is then carried out in the process-one which is not only environmentally valuable, but which efficiently saves many ounces of the precious metals normally lost by the smelter methods.

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Electric Cars Are Vehicles for Today

by Sergio Balegno, President of Morse-Balegno

Software Changing How Marketers Conduct Surveys

With a slick click of the mouse, the vice president generated an instant email... Another click and persuasive online surveys appeared, graphically inviting participation. The result was a single question for a presentation to the president. The president was impressed, and his concerns were alleviated.

LAN Systems learned that they were no longer alone in comparison with their competition. They also received helpful feedback from customers which led them to develop several highly targeted marketing and merchandising strategies for the next quarter. LAN Systems is a having a record year, and market research has become an essential component of their marketing planning.

If you can check any of these, you need

- Not enough time to follow up on leads
- Short-staffed in the marketing department
- Unsure of customer's satisfaction level
- Need help breaking into a new market
- Not confident that channels of distribution are doing what they should

If you checked even one, you're not alone. But that's why we're here — to add your feedback and research resources. Join other companies that make every marketing dollar count by using our services to conduct lead follow-up or customer satisfaction surveys. We match our technology and service capabilities to your unique needs, focusing on a job-by-job, B2B long-term basis, depending on what you need.

Call us today. We'll be glad to discuss a customized plan for your needs.

(800) 424-9378  (714) 879-7900

Software like Survey EZ3 is changing the way surveys are conducted and used in marketing. Today, many researchers used a costly tool only used by companies large enough to afford such research or an internal staff of research specialists. Because new software like Survey EZ3 allows in-house researchers to conduct marketing research at rates comparable to mid-sized consulting companies, the tool becomes fast, easy, and inexpensive. Let's take a look at the specific marketing software tools that helped LAN Systems.

The New Survey Software...

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The next time you hire the person you didn't want in the first place, you've got people who are just not interested.
Free Employment Advertising Provided for Businesses

When advertising for a potential employee puts a strain on the company budget, employers now have another option—a firm that advertises their position free of charge. Job-seekers interested in a specific position can now access the job database for a small fee through a toll-free 1-800 number.

Jobs America(TM) has been open to the general public for four months. They now claim to list approximately 2,000 jobs in 175 categories from all over Southern California on their computerized system for interactive job retrieval. Employers are requested to notify the firm when a job is filled, but, in any case, a job listing is removed from the system after two weeks unless an employer notifies them that it has not yet been filled.

Job seekers pay $2 for the first minute and $1 for each additional minute to get the information from the Jobs America(TM) database. All job placement and retrieval is done through custom computer programs and is completely automated. A 'help menu' and instructions on accessing information are provided. Each job category is screened by punching the first four letters of the job description on a touch-tone phone, and the caller can fast forward through positions in which they are not interested.

Jobs America(TM) estimates that only 3 to 10 percent of available job opportunities are advertised in the newspapers. The result, they claim, is that tens of thousands of job opportunities remain virtually inaccessible to the Southern California job market.

The Southern California marketplace is now more mobile than ever. The recessionary squeeze on individual finances have made Californians more willing to relocate or commute to get the available jobs.

Therefore, the employer's market is significantly larger during a recession since potential employees are predisposed to go where the job is rather than limit their search to their immediate area through local newspaper ads.

As a result, employers now have an expanded market of potential employees. A company with an available position in South Orange County, for example, can now tap into this expanded market, and perhaps the most qualified (or least expensive) candidate will commute or relocate from another county.

Jobs America(TM) provides free, convenient, and immediate access to this market, making this the first viable, large-scale employment alternative since the newspaper classified ads.

Jobs America(TM) is a product of TTM & Associates, a recently formed company in interactive information programs for the general public, original equipment manufacturers and other businesses.

Jobs America(TM) offers this free employment advertising at no obligation to the employer. By employers utilizing this no-cost incentive, Jobs America(TM) hopes to provide a viable method of listing every employment opportunity available through its computerized phone interface. 

CareAmerica has plans to save an endangered species... Independent Business.

You deal with it every day... costs of doing business that just keep going up and up. Like employee health care costs. You want quality health care, but there's a limit to what you are willing to pay.

CareAmerica has an answer... affordable HSA's and PPO plans that can be tailored exactly to the needs and budgets of independent businesses. Whether you have 3 or 3,200 employees, you can choose from a wide range of quality products and services. Select from more than 8,000 physicians and 70 of the best hospitals. Choice, quality and cost efficiency... a few of the reasons CareAmerica is one of the fastest growing health care companies in Southern California.

Call your broker to ask about CareAmerica. It's the right choice.
### Population Growth Slowing in Inland Empire

**JULY 1994**

Printed with permission of the Inland Empire Economic Data Bank and Forecasting Center, The A. Gary Anderson Graduate School of Management, University of California, Riverside.

As recently released by the Department of Finance indicates slower population growth in the Inland Empire for the third year in a row. The data shows faster growth in Riverside County than in San Bernardino County and faster growth is either county than for the state as a whole. However, the 2.6 and 1.7 percent rates estimated for the two counties are slightly below the norm seen from the late 1980s, and this slowing looks to be continuing.

### Inland Housing Still Rebounding

Recovery is proceeding in the housing market. As in the case in the rest of Southern California, home sales in Riverside and San Bernardino Counties have grown steadily through the last 10 months since June, after having declined through the previous four years. Sales may have been particularly sluggish for new homes. This trend has helped spur a corresponding increase in building activity, as seen in building permit trends in Chart 2.

The improvement seen in home construction is encouraging, but one should keep in mind that it will take growth at recent rates for a number of years before we have returned to 1989-90 levels. Chart 3 certainly puts this in perspective for construction activity, as Chart 1 does for home sales.

### Apartment Construction in Meltdown

A sobering trend in the housing market is the virtual (continuing) meltdown of the apartment construction business. Total multi-family construction in the Inland Empire has amounted to less than 1,000 units per year for the last three years, down from more than 30,000 units in the late-1980s. Obviously, lower interest rates have not been able to offset the chilling effects of tax reform and slower economic growth in restraining this sector.

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### Sonic Filter Cleaning Saves Money and Environment

**by Christy Newey**

E nvironmentalists are often associated with the word "bottlenecks." However, the success of new pollution control devices is a common vision of environmental protection and the integral role of vehicles.

**Sonic Filter** makes use of a new cleaning system developed by Sonic Clean of Poway, California, which has over 50 units nationwide, as well as several overseas locations.

The Sonic Dry Clean process is an efficient, fast and cost-effective way to clean air filters. It is evident that this process extends the life of air filters and at the same time lowers maintenance costs.

**For more information about this process, call (909) 687-8801.**

### NORTH AMERICAN ALLIANCE FORMED FOR ZERO EMISSION VEHICLES

A new alliance of North American organizations has formed to promote development and early commercialization of pollution-free vehicles, both at home and abroad.

**"Alliance members share a common vision of environmental protection and the integral role of zero and near-zero emission vehicles in addressing global and local air pollution problems," said Henry Wedas.**

""Developing zero emissions vehicles is key to solving both global and local air pollution problems," said Henry W. Wedas, chairman of the new organization, known as the North American Clean Air Alliance for Zero Emission Vehicles. "Alliance members share a common vision of environmental protection and the integral role of zero and near-zero emission vehicles in addressing global and local air pollution problems," said Wedas, who also chairs the Los Angeles area South Coast Air Quality Management District governing board.

