May 1998

Inland Empire Business Journal

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WOMEN & BUSINESS EXPO 1998
PRESENTED BY
LOMA LINDA UNIVERSITY MEDICAL CENTER
AND TOYOTA DEALERS OF SOUTHERN CALIFORNIA

Naomi Judd
Carol Channing
Dr. Toni Grant

RIVERSIDE CONVENTION CENTER - MAY 29th

"WHO'S WHO" IN POLITICS | WOMEN ENTREPRENEURS | CLOSE UP: SARAH J. ANDERSON | CORPORATE PROFILE: COMMUNITY BANK
Your Southern California Toyota Dealers have a huge selection of new Toyotas. And right now, it's never been easier to get the car or truck you want. You can choose from a range of financing or lease options that fit virtually any budget.

Toyota Dealers of Southern California

TOYOTA everyday

The best-selling Camry.
The incredible Sienna.
The value-packed Corolla.
The luxurious Avalon.
The tough Tacoma.
The super Supra.
The rugged T100.
The powerful 4Runner.
The radical RAV4.

MAY 1998

VOLUME 10, NUMBER 5

SPECIAL SECTION

WOMEN-OWNED BUSINESSES 17
RESOURCE DIRECTORY 26
RIVERSIDE COUNTY 46
WHO'S WHO IN POLITICS 50
INVESTMENTS & FINANCE 60

AT DEADLINE

Fedco Plans to Remodel Stores

Fedco Inc. CEO and President Robert J. Stevenish announced late last month that the company plans to remodel its 10 Southern California stores, including ones in Ontario and San Bernardino. The renovations are part of a modernization plan designed to increase profitability and member satisfaction, Stevenish said.

An agreement signed at the end of April includes a $55 million, three-year revolving line of credit with Bank of America. The money will allow Fedco to fund the remodeling projects, scheduled to begin in October, and credit expenses.

Fannie Mae Lowers Down Payment

Mortgage giant Fannie Mae announced late last month that it is launching nationwide a new type of mortgage with a small down payment and flexibility regarding its source. The low-down mortgage is designed to help people with very good credit histories but little savings who have been unable to buy a home. About 40,000 borrowers are expected to utilize the mortgage over the

closed on Page 25

Sarah J. Anderson

$2.00

Is the Internet Hurting Higher Education?

by John Ellins

The marriage of the Internet to education is on the verge of spiraling out of control and leaving teachers without jobs.

At least that's the opinion of David Noble, a visiting professor at Harvey Mudd College and a vocal opponent of the commercializing of universities through computer-instruction courses.

Noble organized a two-day conference last month at Harvey Mudd College to explore the issue of "Digital Diploma Mills?" Speakers included leaders of teachers unions and students against computer domination on campus.

The anti-high-tech activist has written books and articles focusing on how technology has displaced workers and altered society. He lead a faculty strike at York University in Toronto, where he is tenured, which lasted 55 days and won the unique con-scription they sought: to keep their courses off the Internet.

Essentially Noble feels that there will be a devastation of teaching — that technology will not be used to supplement teaching but to replace it.

"Universities are not simply undergoing a technological transformation, they are undergoing the commercialization of higher education," says Noble in

continued on Page 35

A 12-Step Program for Business

Calling J. Paul Cunningham a business therapist would miss the mark, but not the board. He has a unique job, and one that means a lot to some of the area's top business leaders.

Cunningham helps owners, CEOs, and presidents of Inland Empire companies solve problems and prepare for future ones. He leads a support group that is not so much about support as it is about developing real solutions to business problems.

To reduce it to the basics, six to 12 head honchos of small- to mid-sized firms sit around a table at a local hotel and take turns discussing issues with their compa-nies. Cunningham monitors the

continued on Page 38

To find out what your local candidates have to say about issues, check out our Who's Who in Politics page 56.

This special supplement features local Assembly, State Senator, and House of Representatives members as well as some key candidates.
California Economy Strong, Inland Empire Jobs Growing

by Kerin Josef and Hesam Nadi

After trailing for three years, California’s job rate is increasing to 1.5 percent faster than the nation—a comfortable margin indeed. In the Inland Empire the impact of the recession was lighter, with job creation remaining consistent during the past several years.

Two major factors created the strong job market. First, unlike the rest of Southern California and the nation as a whole, the Inland Empire added manufacturing jobs. The average hourly wage in the Inland Empire is nearly 20% above the national average. The Inland Empire’s low unemployment rate of 4.3% in 1997 was not only lower than the national average of 7%, but also lower than the state average of 7.1%

The Inland Empire has an advantage over other regions in terms of wage costs. The Inland Empire’s average hourly wage of $14.50 is lower than the national average of $15.50. This is due to the lower cost of living in the Inland Empire, which is significantly lower than the national average. The average cost of living in the Inland Empire is about 15% lower than the national average.

California Academy of Sciences offers a variety of exhibits and programs that cater to all age groups. The museum is open daily from 10 am to 5 pm and admission is free for all visitors.

Inland Empire Business Journal • PAGE 5

MAY 1998

Real Estate

Taking a Drive Through Victor Valley

by Joseph W. Brady

Driving through the Victor Valley and reviewing new projects has again become a pleasant experience! On a monthly basis I take one day to drive through the five incorporated cities—Apple Valley, Adelanto, Barstow, Hesperia, and Victorville—to look at new projects and to verify outside construction, which we believe has faded this market from the recession.

For those that questioned this economy’s vibrancy and future potential, I asked them to take this drive and to review information that we received during the last four years. It is quite a large transaction, it was the most significant purchase by any home broker in the last seven years.