"Our members recognize that clean vehicle technology can bring new economic opportunity and create new highly skilled, good paying jobs over the next decade," he added.

The chief objectives of the alliance are to:

- **Sponsor conferences and other events that review the current state-of-the-art of zero and near-zero emission vehicles;**
- **Support California's clean car standards, including the 1998 law for zero emissions vehicles electric vehicles.**

The alliance will maintain a philosophy of neutrality in determining which vehicle or near-zero emission vehicle technologies to support, Wedas said. In fact, there are a number of competing types of electric vehicles that can power electric cars. In addition, other zero emission technologies exist, such as fuel cells, which are clean but compete with conventional vehicles. In addition, other zero emission technologies exist, such as fuel cells, which are clean but compete with conventional vehicles.

### UCR Center Named Lead in Air Quality Research

G overnor Pete Wilson named a research center at the University of California, Riverside as California's lead center for air pollution study and technology development. The College of Engineering- Center for Environmental and Fuel Technology (CE-CERT) does wide-ranging research on air pollution and determination of alternative fuels, transportation systems, vehicle emissions and atmospheric processes. As the lead center, CE-CERT will play a significant role in the California Environmental Protection Agency, James Fox, executive director of the Southern California Air Quality Management District, said. "We look to CE-CERT to help develop new technologies for the future." The design was made jointly by the site's advisory committee, which represents the public and the private sector.

Gov. Wilson cited CE-CERT's work in building partnerships between the public and private sectors in the development of an environmental management agenda to benefit the public. "For the first time since the modern environmental movement began in the 1960s, the opportunity to create the public-private sector partnership that will enable science to drive regulations is within reach."
Best Buys in Scanners

The difference between a good full-page, gray-scale scanner and the color version is now about $200.

The following scanners are by no means the only ones that you should consider, since they are very similar in quality, but they have consistently received good reviews in the PC press. I am adding a few comments on each.

1. The UMAX Technologies Color Scan Office 600 dpi scanner is a document feeder and has a transparency kit. Some available options for the UMAX scanners are a document feeder and a transparency kit. For about $800, you can get the scanner plus Picture Publisher LE, a business card reader and software package, a drawing package, and OCR program. This is from a prominent mail-order supplier. For $100 more, you can get the UMAX 800 dpi version. It's hard to beat this, folks!

2. The HP Scanjet 1200 is really top rated. It is generally considered to have the best output quality yet. Street prices I have seen have ranged as low as $349. If you can get some free software with it, this would be one of the packages you should consider first.

3. The Microtek Scannermaker 2SP is useful as good as the HP Scanjet and it has a street price of around $750. Again, if you can get free software with it, don't hesitate.

4. The Canon IX-400 is really good. The street price of about $1000 for a scanner with 400 dpi resolution, a SCSI interface, TWAIN device driver, graphics and OCR software, and a one-button should be considered.

5. Another major dimension to consider is whether the scanner can resolve up to 16.7 million colors. For most businesses is a flat-bed, full-page color scanner of at least 300 dpi HORIZONTAL resolution.

As a transparency unit or multiple document feeder. I think this factor is nearly as important for you to consider as performance. In the long-run, a scanner's ability to be upgraded can save you lots of bucks. You should only consider a scanner with the appropriate-size paper capabilities. The last thing you should worry about is speed, as most good scanners are fast enough. You should worry about output quality first. Lastly, the amount of graphics and optical character reading (OCR) software that comes with the scanner (hopefully included in the price) is a consideration.

Inland Empire Profile

15: one son, Ryan, age 17

Hobbies: Carpentry and gardening

Affiliations: California Redevelopment Association, International Council of Shopping Centers, San Bernardino Area Chamber of Commerce, Greater Los Angeles World Trade Center, California Association for Local Economic Development, National Community Development Association, National Association of Industrial and Office Parks, National Association of Housing and Redevelopment Officials, California Society of Municipal Officers, San Bernardino Valley Association of Realtors and Inland Empire Economic Partnership

Personal Accomplishments: Of my children.

Best Aspects of the Inland Empire: Central to mountains, desert and ocean.

Greater Concern: The decline of the family structure.

Last Book Read: "The Stand," by Stephen King

Last Movie Seen: "Maverick"

Favorite Sports: Snow and water skiing, and soccer

Last Vacation Taken: Cruise on the Mexican Riviera

Lives in City of: Moreno Valley

control is another great deal. I particularly like the native 400/800 dpi resolution for this price.

5. Paragon's 1200 Flatbed Scanner with Adobe Photoshop 2.5, as OCR program and PC Interface can be had by mail for under $1000. This is another exceptional buy.

Josh Stark is owner of Abacus Consulting, a computer software and hardware consulting firm in the Inland Empire.

For information, call (909) 790-2154.

Van Dalen teaches a variety of undergraduate and graduate courses, including General Physics for undergraduates and Experimental Tests of Electroweak Physics for graduate students. He is currently supervising two Ph.D. students, William Strossman and Kevin McIlhany, who are conducting thesis research at Los Alamos National Laboratory.

In addition to his teaching duties, Van Dalen serves as associate dean for physical sciences in the College of Natural and Agricultural Sciences from July 1990 to July 1993.

He earned his bachelor's degree in 1973, master's in 1975 and Ph.D. in 1978, all in physics and all at UCR.

Walker was visited in student evaluations as an "excellent," "fantastic" and "wonderful" teacher. One former student said, "She has been instrumental in promoting my development as an independent investigator."

"It makes all the effort worthwhile," said Walker of the honor. "It is wonderful to be appreciated."

Walker teaches in the UCR Division of Biomedical Sciences, which offers, in conjunction with the UCLC School of Medicine, a unique seven-year program leading to an M.D. Among the courses she teaches are microanatomy and histology for medical students, as well as seminars and special topics courses for Ph.D. students. In addition, Walker serves as graduate advisor for the interdepartmental Ph.D. program in biomedical sciences.

Walker's research focuses on the hormone prolactin and its role as a growth factor in normal and tumorous tissues.

She earned her bachelor's degree in biochemistry in 1973 and her Ph.D. in cell biology in 1976, both at Drexel University in Philadelphia. After a three-year postdoctoral appointment at Yale, she joined the UCR faculty in 1979.
Environmental Companies Serving the Inland Empire
Local Leaders in Action

CBE FILES ANTI SMOG-TRADING LAWSUIT.
CLAIMS L.A.’S RECLAIM PROGRAM IS ILLEGAL,
WILL MAKE SOUTHLAND AIR DIRTIER

os Angeles—Citizens for a Better Environment (CBE), a statewide nonprofit environmental health organization, has filed a lawsuit in California Superior Court seeking to block a controversial program that would allow industrial polluters to buy and sell smog. The program, known as RECLAIM, was approved by the California Air Resources Board (CARB) last March and was developed by the South Coast Air Quality Management District (AQMD). Both are named in the suit.

"Under this smog trading scheme, the citizens of Southern California will be forced to breathe tens of thousands of tons of additional pollution," said CBE’s L.A. Clean Air Program Director, Jim Jenal. "As a result of allowing smog trading, more people will get sick and more people will die than they would have under the old plan. It isn’t right, it isn’t fair, and it isn’t legal.

According to Jenal, California law requires any smog-trading program to work at least as well as the traditional methods that it is replacing.