In 1997, there were 32 buildings acquired throughout the Victor Valley, with a net sale price of $250,000 or greater. This includes properties that have stayed for as high as $13,875,000. Among these purchases, The Abbey Company bought Whitby Center and an adjacent office building encompassing 124,000 square feet located on Hesperia Road in Victorville. This property was purchased for $6.8 million. Just recently, the Victor Valley Town Center was purchased at a cost of $9 million. One of the Victor Valley’s key shopping centers, located at the northeast corner of Bear Valley Road and Hesperia Road, this 205,000-square-foot mall is anchored by a 65,000-square-foot Ven’s Pavilion and Longs Drug Store. The purchase included a lease for an existing space, plus additional development of up to 135,000 square feet. Dean Witter

Reynolds has recently completed its new 3,500-square-foot office at this site. Located within half a mile of the Victor Valley Town Center, the Firework Industrial Business Park, containing several small buildings, approximately 125,700 square feet, and an adjacent self-storage facility of nearly 100,000 square feet, was sold on Jan. 21, 1998 to an investment firm based in Arizona. Although we could not reach the seller to verify price, industry sources believe it was at least $4.5 million.

The Victor Valley Home and Testament Center, an 18-acre free-way-commerce campus at Santa Monica Road in Victorville, containing 221,751-square-foot anchors such as Staples, Circuit City, and Rad Rooter, closed escrow on Feb. 27 for approximately $13,875,000. The seller was W.W. Farms L.L.C. and the buyer was Victorville Town Center L.L.C.

The city of Barstow is celebrating the sale of the Barstow Mall, the city’s original mall, a 143,000-square-foot facility more located just east of Interstate 15 and East Main. The seller was John Hancock Mutual Life, an insurance company and the buyer was Lanning and Associates.

The sale price could not be verified due to a confidentiality agreement between buyer and seller. In just the first week of

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COMPLAINT

Congress Must Ensure Americans’ Right to Credit Unions

by David L. Catfield and Debra Gannaway

Now that the U.S. Supreme Court has issued its split decision on the California thrifts restrictions, bankers have decided not to stall on expelling current account owners into the credit union system. This gives more Americans access to an effective alternative to banks.

That's the membership policy the banking industry convinced a slim majority of the Supreme Court to strike down, which the Credit Union Membership Access Act of 1991 restored, and which the banking industry opposes. Bankers want to abolish this means to credit unions an effective alternative to banks and a vital component in consumer choice for financial services.

Why do credit unions concern bankers? Because they provide a range of consumer services to people from all income levels and are owned by and operated for their members.

Bankers say Congress never intended that kind of growth in mind when it passed the Federal Credit Union Act in 1934. They claim that Congress intended for credit unions to be nonprofit enterprises that would operate for-profit banks into the next century.

To succeed as an alternative for consumers, credit unions must offer the services consumers need and expect today. Today, consumers expect from their financial institution not just savings and checking accounts, but credit cards, investment products such as CDs and IRAs, and loans for cars, homes or education.

If consumers cannot obtain such services from credit unions, then credit unions will not be an effective alternative to banks.

Credit unions can provide the type of account you want as long as they have an adequate membership.

That means, by definition, that they have to have at least 5% of their members in certain occupations that are likely to belong to the credit union.

Sixty-three percent of continued on Page 13

CREDIT UNION

May 1998

May 1998

CLOSE-UP

Changing Attitudes About Women in Business

by Matthew Paulits

After paying her college tuition by taking every semester off to work for the Internal Revenue Service, Sarah Anderson found a lucky break. Amid the passage of the Equal Employment Opportunity Act of 1972 and the general tide of affirmative action, successful women had not yet become the competent candidates, who were in short supply.

They started to wake up to the fact that they had to hire some women, Anderson said. “I’ve never had a problem getting qualified women, just that I had to take advantage of that.”

Upon graduating from one of the few business schools in the Boston, Massachusetts, area that accepted women — and with IRS experience to boot — Anderson received offers from the “big eight” accounting firms that the time averaged a couple hundred dollars more than those received by her friends at Northeastern University.

In 1994, of course, most Americans were “people of small means.” Today, most Americans are middle class, as are most credit union members.

Like credit unions, banks have also evolved. When Congress chartered federal banks in 1913, only wealthy banks were eligible. Now banks are a billion-dollar, interstate conglomerates that not only serve average customers, but also serve wealthy clients. A single bank will have deposits, underwrite general obligation bonds, invest money in large real estate projects, serve small and large businesses, serve confront the reality of a major change: Congress is interested in the fact that the IRS is in the third year when there were few women in business.

In 1977, the IRS was amid a recession, but Newport Beach, California, was booming, and it offered her a job. She accepted the strong economy and more liberal state also affected how Anderson saw the accounting profession.

“[Those businesses] didn’t care if you were male or female,” Anderson said. “They just needed quality people.”

While job hunting in Orange County, Anderson decided to begin her search for something new. At first she was received coldly, because she had recently quit the firm. But she managed to convince management to give her a try.

The decision proved advantageous to both parties, with Anderson working there for four years. She became the first woman to earn a promotion to senior management — although she did not become a partner — in that branch of the bank, and she earned an office overlooking the Pacific Ocean.

Her success with the firm was hallowed when her husband got a job in Tempe, Arizona, and Anderson was able to tag along for the job. She went door-to-door and interviewed with local businesses, and Anderson spent her time trying to get local universities and volunteers for is Raincross, a non-profit providing counseling services.

Anderson is also involved with the Inland Empire Economic Development Committee, which is attempting to unite local universities and businesses. Anderson is also on the board of directors of the Riverside County Peace/Justice Center.

“I think it’s somewhere I can be on the board and help make a difference,” Anderson said. “A lot of people who come in here are arts people, who are well meaning but not necessarily business trained.”

At a Glance

Who: Sarah J. Anderson

Where: The Inland Empire Economic Services for Women LLP’s Inland Empire Operations.

Age: 48

Background: Lives in Riverside with 12-year-old daughter Madly.

Quotable: Commenting on whether her work performance had to be equal to that of her male co-workers to climb the corporate ladder: “I worked harder and played the game. I don’t know if it was a nice kid. I definitely touched it up. You touched it up or left.”

When not crunching numbers, Anderson spends her time trying to improve conditions in her Riverside community. One of the groups she volunteers for is Rainerstone, consist­

as part of her community activism, Anderson and her 12-year-old daughter who was eight at the time, went door-to-door to support mayoral candidate Ronald Laverdade.

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At a Glance

What: Community Bank has $970 million in assets and 11 small and medium-sized banks that plan four commercial banking centers — loan centers for large commercial customers.

Where: Based in Pasadena, the bank has five branches in the Inland Empire.

When: The bank is run by CEO and President John Getzelman.

Quote: "(Our bank's) 'partner banking,' a philosophy of deepening the need of small and large customers and providing for those needs. "Part of our concept is having trained bank officers who understand banking. Our officers don't sell through correspondence. They are dedicated specialists who work with our customers on a daily basis."

By reducing the need for bureaucrats, Community Bank also allows a greater latitude of its loan officers to assist customers and offer a range of options that may include accounts receivable financing and other alternatives larger banking institutions may overlook.

Currently the bank participates in several local programs, such as the San Bernardino Small Business Enhancement Program and Greater San Gabriel Valley Community Development Corporation (CDC) programs.

John Getzelman

MAY 1998

PEOPLE, PLACES AND EVENTS

San Bernardino Plans Consolidation of City Hall
San Bernardino Mayor Judith Valles has announced plans to open the city's first one-stop shop for business: the San Bernardino Development-related services.

We are taking important steps towards making visit to our business friendly and responsive to the needs of our community," Valles said.

The key to Valles' plans is the merger of two separate departments — planning and building services, and public works — into a single, streamlined organization.

The merger will mean customers make a single point of contact for developing and building services. The merger will mean customers make a single point of contact for development-related services.

Getzelman stated: "We're starting out to be very impressive," Getzelman said. "Our asset quality has never been better and our loan and deposit growth is outpacing our competitors, leaving us well positioned to have an outstanding year. We attribute our ability to capture a significant portion of this growth to our focus on building strong relationships with our clients and providing superior service."

Aside from the competitive aspect of banking, Community Bank involves itself on the local level as more than just a typical lending bank. It is involved with advocacy for medical and economic growth programs.

Community Bank meets its customers' demands for personalized banking services at what is referred to as "partner banking.

When considering a business or consumer client, this philosophy essentially encompasses both large and small customers by deepening their specific needs and providing for those needs.

"Part of our concept is having trained bank officers who understand banking," Getzelman said. "Our officers don't sell through correspondence. They are dedicated specialists who work with our customers on a daily basis."

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John Getzelman
People, places ...

continued from Page 9

Molina Medical hires Service Director
Molina Medical Centers recently hired Katherine Bradley as director of provider services.
Katherine Bradley
was president with HealthCare Partners Medical Group. She has also worked as a consultant for MeriCare Inc. and served as executive director and CEO of Redlands Medical Group.

Bradley brings to Molina an extensive background in all operational aspects of managed care.
Her experience includes development and implementation of managed care delivery models, strategic planning, financial and contract management, and quality patient outcomes.

"Katherine Bradley is a strong addition for Molina Medical Centers because of her extensive background in working with managed care delivery systems as well as her experience in working with physician groups," said Martha Bernardt, vice president of consumer services for Molina.

Molina Medical Centers, a part of the nation's largest managed care systems, is one of the state's largest managed care companies and operates 25 medical clinics in California and contracts with more than 7,000 physicians and 100 hospitals and ancillary providers throughout its service areas.

Palm Springs Desert Resorts Names VP
Gary Shervin was recently named vice president of communications for Palm Springs Desert Resorts and Convention Centers. He is responsible for planning, implementing and managing all public relations, promotions, media relations, and internal communications for the entire organization.

Shervin brings 16 years of hospitality experience to his new position. Most recently, he served as the director of media relations at the Los Angeles Convention Center.

Shervin said that Molina has provided a great opportunity to be a part of an organization that is leading the way in employee and customer service.

"Molina Medical is a leader in the managed care industry and is committed to providing the best possible service to its members," Shervin said.

Molina Medical has been named one of the nation's best managed care companies by *Managed Health Care Executive* magazine.

Molina Medical has also been recognized by the California Medical Association for its commitment to employee and customer satisfaction.

"I am excited to be a part of an organization that is dedicated to excellence in customer service," Shervin said.

Molina Medical operates 15 provider services in California and has been recognized by the California Medical Association for its commitment to employee and customer satisfaction.

Inland Empire

BRADLEY SERVED<br>Molina Medical<br>Continued from Page 9

Molina Medical has named Virginia Bradley as vice president of communication for the company's Inland Empire division.

Virginia Bradley has more than 15 years of experience in public relations and communications, most recently serving as director of media relations for the Los Angeles Convention Center.

In her new role, Bradley will be responsible for all public relations and communications activities for the Inland Empire division, which includes providing strategic counsel and overseeing all external communications for the region.

"Virginia Bradley is a tremendous addition to our Inland Empire team," said Gary Shervin, incoming senior vice president of communications for Molina Medical.

Bradley joins Molina Medical from the Los Angeles Convention Center, where she was responsible for developing and implementing all communication strategies for the facility.

"Molina Medical is an organization that values communication and collaboration, and I am excited to be a part of that," Bradley said.

Molina Medical operates 15 provider services in California and has been recognized by the California Medical Association for its commitment to employee and customer satisfaction.

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A joint employment relationship exists, the client firm must count the staffing firm employees assigned to it as its employees. For Title VII and/or Americans with Disabilities Act (ADA) coverage, firms need 15 or more employees, while Age Discrimination in Employment Act (ADEA) requires 20 or more employees.