"Unfortunately, the AQMD and the CARB ignored our concerns and adopted this program despite its obvious flaws. Why is that fair? We don’t agree and have repeatedly told them so," said Jenal.

NATIONAL HONORS ACCORDED EMWD WATER RECLAMATION PROJECT

A nationally-recognized existing research and technology project, and, in fact, the award for 1994 has been presented to Eastern Municipal Water District (EMWD) and has been developed through the use of reclaimed water through the use of multiple-use constructed wetlands and has been developed through the use of reclaimed water through the use of multiple-use constructed wetlands.

The award was sponsored by the Association of Metropolitan Sewage Agencies (AMSA) and honors technological innovation related to wastewater treatment. It was presented recently at AMSA’s annual meeting in Washington, D.C. Eastern Water’s project was selected from among the work of hundreds of AMSA member agencies.

EMWD was represented by Ms. Christie Croeter, a project coordinator in the resource development branch, who accepted the award on the district’s behalf.

The award is sponsored by the Bureau of Reclamation, and a number of other agencies also participate. It is designed to evaluate and expand the use of reclaimed water through the use of multiple-use constructed wetlands. In addition to providing economical and natural tertiary processing of wastewater treatment plant effluent, the project provides quality habitat for migratory waterfowl and shorebirds.

By designing a "multipurpose" project, the district has also maximized public education and passive re-creation benefits of the wetlands project easily.

The award specifically recognizes the project’s concept and development.

To qualify for the widely-recognized honor, a project must directly relate to basic processes of wastewater collection or treatment, be conducted in-house or under the agency’s close direction, and must have practical application.

The award was sponsored by the Association of Metropolitan Sewage Agencies (AMSA) and honors technological innovation related to wastewater treatment.

According to Croeter, in accepting the award was William E. Riney, Lower Colorado Regional Liaison for the U.S. Bureau of Reclamation, which has provided much of the funding.

The EMWD project is co-sponsored by the Bureau of Reclamation, and a number of other agencies also participate. It is designed to evaluate and expand the use of reclaimed water through the use of multiple-use constructed wetlands. In addition to providing economical and natural tertiary processing of wastewater treatment plant effluent, the project provides quality habitat for migratory waterfowl and shorebirds.

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By designing a "multipurpose" project, the district has also maximized public education and passive re-creation benefits of the wetlands project easily.

The award specifically recognizes the project’s concept and development.

To qualify for the widely-recognized honor, a project must directly relate to basic processes of wastewater collection or treatment, be conducted in-house or under the agency’s close direction, and must have practical application.
CFOs PREDICT SLIGHT INCREASE IN THIRD QUARTER FINANCIAL HIRING

Large Companies and Professional Services Firms Project Strongest Growth

The hiring of accounting and finance professionals in the third quarter will continue its gradual upward swing, according to the nation's chief financial officers (CFOs). Ten percent of CFOs polled in a new Robert Half International survey said they expect their companies to hire accounting and finance personnel during this period, while 4 percent reported plans to decrease staff. Eighty percent of the respondents expect no change in staffing activity.

The net positive increase of 6 percent is slightly higher than last quarter's results. Especially encouraging were hiring projections from companies with 100 or more employees. The net increase in hiring among large companies (11 percent) is nearly double the national average. And results from California, one of the last states to begin recovering from the recession, indicate a renewed strength in hiring.

The national poll includes responses from 1,000 CFOs who were randomly selected from companies with more than 20 employees. It was conducted by an independent research firm and developed by Robert Half International. Inc., the world's largest staffing services firm specializing in the accounting, finance and information technology fields.

"The survey's projections show the wide breadth of the recovery— with strong optimism across many industries, regions and diversified companies," said Max Messmer, chairman and CEO of Robert Half International.

"The fact that large companies are planning staff additions is particularly encouraging," Messmer added. "The hiring activities projected by these firms are at levels previously reported only by small to mid-sized companies."

Five percent more small firms plan to increase hiring compared to those projecting decreases. For mid-sized firms, 7 percent more have such plans, and for large firms, the net is 11 percent.

Accounting and Financial Hiring—by Industry

Professional and business services firms projected the highest growth for the third quarter. Seventeen percent of respondents within this industry expect to increase their accounting and finance staff, while less than 1 percent report plans to cut staff.

"Growth in this sector is a clear indicator of the overall health of the economy," said Messmer. "Confidence in the recovery has resulted in a strengthened consumer confidence and increased demand for professional services. Businesses are gearing up to meet these demands by hiring new employees."

Accounting and Financial Hiring—by Region

Eighty percent of the respondents said they plan to hire accounting and finance personnel in the third quarter. Only 2 percent of respondents said their companies expect decreases. Last quarter, California businesses projected no net increase in staffing activity. The nation's chief financial officers said California's economic comeback in this region can be attributed to the rebound in auto manufacturing.

Robert Half International Inc. was founded in 1984. The New York Stock Exchange traded firm has two major financial staffing divisions—for temporary employment, Accountsm, and for permanent employment, Robert Half. The company has more than 165 offices in the United States, Canada and Europe.

SNYDER LANGSTON BEGINS CONSTRUCTION ON 760,000-SQUARE-FOOT TOYOTA PARTS CENTER

Continued From Page 3

...During the construction process...

"The new facility not only marks California's economic comeback in terms of permanent jobs once the building is completed but also represents another example of the turnaround in today's construction market," said Jones. "Snyder Langston is excited to be on the ground floor of such a significant project, and we're looking forward to the challenges of building Toyota's largest parts center in the world."

The Parts Center, once completed, will be the equivalent of a four-story building and roughly equal to the size of 17 football fields. More than 750 tons of reinforcing steel and 700 tons of structural steel will be used on the concrete facility. Using tilt-up construction, the center will have a steel roof deck and bar joists, and will feature eight 55-foot towers around the perimeter and an aluminum-clad colonnade area with "architectural lighting" for added architectural interest.

Snyder Langston will also be using "Type K" concrete with Trap Rock Hardener for the building's floor, minimizing the need for expansion joints and maximizing cleanliness and light reflectivity.

Along with mechanical, electrical and plumbing systems, Snyder Langston will install an Early Suppression Fast Response (ESFR) sprinkler system. According to Jones, unlike most systems which only contain a fire, the ESFR system is designed to immediately extinguish it. To accommodate the system as well as to serve as an additional fire water source, a 300,000-gallon on-site water tower is also being constructed.

The Toyota Parts Center project, built in one phase of construction, is expected to be completed by mid-August of 1995 and will be in full operation by the fall of 1996. TMS will be hiring some 400 employees, with a total annual payroll of $14 million, to staff the facility that will become the main distribution point for North America for Toyota and Lexus service and replacement parts.

According to Toyota executives, the major transfer of responsibility from Japan to the United States States will help the company increase purchasing of parts and materials from U.S. suppliers and will shorten the lead time for parts distribution to better serve Toyota's customers. The new Parts Center will have an inventory valued at $75 million, and more than 30,000 line item orders will be processed from the center each day.
Human Resource Consulting for the Small Business

Blalock got his start in personnel management in the United States Air Force where he was a squadron personnel officer with responsibility for approximately 300 airmen.

Through Blalock and Associates he hopes to bring his human resources skills, leadership and communications ability to small businesses, affording them something that before was out of their reach - an experienced, hands-on human resources professional.