A staffing firm is obligated, as an employee, to make job assignments in a nondiscriminatory manner and is also obligated as an employment agency to make job referrals in a nondiscriminatory manner. The guidelines also explain that staffing firms and their clients are also responsible under the Equal Pay Act for ensuring that the staffing workers are paid wages on a nondiscriminatory basis. Additionally, the staffing firm’s client is liable if it sets discriminatory criteria for the assignment of workers.

A client of a staffing firm is obligated to treat the workers assigned to it in a nondiscriminatory manner. Where the client fails to meet this obligation and the staffing firm knows or should know of the client’s actions, the staffing firm must take corrective action within its control.

Congress Must Ensure...

continued from Page 6

may deal in stocks, sell insurance and even retail operations. How much of this did the Congress of 1864 intend? The Congress of the Civil War era could not foresee what the world would be like by the time of the 20th century. Neither could the Congress of the Great Depression. Businesses either change with the times or go down the tubes. As the bankers themselves admit, credit unions are an important part of the financial services marketplace.

Corrective measures may include ensuring that the client is aware of the alleged misconduct; assisting the firm’s commitment to protect its workers from unlawful harassment and other forms of prohibitive discrimination, insisting that prompt investigative and corrective measures be undertaken; and offering the worker an opportunity, if he so desires, to take a different job assignment at the same rate of pay.

When determining remedies against a staffing firm and its client for discrimination violations, the guidelines state that back and front pay, compensatory and punitive damages can be obtained from either the staffing firm or its client or both. The EEOC further explained that punitive damages under Title VII and the ADA, and liquidated damages under ADEA, “are individually assessed against each respondent according to its degree of malicious or reckless misconduct.”

The EEOC guidelines on the contingent work force can be accessed at “http://www.adc.com/2m/985a.html”.

Barbara Lee Crouch is the Riverside-San Bernardino counties regional manager for the Employers Group. The 102-year-old, not-for-profit association is one of the largest employer representatives for human resources management issues in the nation. The group serves nearly 5,000 member firms which employ approximately 2.5 million workers. For more information regarding the organization, call (909) 784-9430 or visit the Employers Group Web site at “http://www.berkline.org”.

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For more information, call 1-800-910-6273 Ext. 987.
by J. Allen Leibinger

There is even one that triggers on the 18th of every month. This virus is written for.e-mail addresses

NAME ADDRESS TITLE
William J. Anthony willj@ accessed by Publisher & Producer
Ingrid Anthony ingridl@ accessed by Managing Editor
Matthew Padilla ma@ accessed by Editor
Roger Harvey reh@ accessed by VP Marketing
Mish Huffman mishh@ accessed by Account Executive
Jerry Stirewalt st@ accessed by Research Director
Robert Hughes rugh@ accessed by News Anchor
Joe Lyons fll@ accessed by News Anchor
Earl Steller e@ accessed by Entertainment Reporter
Jenn Kellm jk@ accessed by News Anchor

C:

The Computer Bugs Are Out to Get You

by Susan Thomas

The U.S. International Trade Commission is reviewing the system by which products are classified for import into the United States. The Commission’s decision could have far-reaching implications for American industry and for the world economy.

First, you notice that your hard drive is not working right, and you start to panic. But then you remember that you have a backup. Next, you try to access your e-mail, but it is not there. You try to access your bank account, but it is empty. You start to realize that something is wrong.

Worse yet is the fear of what a virus can or cannot do to your com-

puter. A virus can corrupt your pro-

gramming. It can delete your files. And, if not properly protected, it can cause physical damage to your hard drive.

There has even been a rumor that the government lost track of something called the “E-Virus,” a biological weapon that would both corrupt your machine and make you, the operator, physically ill. This virus does not exist. Someone out there has watched too many episodes of the “X-Files.”

Which leads us to hoaxes. These are the lowest level of com-

puter viruses. The hoaxes are a virus that is not real, but a false

notices are past along describing them as hoaxes. One that I received recently read:

"Subject: Genuine Virus Warning (not a hoax)"

If you receive an e-mail titled "WIN A HOLIDAY," DO NOT open it. It will erase everything on your hard drive. Forward this letter on to as many people as you can to help stop this.

According to the Symantec Corporation, Trojan horses do not replicate like a more traditional computer virus. They are only transmitted by e-mail or disk. They are not a threat to your computer system unless you open them.

One Trojan horses is listed as "The Perfect Hack." It is listed as the best hack of the year by the World Anti-Virus Report. It is the only hack that can kill you. It is the only hack that can erase everything on your hard drive.

Hacker are the princes of the virus world. These guys (they are rarely ever women) like to tap into protected files but they never change anything. Forget about running school grades or correcting IRS records. That’s movies fiction. The reality is that you can avoid them by not opening suspicious e-mails and by keeping your system up-to-date.

Hackers are guilty of illegal entry despite their insistence on freedom of speech. They are listed as "the ninja hackers" because they are able to make changes that simplify the process.

The Harmonized Commodity Description and Coding System consists of 22 sections, with 97 chapters. Commonly known as schedule B numbers, the descrip-

tions are designed to simplify the export and import procedures.

The first six digits of the schedule B numbers are used universally by those countries which adopted the Harmonized Tariff System. The last four digits are assigned by individual governments. Since they have no meaning outside their own countries, they are primarily used for imports.

In the United States, the International Trade Commission (ITC) publishes and updates the Harmonized Tariff Schedule of the United States. The U.S. Customs Service and U.S. Bureau of Com-

merce plan to work closely with industry to ensure the Commission understands their in-

terests and sees that their concerns are recognized in the development of a simplified tariff structure. While traders probably will not be opposed to simplification, importers are concerned that changes could mean higher duties.

The ITC will submit its report to the House Committee on Ways and Means, the Senate Committee on Finance and the President by July 13, 2000.

The ITC can be contacted at “http://www.usitc.gov” for more details.

Susan Thomas established Export Advertisers in 1991 specifically to help small manufacturers get their products sold on the international markets. Thomas may be contacted at (714) 282-7694 or “antex-

ports@aol.com”.

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Your Rights Under Consumer Credit Laws

Your credit is essential to you for your function in our society. We have all heard horror stories of what happens when your credit is incorrectly reported, not reported, or are denied credit. Did you ever wonder what laws are out there relating to your credit?

The Equal Credit Opportunity Act gives you the right to be considered for credit regardless of your age, gender, color, race or marital status. This act does not guarantee you will receive credit. It only states that when a creditor applies its credit worthiness tests, it must do so impartially and fairly.

If you prove a creditor discriminated against you for any reason not allowed by this law, you may sue for both actual and punitive damages. You will also receive your attorney's fees and costs. Class action lawsuits are permitted.

What about your credit file with a standard credit bureau? The Credit Reporting Act applies. It provides for consumer protection relating to your credit file. For example, a creditor must tell you the interest it will charge, the amount of the payment, if involved credit is involved, a credit card, you must be told the monthly interest rate and the minimum monthly payment due. The Consumer Leasing Act also requires certain disclosures in consumer leasing transactions.

If these laws are violated, you get actual and punitive damages. You can also get twice the finance charge involved in certain credit disclosures. A finance charge involved is 1/2 of 1% of the total monthly payments. In other cases, the least the court can award you is $100 but not more than $1,000. You also recover your attorney's fees and costs. Class action lawsuits are permitted.

Your credit is vital. Protect it, check it periodically, and contact a lawyer regarding its investigation within 90 days of the date it received your written complaint.

If a creditor breaks the rules for collecting, it is automatically secondary to a uniting creditor. Any Finance charge is $50, even if the bill was correct. You can sue for actual damages plus twice the finance charge, but in any case you will get no less than $100 and no more than $1,000. If you win the lawsuit, you get your attorney's fees and costs. Class actions are allowed under this law.

Last is the Fair Debt Collection Practices Act. It protects you from debt collector threats and requires a collector to provide you verification of any amount you allegedly owe. For example, a collector may not call unreasonably at hours. You may request that all communication be with your attorney. Debt collectors may not call your neighbors or family or workplace in an attempt to collect the debt you supposedly owe.

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The Women & Business Expo 1998 is dedicated to the enhancement of women's personal growth and business opportunities in the Inland Empire.

Whether you're a woman with a dream of starting your own business, moving up in the corporate world, expanding an existing company or simply determined to improve upon your personal development and leadership skills, this conference is designed to meet your needs.

If you make just one investment all year, make it in yourself — and join the other dynamic women who are taking action to reach their goals.

**REGISTRATION**

Registration fee includes: Lunch, three learning workshops, keynote speakers and networking reception.

**PROGRAM**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session 1</th>
<th>Session 2</th>
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<tbody>
<tr>
<td>10:00 a.m.</td>
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<td>Naomi Judd and Dr. Tom Grant</td>
</tr>
<tr>
<td>11:35 a.m. - Noon</td>
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<td>Session 3</td>
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<tr>
<td>Noon - 1:25 p.m.</td>
<td>Featuring Carol Channing</td>
<td>Network Reception/Display Booth</td>
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<tr>
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<td>2:40 - 3:00 p.m.</td>
<td>3:00 - 4:15 p.m.</td>
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<tr>
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<td>Lunch - Keynote Speakers</td>
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### Employment Services/Agencies

**MAY 1998**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Office L.E.</th>
<th>Wins/Ops</th>
<th>Avg. Candidate Skill Range</th>
<th>Services</th>
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<tr>
<td><strong>Applicant Employment Svcs.</strong></td>
<td>8</td>
<td>80</td>
<td>N/A</td>
<td>WND</td>
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<tr>
<td>70315 N. Rodeo Drive, Suite 101, L.A.</td>
<td>8</td>
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<tr>
<td>1500 Main St., Ste. 220, Glendale, CA 91201</td>
<td>8</td>
<td>80</td>
<td>N/A</td>
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<tr>
<td>12803 Saticoy St., Canoga Park, CA 91304</td>
<td>8</td>
<td>80</td>
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<tr>
<td><strong>Baker Employment</strong></td>
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<tr>
<td>2501 Wilshire Blvd., Ste. 100, Santa Monica, CA 90402</td>
<td>8</td>
<td>80</td>
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<tr>
<td>1300 W. Sunset Blvd., Ste. 300, Los Angeles, CA 90069</td>
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<td>12000 Wilshire Blvd., Suite 1000, Los Angeles, CA 90025</td>
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<tr>
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<td><strong>Brown Employment</strong></td>
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Mercury Unleashes 1999 Cougar, Eyes New Customers

Mercury has just taken the wraps off its all-new 1999 Cougar. The four-seat, front-wheel drive sports coupe marks a new course for Mercury, providing imaginative vehicles that appeal to customers who want to set trends and stand out in a crowd.

Incorporating the first North American application of Ford Motor Company's New Edge design and side-air bag technology, the sleek coupe combines the practicality of four seats with the agility of a sports car. The Cougar is based on the Mystique-Contour-Mondeo platform, which is highly acclaimed for advanced driving dynamics.

"Because our customers see themselves as individualists, they insist on vehicles that are out of the mainstream," said Jennifer McKay-Walker, marketing manager, California Region, Lincoln Mercury. "Cougar articulates the differentiation that Mercury will deliver in all of its cars and trucks that are unique in the market and meet the unique needs of Mercury customers.

"Cougar is not only fun to drive, but it has the elements of style and the functionality to meet the needs of active, fashionable buyers. Its well-appointed interior and the ways that the interior space can be used to suit an active, youthful, on-the-go lifestyle."