Since that time, Blalock has continuously worked in the human resources field. He is a member of the Personnel Industrial Relations Association and the Society for Human Resource Management. Through Blalock and Associates he hopes to bring his human resources skills, leadership and communications ability to small businesses, affording them something that before was out of their reach: an experienced, hands-on human resources professional. His knowledge and contacts in the Inland Empire, Orange County and Los Angeles area make him a valuable asset.

For more information, contact Blalock and Associates at (909) 318-2807.
CAL POLY NAMES OUTSTANDING PROFESSOR

by Chrisy Newey

The Peter F. Drucker Graduate Management Center has announced a new fellowship program that will help make the school more cost-effective with other graduate schools programs.

Drucker Introduces Fellowship Program

The Peter F. Drucker Graduate Management Center has announced a new fellowship program that will help make the school more cost-effective with other graduate schools programs.

Dean Sidney E. Harris said that the program "is designed to provide a competitive and affordable MBA Program more cost-effective with those supported by the California taxpayers. We're going after high potential, high-performing students who could not otherwise afford private schooling.

The new program is named in honor of the late Paul Albrecht, founder and academic visionary of the school. And funded through the Albrecht family.

The fellowships will provide $10,000 per academic year to Drucker Center MBA Program students who meet the following criteria:

- Students who graduate from the fellowship will receive a letter of recommendation for full-time employment at a high tuition level.
- Students who are currently employed in the area and are committed to the program will receive a letter of recommendation for full-time employment at a high tuition level.

For more information, contact Karla Buie-Mantey at (909) 666-4742.

UCR Business School Graduates Honored

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By Nily Landau

We all hear a lot about the importance of staying in touch with the consumer and the value of listening to the marketplace. If you’re not convinced yet, read this latest offering from advertising consultants Stan Rapp and Thomas L. Collins. They’re not just advising advertisers to market directly to consumers, they’re advocating talking to it. This time the reader is taken a step beyond, into the realm of involvement marketing, or what the authors call “total relationship commitment.”

The theory part of this book is brief. Most of the argument is made by presenting 15 detailed cases of marketing success stories from around the globe. They’re all different, but there is a running theme: The companies making inroads in the 1990s have gone that extra step in creating a real relationship with their customers.

It is a fact that mass marketing is out of style. The sharp decline in advertising revenues at major media can no longer be blamed solely on the general recession. Instead of spending megabucks on broad-based ads and snappy commercials, the companies in this book spent their money on unconventional methods of getting their stories out and polishing their images.

Two important lessons emerge. First, this trend from mass marketing to database-driven individualized involvement is happening worldwide. Second, to ignore it can be dangerous, as IBM found out in the case of the Dell computer. The conclusion is hard to ignore: If you don’t give your customer the red-carpet treatment, be prepared to have the rug pulled out from under you.

John Naisbitt, Global Paradox: The Bigger the World Economy, the More Powerful its Smallest Players (William Morrow & Co., 1994) 304 pages

John Naisbitt has a message for AT&T, IBM, GE and the like: “Their mindset that in a huge global economy the multinationals would dominate world business couldn’t have been more wrong.” This premise of Global Paradox is based on Mr. Naisbitt’s observation that the world economy is now an unheralded rate, even as large organizations in business and government falter.

On the government front, he points to the replacement of the former Soviet Union by 15 independent countries struggling to exert themselves. Looking further west, he suggests that the dream of unity personified by the European Union is succumbing to the pressures of unique cultures, languages and national identities. “Countries,” he argues, “work best if divided up into autonomous small units.” As with countries, so with companies in an increasingly global world. Blessed with entrepreneurship and a taste for innovation and flexibility, smaller companies account for an increasing share of the marketplace. Perhaps the most striking change Mr. Naisbitt sees is the evolution of a universal code of conduct, placing more responsibility on the individual for the organization’s performance. He believes people will labor for “vital” companies with flexible and ever-changing workforces rather than traditional giant institutions organized upon military-like chains of command.

Check-fall of illustrative stories and examples, Global Paradox engulfs the reader most of the time. Who cannot be seduced by the promise of a future with “opportunities for each of us as individuals...far greater than at any time in human history?”

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Medical waste will be subjected to a 21,000-degree laser torch and converted to non-toxic glass and energy-rich hydrogen under a proposed Kaiser Permanente project supported by the South Coast Air Quality Management District (AQMD). Kaiser's governing board approved a $250,000 contract from the AQMD's technology advancement office to help fund the $4 million project at the Kaiser Permanente Medical Center in San Diego. Kaiser officials hope to start building the plasma torch facility after it has received final environmental reviews.

While plasma torch technology has been used in a variety of industrial settings for more than 20 years, this will be its first application in the world to treat medical waste, Kaiser officials said. A plasma torch creates intense temperatures by heating gases with electricity in the absence of oxygen. Unlike incineration, a plasma torch does not burn waste and does not create ash.

Instead, it pyrolyzes waste by breaking apart molecules, chemically tearing them and reforming them into glass and clean, hydrogen-rich hydrogen. Medical waste includes syringes, scalpels, blood, body parts and other materials. States and federal environmental laws require that the waste be treated to destroys pathogenic bacteria and germs and incinerator and ash must be disposed of in specialized landfills.

"Traditional incineration of medical waste produces a variety of toxic air contaminants, including dioxins and heavy metals," said Alan Lloyd, AAMD's chief scientific officer. "Increasingly stringent state, federal and local air quality regulations have forced the shutdown of many incinerators, including one at Kaiser's San Diego site."

"This process does not create any toxic emissions, and all of its byproducts can be recycled," Lloyd said. Hydrogen created from pyrolysis can be used as an extremely clean-burning fuel in transportation systems, which produce only pure water and no atmospheric emissions, and other medical facilities could use it as a fuel source. Kaiser plans to contribute more than $2 million to the project. Remaining funding is expected to come from Southern California Edison, San Diego Gas and Electric, the Los Angeles Department of Water and Power, and the Electric Power Research Institute. If the project is successful, Kaiser and other medical facilities could implement the technology in the Southland, removing hundreds of pounds of toxic air pollution and providing a valuable source of hydrogen fuel.
“Business Plans—A Tool for Success”

What is a Business Plan?

A business plan is a well-thought-out description of who your company is, what your company sells, and how your company will operate. It clearly addresses the unique characteristics of your particular venture, highlights your management capabilities, describes your marketing plan, explains your financial situation needs, and describes your competitive edge. Simply stated, a business plan describes the company’s past, present and future operation.

How is a Business Plan Developed?

There are various types, styles and sizes to a business plan. The most common components include an executive summary, product/service description, industry analysis, market strategy, strategic plan, description of the management team, and financial projections. The purpose is to convey your company’s competitive advantage in the marketplace, the key issues, how goals will be achieved, key management, employees/advisors, capital in-waistment needs and how funds will be used.

What Resources are Available?

The best advice is to develop the business plan yourself. At the very least, outline the main components of your company, research the market, develop financial projections and sketch out your vision of the company. Many people are not comfortable with converting their thoughts to paper and/or don’t have the expertise to properly prepare a business plan. But don’t despair. There is a multitude of resources available to you at no or very low cost. The following include several options and resources:

- California Venture Forum (CVF): The California Venture Forum is a non-profit group dedicated to assisting new and expanding companies in acquiring necessary financial assistance with development of a business plan and so forth. For more information, call (800) 850-3345.

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FIVE local business leaders were honored recently at the annual Management Leader of the Year luncheon, held as part of the UCR Institute of Governmental Affairs’ (IGA) A. Gary Anderson Graduate School of Management at the Mission Inn in Riverside.

Management leader awards were given to Raymond L. Crebs, chairman and chief executive officer of Mortgage Loan Corporation; John E. Sinisi, president of Riverside City’s managerial department; Marlene A. Brecher, general manager of the Eastern Municipal Water District of San Jacinto; Lois L. Ziegler O’Dell, executive director of the San Bernardino Valley College and Albert C. Moor, president and CEO of Eisenhower Medical Center. They were cited for accomplishments in the private, public and not-for-profit sector.

Crebs, of Directors Mortgage Loan Corporation, headquartered in Riverside, received the Management Leader of the Year Award in the private sector.

Crebs has served several years as a member of the Board of Directors for the California Mortgage Bankers Association (EMBA) as director, vice president and president.

He was installed as president of the California Mortgage Bankers Association (EMBA) in May 1994, and had chaired the Single Family Committee and co-chaired the Internal Management Committee.

He is a frequent seminar speaker for CMBA as well as the Mortgage Bankers Association of America (MBA).

Crebs has taught marketing at Cal Poly Pomona and currently serves on both the Board of Governors and the State and Local Liaison Committee and the Board of Directors for The Children’s Fund.

Voted Mortgage Banker of the Year for EMBA in 1986 and 1988, Crebs was also the executive committee and Young President’s Organization of the American Bankers Association of San Bernardino County.

Holmes and Schlegel were honored as the Management Leader of the Year in the public sector.

Holmes has been city manager since September 1990, managing a municipality with an annual budget of $98 million and 2,000 full-time employees. Projects developed under his leadership include community policing, storefront parking, riverfront revitalization, water conservation, police and fire and staff equipment enhancements, recreation, water quality, and literacy training.

Holmes was city commissioner, organizer and later, general manager of the Eastern Municipal Water District of San Jacinto, and a Regent of the historic Smiley Library. He was also chairman of the conceptual planning and design of a 570-bed hospital in Casa Grande, Arizona from 1977 to 1983.

He is a graduate of the University of California, with a bachelor’s degree in political science and has a master graduate degree in Public Health from Montclair State College, N.J. He also completed a month’s residency in training from the Wharton Graduate School, Fels Institute, University of Pennsylvania.

Schlegel has managed the Eastern Municipal Water District (EMWD) in Riverside since 1990. EMWD is the major water resource provider serving a rapid urban growth area of population 350,000 in a 539-square-mile area.

Schlegel’s experience in the water industry began in 1925, while working for the U.S. Bureau of Reclamation.

He spent 10 years progressing through a number of engineering positions at EMWD, and later became deputy general manager at Chico Basin Municipal Water District (CBMWD). He became the general manager of CBMWD from 1970 to 1975, then operated his own engineering consulting firm specializing in the water industry.

In 1980, he was appointed general manager of the Santa Ana Regional Water Quality Project (SARWP), a joint powers agency of five water districts working to improve water quality in the upper Santa Ana River. Schlegel stayed with SARWP until he was recruited one of deputy general manager by EMWD in 1989, and later was promoted to his current position.

Two not-for-profit Management Leader of the Year Awards were presented to O’Dell, the City of San Bernardino-based Children’s Fund, and Moor, of Eisenhower Medical Center.

Since 1991, O’Dell has served as executive director of the Children’s Fund, a nonprofit private/public partnership serving at-risk children, from newborn to 18 years old.

A native of Wisconsin, O’Dell moved around the country, settling in the Midwest where he spent his career at General Motors and business. She owned and managed a motel, and later a multi-faceted retail operation that included a hardware, in-house apple cider press, bakery, cheese and deli counter, and gift shop.

O’Dell now worked as a public relations specialist, until she was given the job of the work. She served as assistant director of the Children’s Fund that same year.

Moor practiced law in California from 1959 to 1988. He began specializing in health care law in the 1970’s, focusing on both public and legal issues facing hospitals.

Moor is one of the six founding partners of Weinberg and Aronson, one of the first U.S. firms to specialize in the health care field. He was chairman of the board from 1982 to 1990. By 1988, Weinberg and Aronson became the largest health care specialty firm in the nation with 90 attorneys and offices in four cities.

Before becoming president and CEO of Eisenhower Medical Center, he was outside general counsel for the hospital for 15 years.

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Telephone Companies Join War on Waste

Sacramento—This year’s telephone directories have a number the publishers are bragging about: 45. It is not in the directory—is IS the directory. Recycled content paper made up nearly 45 percent of the 112,000 tons of paper used to publish the 1994 telephone directory, according to the California Integrated Waste Management Board.

The three major telephone book publishers, Pacific Bell Directory, GTE and Donnelley, increased their use of recycled content paper from nearly 3,360 tons in 1991 to 49,280 tons last year.

The kind of recycled content paper needed for the directories has not been manufactured until now, after the companies aggressively worked with paper mills to produce the product.

"It is commendable that these companies committed to ‘buy recycled’ and obtained the cooperation of their suppliers in making this important step," said CIWMB Chairman Jesse R. Huff. "The Board applauds this effort and dedication to help California meet its waste diversion mandates," Huff said.

In addition to being environmentally friendly, one of the benefits of using recycled content directory paper, as reported by GTE, is that there were fewer breaks during the printing process. GTE said they experienced fewer breaks per roll and improved directory paper quality than the non-recycled grades they had used. Pacific Bell Directory printers noted that the overall quality and performance of the recycled-content newprint was similar to virgin fiber paper.

Environmental Protection and Economic Growth: Can They Finally Work Together?

California’s environmental agenda is uniquely and significantly integrated with the state’s economic agenda. The State Department of Conservation (DOC) and its new director, Michael Byrne, are leading the effort to promote the ‘pragmatic conservation agenda’ will encourage business and industry to pursue economically viable pollution solutions.

That children learn the importance of recycling and ‘buying recycled.’ A unique public/private partnership gave birth to Recycle Rex, the state’s ‘spokesdinosaur’ for conservation.

Byrne’s creativity was combined with the ability and resources of government to produce a 10-minute animated classroom video and teacher’s guide. A new book, 50 Simple Things Kids Can Do to Recycle, contains 144 pages of youth-oriented pollution tips. Published by the DOC and the EarthWorks Group, this new book is available at bookstores throughout the state and at 6,000 elementary schools.

Michael Byrne is New Head of Department of Conservation

Michael Byrne, the former deputy director of the Department of Conservation, was appointed on March 30 by Governor Pete Wilson as the department’s new director, replacing Ed Heidig. "Michael has done an outstanding job as deputy director of the department, and I am delighted that he has agreed to take on the additional responsibility," Wilson said.

Byrne, who has been with the DOC since 1991, immediately called for the establishment of two key task forces: One on beverage container recycling and the other on mining issues.