Cougar's design is highlighted by bold, sheet surfaces accentuated by a sharp, rising belt line. The belt line starts from the front bumper and extends to the rear, ending at the crisp edges of the triangular tail lamp clusters and the lower corners of the frameless window surrounds. Aerodynamic mirrors and flush door handles combine with arrowhead outlines maintain the functional simplicity.

New Edge design is continued in Cougar's cockpit. The instrument panel is minimalist and functional. The gauges are analog, the design curves to the instrument panel, center console and other interior elements together. The cabin is bright and airy, thanks to a raked windshield and large rear window. The optional exterior sunroof opens the cabin even more and affords maximum headroom. Cougar's sporty bucket seats offer excellent comfort with high-density foam bolsters keeping occupants firmly in place.

The Cougar's hatchback design offers great versatility for use of interior space. The large rear hatch and split-fold rear seats offer customers versatility to carry passengers or load bulky cargo. Its rear seats are roomy. Both front seats tilt forward and then return to their original position to make for easy rear-seat access. The passenger seat also slides forward for added convenience.

To meet the diverse needs of buyers, Mercury will offer accessories such as bike, snowboard and ski racks built to fit Cougar. Optional side air bags, a first in the North American small specialty segment, help to protect an occupant's chest and head in side collisions. They are deployed from the sides of the front seat backs. The system is controlled by the same electronic sensors as the next-generation front air bags, with additional satellite sensors for side-impact sensing.

To provide protection against radio theft, the four station-select buttons on all series can be unlatched and removed, revealing a highly visible panel and a flashing LED signal.

The 1999 Cougar is available with a choice of engines. The 24-valve, 2.5-liter Duratec V-6 delivers 170 horsepower. One of the smallest and lightest V-6 engines, the Duratec delivers its peak horsepower and broad torque throughout the normal driving range.

The standard 16-valve, 2.0-liter Zetec I-4 engine generates 125 horsepower. The Zetec engine has been revised to offer Cougar customers quieter running characteristics, greater refinement, easy cruising and an improved feeling of precision.

Cougar offers a standard five-speed manual transmission operated by a new cable system that eases shift effort and reduces noise and gear lever vibrations. Cougar's optional four-speed automatic transmission was specially developed for front-wheel-drive applications and is controlled in conjunction with the engine by the Electronic Engine Control fifth generation (EEC-V) management system.

Virtually every performance component has been calibrated for Cougar to deliver excellent driving characteristics. Cougar is equipped with the latest four-channel ABS that incorporates electronic brake distribution for efficient braking. Electronic brake distribution improves vehicle stability during braking in conditions that fall short of triggering the ABS.

The all-new 1999 Mercury Cougar is now in Lincoln Mercury showrooms.
She's one of a kind... your mother

Remember her with a special Mother's Day gift from the healthcare professionals at Loma Linda University Cancer Institute. During May we are offering a special $55.00* rate to mothers for screening mammograms.

The Women's Health & Mammography Center is conveniently located in Nordstrom at the Galleria at Tyler, Riverside (near Cosmetics, Level 1).

Hours: Monday-Friday 10 am - 4 pm
Sunday 11 am - 5 pm

Walk-ins are always welcome.

For an appointment please call 909-824-1001 or toll free 888-824-4001.

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continued from Page 3

day or 40 hours in a week.

"That sounds pretty draconian, but it's not at all the truth," said Michael Scarlett, one of the attorneys with Saperstein, Goldstein, Demchak & Berman, who are representing the ex-employees.

The suit, filed April 20 in federal court in San Francisco, alleges that Enterprise violated both state and fed-eral law by not paying overtime to hundreds of employees with the title "management assistant."

The suit does not specify an amount, and Saperstein attorney David Borgen said his firm is still try-ing to determine how many manage-ment assistants are involved. The law-isuit is statewide and covers all man-agement assistants employed since April 1994.

Enterprise has about 200 loca-tions in the state, and each one has at least one management assistant at any given time, according to Borgen. Those numbers could amount to staggering costs for Enterprise.

The case hinges on interpretations of the California Labor Code and the federal Fair Labor Standards Act of 1938, which mandate time and a-half pay for nonmanagement and nonsupervis-ive employees who work more than 40 hours a week, according to the Supreme Court. Until Jan. 1, 1997, the California law also required overtime pay after eight hours in a day.

Although they were being groomed for management, the ex-employees say they did not supervise others while they were management assistants.

"This issue about the misclassifi-ca­tion of jobs has become a big issue in employment law," Scarlett said. "Employers are being more closely scrutinized in how they are classify-ing employees to avoid paying overtime." "The need for accurate data is growing in the 1990s, but this issue has been ignored for too long," said attorney Scarlett.

"This shows that Enterprise rec-ognized it was wrong," said attor-ney David Borgen.

The California case is not the only legal headache for Enterprise, the nation's largest car rental business in the United States. In terms of fleet size and locations, with sales of more than $3 billion annually, Enterprise is the nation's largest car rental business.

But attorney Scarlett said that Enterprise started paying management assistants overtime wages in 1997, after reclassifying the position as "management." "This shows that Enterprise rec-ognized it was wrong," said attor-ney Scarlett.

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San Bernardino, Santa Ana, Santa Fe Springs, Fontana, Torrance
Pacer Reports Best Ever Third-Quarter Revenues and Nine-Month Fiscal Results

Pacer Technology, owner of such branded consumer products as Super Glue, ZAP and PRO SEAL, last month announced outstanding gains in net sales, operating income and net income for its fiscal 1997-98 third quarter.

Continued growth both domestically and internationally for Pacer’s products, along with the significant contribution from the California Chemical acquisition last summer, drove quarterly results. Also favorably impacting Pacer’s performance was the Cook Bates acquisition, which continues to go well, said Pacer’s President and CEO Jim Munn.

Cook Bates, which was acquired last September, and related manicure and makeup markets manipulate such items as nail clippers, emery boards, tweezers and related manicure products.