He chaired a blue ribbon task force on processing fees which was instrumental in fostering legislative support for the Resource Conservation Act. Byrne has been named to the administration on all federal environmental legislation, including the Clean Air Act and the Resource Conservation Recovery Act.
Investigating Workers' Compensation Claims
A Step-by-Step Outline

By Tom Blake

It's Monday morning. Your favorite problem employee presents himself at your office five minutes after the starting time complaining of back problems. Beside him, he says he twisted his back on Friday just before leaving. He didn't want to bother anyone by reporting it the next day, but it's gotten worse over the weekend. Oh, by the way, did the personnel department just pre-select his own treating physician that was sent in last Thursday? Good, because he wants to go to the doctor tomorrow and won't be able to make the disciplinary hearing scheduled for Tuesday. Also, can you provide the name and number of the claims administrator so he can find out when he'll receive his first temporary disability check? Besides rolling your eyes and restraining yourself from the urge to provide instant physical therapy, what do you now?

Give the employee a DWC-1
Employee's Report of Injury to fill out immediately. This form allows the employee to formally notify the employer of the injury and claim. It should be completed as soon as possible. Don't deny the claim yourself and don't investigate the situation yourself or issue a formal denial. This is the job of the claims administrator. It is very difficult to defend the employer's interest when the 90-day statute has elapsed. Your immediate actions will be the key to a thorough investigation of the claim. Finally, don't delay reporting. Facts get lost and memories fade quickly. Have your reporting system in place to move efficiently to resolve these types of problems, and don't be afraid to ask questions of everyone.

Your claims administrator should start the investigation process as soon as possible to get maximum discovery completed during the 90-day period. This may include taking the injured worker's statement about the accident and related treatment, interviewing witnesses, discussing the medical condition with the evaluating or treating doctor, and reviewing additional information provided by you or your staff. Keep in mind that it is not the employee's legal responsibility to prove employer liability. The burden of proof lies with the employer to show that the injury did not arise out of or occur during the course of employment, and was not proximately caused by the employment situation.

Don't ignore the red flags that indicate that you may have a questionable injury. Let your claims administrator know about the situation as soon as possible. Don't deny the claim and don't investigate it yourself or issue a formal denial. This is the job of the claims administrator. It is very difficult to defend the employer's interest when the 90-day statute has elapsed. Your immediate actions will be the key to a thorough investigation of the claim. Finally, don't delay reporting. Facts get lost and memories fade quickly. Have your reporting system in place to move efficiently to resolve these types of problems, and don't be afraid to ask questions of everyone.

Good luck.

Tom Blake is the chief operating officer and president of Letterman Insurance Resources Costa Mesa. BT2 is a third-party administrator of Workers' Compensation claims programs for the city of Idaho and other self-insured employers within the state of California.

In order to meet your business goals, you must first develop a written strategic plan and then implement it (see last month's column on how to write a business plan).

Management Principle #6
Eliminate poor service and "shoddy" products.

Excellent service and quality products are the finest forms of advertising, and will generate repeat customers and customer referrals. Customers are not forgiving, and many times they will give you only one chance to perform. Do it right the first time and consistently thereafter.

Management Principle #5
Don't grow too fast.

Rapid growth requires a tremendous amount of cash and forces you to stretch the limits of your management abilities, which may not be possible. Try to grow at a level which is equal to your ability to generate outside financing.

Management Principle #4
Start your business with "enough" capital.

If you're undercapitalized from the start, it is likely to get better. If your business is growing, it will get worse (see MP #5). Strive to maximize your initial investment so you can be able to take advantage of business opportunities as they present themselves.

Management Principle #3
Don't go into the "wrong" business.

"Wrong" is defined as a business you have no experience in or know little about. Play to your strength and be honest with yourself. Experience will prevent "rookie errors."

Management Principle #2
Practice good money management habits.

Learn how to manage your money properly. Be proficient at cash management and maximizing your receivables. Know how to borrow money and deftly waltz of uses of cash. Use trade credit prudently and take advantage of trade discounts. Pay your bills on time to develop a superior credit rating.

Management Principle #1
Write a business plan and amend it as needed.

As the old saying goes, "Businesses that fail to plan are planning to fail." Or "Business owners fail in plan usually end up working for the owner who does plan."
Environmental Companies Serving the Inland Empire

Company Name | Address | Billing (dollars) | Regional Specialties | Top Local Exec | Phone/ Fax | Website
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**Business Journal**

Keller Graduate School to Open in Pomona

by Cherry Newsy

If you’re an adult who’s been wanting to go back to school for a business degree, a new Keller Graduate School of Management will be opening in the fall which is especially designed for adult working students.

The Keller Graduate School of Management, an affiliate of the nationwide DeVry school, will begin its first classes in Pomona this September. Classes are held in the evenings to facilitate class attendance for those who work full-time during the day.

The Keller Graduate School of Management will focus on three main aspects of business: business administration, human resource management and project management. A student can earn a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new Bulldog Graduate School for a business degree, a new 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RESTAURANT ROW

THE BLACKBOARD

INTERNATIONAL TASTES IN THE INLAND EMPIRE

IF FINDING MISSING CHILDREN WERE THIS EASY, WE WOULDN'T NEED YOUR HELP

Missing children don't advertise themselves. In fact, since the majority of them are abducted by a parent, they might not realize they're "missing" at all. That's what makes our job so tough, and why we're asking for your help.

In your professional capacity, you might be able to identify an abductor or a child, or a parent who may have abducted a child. If so, please contact Child Find of America. Or ask the crew to call in confidential mediation. Our toll-free hotline is 1-800-A-ABduct. It could just be the key that was looking for...
Maui, Kauai and the Big Island of Hawaii—Multifaceted Island Paradies Offering Something for Everyone

By David Cohen

When we planned this trip, it became apparent that each of these islands offered its own version of paradise. Maui with its active night life and quality restaurants along its north and southwest coasts; Kauai with its striking natural beauty and pristine beaches; and the Big Island for Volcano National Park, exclusive resorts and black sand beaches.

Maui, the Fun Isle

We began on Maui, which is the most developed of the three islands and offers accommodations for all budgets and family sizes along its west coast. For those who love golf and prefer a luxurious, less hectic setting, Hyatt Regency Maui offers a splendid array of fresh and diverse dining experiences, including the exquisite Maile's Restaurant, offering a complete home entertainment unit, huge bathrooms and spacious areas big enough to accommodate four adults, a wet bar, microwave and coffee maker. Wrap-around rooms offer marvelous views of the Moorish architecture and grounds. Business meetings can be arranged for groups of 10 to 60. The hotel specializes in superb children's programs called Keiki Lani, with our 4-year-old son, Devin, enjoying the children's activities program, pool, fitness center, nearby golf, and virtually any other amenity you can envision makes for a great vacation experience. Also, don't miss "Passion & Grace" playing Latin jazz at the hotel lounge bar. (One bedroom suites sleep 4—$225 to $385. Two bedroom suites sleep 6—$695. Reservations: 800-882-4100.)

Wailea, on the southwestern coast, offers numerous first-class resorts, but none more striking or enjoyable than the Kea Lani, modeled after the architectural style of Las Hadas in Mexico. This luxurious all suite hotel works for honeymooners, family vacations or business meetings. Set on Polo Beach, with its gentle surf, the resort offers a splendid array of fresh seafood with a view that never ends. Steve Amaral at the Kea Lani has won Hawaii's Seafood Festival competition for best appetizer with his Lomi Lomi Ahi in chilled native mango sauce. Works of art for the palate is the only way to describe some of these masterpieces. Happiness ts having "A Pacific Cafe" leftovers for lunch the next day! In Poipu is Keiki's Paradise, decorated with lots of Koa wood, streams and waterfalls, lush tropical greenery, and a high Polynesian pavilion ceiling adorned with finger painting and a 40-foot canoe which belonged to the legendary Duke Kahanamoku. There's a Thai shrimp stick served with a tangy guava sauce cocktail, five to six fresh fish daily, and a knockout dessert called Huli Huli, containing macadamia nut ice cream. A great place for kids, with entrees from $14 to $20.

Kauai, the Garden Isle

We slow the pace considerably as we fly over to Kauai, with its lush interior and north coast contrasting with the dry south and southwestern areas. Kauai is a dream for sun worshippers, bikers and those who get high on nature in all its splendor. We stayed in a condo in Poipu on the south coast, but I'd recommend the Hyatt Regency in Waipy with its jade-green tiled pools and enclosed lagoons that you can canoe within. It's one of the most beautiful resorts in the islands. The pool area is incredibly large, and there are numerous waterfalls interspersed amongst the lovely foliage and flowering plants. Shipwreck Beach, a 1,500-foot-long expanse of warm golden sand, is the perfect beach for a workout, containing no footprints other than your own. Also highly recommended is Poipu Beach, also known as the "Shipwreck's Beach," where you can swim in the perfect water and sunbathe to your heart's content. (Daily rates—$230 to $410. Reservations: 800-233-1244.)

The breathtaking views are many. This one is the Napali Cliffs on Kauai.

Finally, in Lahaina on Front Street, is one of Maui's most beautiful beaches, Kaanapali Beach, with its gentle surf, the water, the wind, and of course, breathtaking views of the water, the island of Lanai and stunning sunsets.

The islands of Molokai and Lanai are so close that you can view both islands from the Kapalua Bay Resort on Maui.

The breathtaking views are many. This one is the Napali Cliffs on Kauai.

Maui, Kauai and the Big Island of Hawaii—Multifaceted Island Paradies Offering Something for Everyone

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Maui, Kauai and the Big Island of Hawaii—Multifaceted Island Paradies Offering Something for Everyone

Continued From Page 46

Pea O'o volcano craters on the Big Island of Hawaii.

Please See Page 53
Mission Uniform Moves to Palm Springs

When Mission Uniform needed to expand and improve its customer service in the Coachella Valley, it found the right spot—a vacant 15,000-square-foot facility on Montello Way in Palm Springs, just east of the Palm Springs Regional Airport. Mission Uniform’s Neighborhhod Service Center, along with the neighboring Desert Equipment Service, served customers looking for nearly every available industrial site in the Valley before settling on the Montello site.

The Neighborhood Service Center is part of Mission’s determination to provide the highest level of service to its customers. It will be supported by the world’s largest, most advanced industrial cleanroom, located on 200,000-square-foot plant located in Chino, CA.

“Relatively speaking, our neighbors in Chino, CA, have provided a company the quality of Mission’s locations in Palm Springs. Not only is it environmentally friendly, it is compatible with the basic hospital industry concentration in the area, and provides good, full-time, well-paying jobs. Mission is now able to provide our customers with anticipated growth, which is good for them and for Palm Springs.”

Mission Uniform & Linen Service, founded in 1930 in Santa Barbara, is one of the largest independently-owned uniform and linen supply firms in the nation. The company serves over 100,000 customers from 60 plants in six western states. The local Neighborhood Service Center will replace a Banning facility which previously served the area.

Mission Uniform is currently working on developing a new product line, which includes a new types of uniform fabric, as well as new designs for uniforms and linens. The company is also expanding its distribution network to include more than 500 hospitals, nursing homes, and other healthcare facilities across the United States. In addition, the company is launching a new line of uniforms for workers in the hospitality industry, including hotels, restaurants, and other service-oriented businesses.

NOTICE TO CONTRACTORS

The Prison Industry Authority at the California Institution For Men at Chino, CA is seeking bids for the following project:

Design, fabricate, and erect a metal building roof structure (approximately 40 feet by 140 feet) for a dairy milking barn.

The bid opening is tentatively scheduled for July 26, 1994.

The engineers estimate $28,000,000.

Contractors interested in this project are asked to call Les Kizer of the Prison Industry Authority at (916) 355-0151. M/W/DVBE questions should be directed to Delilah Areattah at (916) 355-0176.

Palm Springs Desert Resorts Convention & Visitors Bureau wins fourth ‘Pinnacle Award’

Palm Springs Desert Resorts Convention & Visitors Bureau wins fourth ‘Pinnacle Award’

For the fourth year in a row, the Palm Springs Desert Resorts Convention & Visitors Bureau has been awarded the Pinnacle Award by the American Hotel & Lodging Association (AHLA) for excellence in destination marketing. The award is given to hotels and resorts that consistently demonstrate outstanding marketing and promotion programs.

This year, the Pinnacle Award was presented to Palm Springs Desert Resorts Convention & Visitors Bureau by AHLA President Ken Reardon, who praised the bureau for its efforts in promoting the city as a destination for meetings, conventions, and leisure travel.

“This award is a testament to the hard work and dedication of our staff,” said John Tuite, President of the Palm Springs Desert Resorts Convention & Visitors Bureau. “We are thrilled to have received this recognition for the fourth year in a row.”

The bureau has been working tirelessly to attract visitors to the city, with a focus on promoting the Coachella Valley as a prime destination for meetings, conventions, and leisure travel. The bureau has also been recognized for its innovative marketing programs, including the creation of a new website and social media campaign.

The Palm Springs Desert Resorts Convention & Visitors Bureau has been successfully attracting visitors to the city for over 20 years, with a focus on providing high-quality services and experiences to guests. The bureau is committed to continuing its commitment to excellence in destination marketing, and is looking forward to another successful year in 2019.

The Bureau is open to the public and can be reached at 760-323-8248, or via email at info@palm-springs.com. Visitors can also stay updated on the latest news and events by following the bureau on social media and subscribing to its newsletter.

Contact: John Tuite, President & CEO
Phone: 760-323-8248
Email: info@palm-springs.com
Website: www.palm-springs.com

Palm Springs Desert Resorts Convention & Visitors Bureau

The Palm Springs Desert Resorts Convention & Visitors Bureau is a 501(c)(4) non-profit organization that serves as the destination marketing organization for the City of Palm Springs, the Coachella Valley, and the surrounding region. The bureau is responsible for promoting the region as a destination for meetings, conventions, and leisure travel.

The bureau is located at 1901 S. Grand Ave., Suite 200, Palm Springs, CA 92264. For more information, visit www.palm-springs.com.

Palm Desert Desert Resorts Convention & Visitors Bureau wins first ‘Pinnacle Award’

Palm Desert Desert Resorts Convention & Visitors Bureau wins first ‘Pinnacle Award’

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“This award is a testament to the hard work and dedication of our staff,” said John Tuite, President of the Palm Desert Desert Resorts Convention & Visitors Bureau. “We are thrilled to have received this recognition for the first time.”

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Conduit and Visitor's Bureau Names Officers

Lois Maryanov, mayor of Palm Springs, has been elected chair of the Palm Springs Desert Resorts Convention and Visitors Bureau’s Joint Powers Authority (JPA) Executive Committee for Fiscal Year 1994-95. He will succeed Jean Bensel, city of Palm Desert, who has served a two-year term as JPA chairperson and will remain on the executive committee. John Pena, mayor of La Quinta, will serve as JPA vice chairman.