*Pacer is actively seeking additional acquisition opportunities that complement our existing business*es and enable us to take advantage of our increasingly formidable distribution channels,” added Munn.

Strong financial results

For the three months ended March 31, 1998, net sales were $8,321,050, a 26 percent increase over the $6,606,612 reported for the third quarter of 1997. Operating income improved 35.9 percent to $404,765 for the third quarter, compared with $300,769 in the same period a year ago.

Net income improved 21.5 percent to $426,217 vs. $352,564 for the corresponding quarter last year. This was the largest quarter, in terms of revenues, in the company’s history.

For the nine months ended March 31, 1998, net sales improved 14.6 percent to $21,969,702, up from $19,179,074 during the first nine months of 1997. Operating income was $2,407,695, a 27.3 percent increase over $1,890,936 in the comparable period a year ago.

Net income rose 36.2 percent to $1,514,737, or 6 cents per share, up from $385,299, or 5 cents per share, in the corresponding 1997 nine-month period.

Domestic operations

The company reported domestic sales of $17,991,510 for the first nine months vs. $15,875,695 in the prior-year nine-month period. Domestic sales represented approximately 81 percent of total company sales. Pacer further noted that the company is starting to see the corresponding quarter last year.

The largest quarter, in terms of revenues, in the company’s history.

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Boosting Employee Morale: An Essential Component to Any Organization's Success

by Trish Jacobson, Inter Valley Health Plan

Ask several successful Inland Empire CEOs what the key to their companies' success is, and you'll get a variety of answers. One response you're likely to hear often, however, is that dependable, productive employees lead to organizational and fiscal success. Many business owners rightly recognize it is the people who work for them that make the difference, regardless of the product or service they sell.

The secret to a productive work force (and therefore a successful business) is an elusive yet important cornerstone of making sure that employees are happy and productive. The reality and employee turnover can be negatively affected by poor employee morale high include: "Morale" is a complex concept. Basically it refers to the way employees feel about working for their company. It is immaterially important because it directly affects the bottom line of a company's business.

In most companies, human resources (HR) professionals are largely entrusted with the role of "moral watchdogs" - processing employee and management grievances and spotting gaps in the moral fiber of the company's makeup. Three of the primary keys to keeping employee morale high include:

- Management must realize that poor morale affects the company's bottom line. This is an important first step to achieving good morale because it drives home the reality of how productivity, employee loyalty and employee turnover can be negatively affected by poor morale.

- Figure out what tools your employees need to do their job in a convenient and effective manner. If your employees are happy and productive members of the team, your company's HR professionals and management should be on the lookout for morale problems and by communicating with the employees determine what your employees need to restore morale and productivity.

- Increasing morale and motivation involves rewarding employees and recognizing their achievements and contributions. HR professionals must work with management to establish programs that build employee involvement and self-esteem. These three concepts are explained in greater detail as follows.

<table>
<thead>
<tr>
<th>Employees' Rank</th>
<th>Item</th>
<th>Employer's Rank</th>
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<tr>
<td>1st</td>
<td>Interesting work</td>
<td>1st</td>
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<td>2nd</td>
<td>Appreciation and recognition</td>
<td>2nd</td>
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<td>3rd</td>
<td>Feeling &quot;at ease&quot;</td>
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<td>4th</td>
<td>Job security</td>
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<td>Promotion/growth</td>
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<td>7th</td>
<td>Good working conditions</td>
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<td>10th</td>
<td>Sympathetic help with problems</td>
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Moral and the bottom line

It's easy to see how an employer who efficiently services a large number of customers or sells a lot of product directly helps your business' financial bottom line, while an employee who solves important deadlines burns up your company's profitability. But what about the employees who are somewhere in between? They aren't performing badly, but they aren't excelling either. They aren't coming the company anywhere, right? Think again.

An employee who is not satisfied with the job can cost the company a tremendous amount without either the employee or management realizing it. Just because an employee isn't making serious errors in a job or missing deadlines doesn't mean that he or she is benefiting the company financially. An employee who is gradually becoming dissatisfied can cost your business money in the following ways:

- Less productivity;
- Higher turnover;
- Decreasing loyalty; and
- High absenteeism

Once you know which types of problems low employee morale can cause, you'll want to make sure that you or your HR department know what motivates employees and what you can do to improve morale.

Knowing what boosts morale

There are several factors that contribute to high morale in a work environment. Employees must feel they are:

- Treated fairly;
- Valued and appreciated for their work;
- Recognized for their work;
- Paid a fair wage for their work; and
- Doing work that is important.

In a recent study on declining employee morale by the NOVA Group, an employee-and-human-resources analysis organization, employees were asked to rank 10 items, in order of importance, that they wanted from their jobs. Their employers, managers and supervisors were then asked in groups how they thought their employees would rank the same 10 items. The results, shown in the accompanying chart, employees' job satisfaction hinges more on the "soft issues" than on the facts they may earn a few dollars more or less than their peers.

Recognizing/rewarding employees

Everybody likes to hear of his or her achievements recognized by others. Even though personal satisfaction will come from meeting a pre-determined goal, it is always more meaningful if someone else is there to share the success.

Employees are not adverse to putting extra effort when the business needs help in overcoming a problem or meeting a production deadline. But if the extra effort goes unnoticed, employees will wonder why they should bother.

A moment or two from management to thank the employee and emphasize how that employee's efforts have helped, cost nothing and go a long way toward increasing the employee's self-esteem and motivation.

In devising a recognition and reward program, a company's management and HR department should work together to consider:

- The types of behavior to recognize:
- What to give as a reward (based on budget allowances); and
- How to best present the reward or recognition

Once these issues are addressed, employee events can feature the presentation of awards to hard-working and inspirational employees. Such activities become a popular and anticipated aspect of a company's culture and an instrumental booster to the vital success component we call "morale."