The JPA Executive Committee is made up of one elected official from each of the bureau’s seven member cities. JPA committee members vote on any changes the Bureau makes, including budgets, staffing, marketing plans and membership programs.

Linda Vivian, director of marketing for Palm Springs Aerial Tramway, has been elected chair of the bureau’s Hospitality Industry and Business Council (HIBC) advisory board. Lyndal Voeller, director of community affairs for KSL Recreation Corporation, steps down after completing a three-year term as HIBC chairwoman. She will remain on the board.

Robert DeVoe, general manager of the Doubletree Resort at Desert Princess in Palm Desert, has been named HIBC vice chair, and Richard Oliphant, owner of Affiliated Convention Centers of America, has been selected to serve as HIBC secretary. Oliphant replaces Dick Crieme, district manager, Avistar Management, who was named to serve on the board since 1991.

The meeting was newly appointed HIBC advisory committee members include David Bobo, executive director, Palm Springs Convention Center; Lou Fering, director of marketing, The Living Desert; Mark Bergeron, director of sales, Royal Plaza Inn; and Dave Robson, general manager, Marriott’s Desert Springs Resort.

They replace Karen Saaman, general manager, The Living Desert, and Jan Dissick, general manager, Best Western Desert Rose. DeVoe was named the new director of marketing, Marriott’s Desert Springs Resort, served a three-year term.

U.S. Filter Acquires Liquipure Technologies, Inc.

U.S. Filter of Palm Desert announced recently that it has signed a definitive agreement to purchase Liquipure Technologies Inc. from Warburg, Pincus & Co., the major shareholder and owner of Liquipure shareholders for 1.3 million shares of U.S. Filter stock. The transaction is expected to close in early July, and will be accounted for as a pooling of interests under the provisions of the Revenue Code.

The atmosphere is informally elegant as you enjoy not only the food, but the service as well. Finally, at Opalo Plaza, room 19, you retire, as well as the elegantly appointed furnishings and marbel topped tables.

The California Environmental Quality Act Interjects Environmental Values in Public Decision Making

Sella Irania has been named vice president of marketing for The Voucher, a rideshare agency. Irania oversees marketing, advertising, promotions, public relations and online services for The Voucher, a rideshare agency. Irania previously served as national director of transit services for The Voucher Corporation, marketing mass transportation companies.

The nation’s oldest and largest ridesharing agency, CTS works with some 5,000 major employers and commuters in Los Angeles, Orange, Riverside, San Bernardino and other counties providing information and other services designed to improve mobility by promoting alternatives to the solo community. The alternatives—includes carpooling, vanpooling, mass transport, flexible work schedules and alternative work schedules—have increased utilization of the delivery of transportation information and increasing use of High Occupancy Vehicle lanes, development of cellular, public, private, and government, and corporate relations.

Irania served as national director of transit services for The Voucher Corporation, marketing mass transportation companies.

Continued From Page 9

Rideshare Agency Gets New Advertising VP

Continued From Page 2

Maui, Kauai and the Big Island of Hawaii—Multifaceted Island Paradises Offering Something for Everyone

JULY 1994

INLAND EMPIRE BUSINESS JOURNAL

I F your business is looking to take advantage of the opportunities that NAFTA presents, then the Business Partners Breakfast roundtable forum will be of interest to you. The California State University, San Bernardino’s School of Business and Administration is pleased to present the forum.

To be held Wednesday, Aug. 24, from 7:30 to 9 a.m., the forum will be held at the campus’ Jack Brown Hall, the forum is designed for those interested in doing business in Los Angeles, California, Los Angeles, Anderson Graduate School of Management and back home to Mexico and the opportunities and challenges that NAFTA presents.

The Cost to attend the Business Partners Breakfast is $5 for Business Partners and $10 for non-Business Partners. Call (909) 880-9233 for more information.

INLAND EMPIRE BUSINESS JOURNAL

PAGE 53

The California Environmental Quality Act Interjects Environmental Values in Public Decision Making

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The Inland Empire’s Only News/Talk Radio
CNN International and National News Every Hour
Local News Every Half Hour
Local Traffic Every Fifteen Minutes

Real Estate Focus

Local Lenders Share Ideas

Top loan officers and managers from 13 local mortgage companies met for the third time recently to share strategies to better serve local homeowners, homebuyers and investors. The Lenders' Roundtable, a collection of top loan officers from the East San Gabriel Valley, Inland Empire and Orange County, meets monthly as an elite group of industry leaders. The goal was to discuss the latest mortgage lending trends and exchange ideas to benefit the entire community.

Directors Mortgage Touches Over 2,000 Families in the First Quarter

Riverside—Directors Mortgage Loan Corporation, the nation's largest privately-owned mortgage company, provided more loans to homebuyers in the first quarter of 1994 than any other mortgage lender in Southern California. Directors beat out Countrywide Savings and Home Savings of America in the number of loans offered to homebuyers from January 1 to March 31, 1994. According to The Data Quick Report, Directors Mortgage furnished 2,027 families and individuals with over $271,000,000 in necessary funds to build or purchase their homes. This is just under 5 percent of the total number of mortgage loans offered in the community. According to the company, this figure is the lowest since 1990.

Area Real Estate Market Shows Promise and Problems

The Real Estate Research Council of Southern California, based at Cal Poly Pomona, held its annual meeting on April 19, 1994. The meeting gave us a chance to develop professional relationships and to learn about the latest market trends. The council discussed the current state of the real estate market and outlined future trends and challenges.

Inland Empire Business Chronicle

Continued From Page 5

Big Bear Tram Under Study

San Bernardino Associated Government officials have commissioned a $300,000 study to look into the feasibility of an aerial tram from Big Bear to San Bernardino. The study will be paid for through a federal fund, and it will analyze which system would work best and how much it would cost. It is expected to take a year to finish.

The projections for the tram include:

- A starting point of either Highlands or San Bernardino International Airport, ending at either Snow Summit or Bear Mountain ski areas.
- A possible fork at Running Springs, with a line extending to Crestline.

CBE Claims AQMD is Unfair

Citizens for a Better Environment (CBE) has charged the South Coast Air Quality Management District (AQMD) with trying to get state law revised to shield the smog trading program known as RECLAIM from legal challenge.

"The AQMD's actions make it clear that they know RECLAIM is illegal," said Jim Jenal, CBE's Clean Air Program director. "The AQMD ignored the public's concerns when it adopted this scheme. They want to cheat the public out of our day in court. This is outrageous behavior on the part of an agency charged with protecting the public's health."

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The projections for the tram include:

- A starting point of either Highlands or San Bernardino International Airport, ending at either Snow Summit or Bear Mountain ski areas.
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State of the County Luncheon

Montclair—The Montclair Chamber of Commerce Legislative Committee is sponsoring an "Issues & Answers" luncheon on the subject of the state of the county. The speaker at the event will be San Bernardino County Supervisor Larry Walker. The luncheon is scheduled for 11:30 a.m. Thursday, July 28, at the Blackboard Restaurant, 8881 Central in Montclair. The cost is $15 and reservations are required. The reservation deadline is Tuesday, July 26, so make them now by calling (909) 624-4569.

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Dolan was a senior underwriter with the Houston branch office and has 15 years experience in surety insurance.

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Bankruptcies

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New Business Listings

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