Inter Valley Health Plan has been serving the Inland Empire for nearly 20 years. Trish Jacobson is vice president of human resources for Pomona-based nonprofit HMO Inter Valley Health Plan. Jacobson's vast experience as an HR professional and consultant includes providing HR services within the government/public service sector, retail and hospital industries and as a corporate HR consultant.
Toyota Camry, the benchmark among mid-sized sedans, packs in a host of features, a lower emissions V6 engine and enhanced interior appointments for 1998.

Side-impact protection includes a front seat side-impact air bag supplemental restraint system (SRS). Available as an option on all Camry models, the side-impact air bags are designed to reduce the likelihood of injuries to the driver or front passenger in the event of a side collision. Camry also comes equipped with dual front air bags and passenger air bags which conform to various federal safety standards.

Toyota includes front seat pretensioners and force-limiters on the 1998 Camry. Pretensioners cinch the seat belt immediately following impact and force limiters help reduce seat belt load on the occupant’s torso to help minimize the injury.

Both the front and side-impact air bags SRS as well as the seat belt system is designed to help you survive a side collision.

The theft-deterrent system, for example, is enhanced this year with a new engine immobilizer feature. Standard on the LXE model and available as an option on the LE, the grade, the engine immobilizer verifies that the correct key is in the ignition before allowing fuel delivery. A transponder chip embedded in the key sends an identification code to the electronic control unit (ECU). This code is then compared to an identification code embedded within the ECU, and if they match, then the immobilizer is deactivated and ignition continues.

Adverstorial

1998 Camry: Thoughtfully Blends Safety, Style, Substance

Toyota Camry, the benchmark among mid-sized sedans, packs in a host of features, a lower emissions V6 engine and enhanced interior appointments for 1998.

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Ainita Starks

In her first year, she kept her job at GTE and hired a manager to run her business. Starks put in hours on nights, weekends and holidays to oversee the manager's work. After that, she realized that she had to give up her day job and she would collapse from fatigue and her business might never grow.

Starks worked the phones, introducing herself to CEOs and building a reputation for customer service. After some start and stops, she renamed her company Starks & Associates, which does business as Starks & Associates Staffing Services and Starks Certification Consultants.

Staffing Services is a full-service agency that handles accountabilities, contract labor, accounting staffing, but primarily specializes in clerical and technical staffing. "Most of my clients are technical companies that supply business to utilities," Starks said.

They will call me and say, "We have a big job going on. I need 10 people. And I send them, and they send them to utilize."

Her office is in Upland, where she also operates her consulting business. Starks, 40, helps minority and women business owners as well as other owners of small businesses obtain certification proving they own their businesses, which can help them obtain contracts. Realizing how business owners can inspire other women to start their own companies or excel in business in other ways, Starks has been involved with the formation of the California Chapter of the National Association of Women Business Owners. NAWBO is a support, network and activity organization for women business owners. For more information on NAWBO, call (408) 266-9762.

### Labor Shortage Warrants Extra in Selecting Staffing Suppliers

As unemployment rates remain low and companies scramble to find qualified candidates, so, too, do staffing firms. In particular concern is the recruiting crunch continues to be the increased risk of inadvertently hiring an unquali­fied worker. This can be a very costly situation for businesses. In October of 1995 more than 200 workers were laid off by the Inland Empire, which does business as Inland Personnel. Starks, 40, had been a manager to run her business.

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- "A lot of people are stuck in a stressful pattern, repeating negative messages throughout the day," said Ayala-Bumann.
- She also utilizes affirmation to reduce anxiety and control stress.

### At deadline

*continued from Page 17*

Diana Ayala-Bumann

Despite owning her own business, Diana Ayala-Bumann is virtu­ously stress free. That is to say, she has learned to live her life in a way that minimizes stress and maximizes personal contentment.

And, for a fee, she can teach you or your employees the same techniques.

"I try to integrate the mind and body within a holistic stress management program," she said.

Ayala-Bumann started Mind & Body Solutions in Redlands after immigrating from Switzerland. There she received a degree in movement therapy from the Guggenheim Institute in Basel.

Movement therapy is something like a cross between a mar­riage of business and modern dance. Through breathing exercises, stretching, meditation and by expressing feelings through motion, the movement therapy can help ease a person's tension, according to Ayala-Bumann.

She also utilizes affirmation to reduce anxiety and control stress.

"A lot of people are stuck in a stressful pattern, repeating negative messages throughout the day," said Ayala-Bumann.

Before she bought into her own business, she worked for the San Bernardino Community Hospital Rehabilitation Center as an occupational therapy assistant. She found that work rewarding, but not enough.

"I realized that the approach that I wanted to take was different," Ayala-Bumann said. "People recovered but not holistic enough."
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RedFed Bancorp Inc., the holding company for Redlands Federal Bank, reported net earnings for the first quarter of 1998 of $3.2 million or 32 cents per share. This represents a 37 percent increase when compared with net earnings of $2.4 million or 32 cents per share for the first quarter 1997. On Dec. 1, 1997, Golden State Bancorp Inc. (GSB), the holding company of Glendale Federal Bank, announced that it had entered into a definitive agreement to acquire RedFed in a tax-free exchange of stock. The agreement is subject to regulatory and company stockholder approval.


Under the terms of the agreement, First National will be merged into GSB and Glendale Federal Bank will be merged with California Federal Bank. The foregoing transaction is subject to shareholder and regulatory approval and is expected to close in the September 1998 quarter end.

"The first quarter of 1998 continues Redlands Federal's return to solid profitability and improvement in the majority of its performance ratios," said Anne Bacon, president and CEO of RedFed Bancorp. "We believe that the merger with Golden State will substantially benefit our stockholders and our customers by building on this successful quarter."

The first quarter 1998 earnings, when compared with first quarter 1997, were positively impacted by an improvement of $733,000 in net interest income. Total assets of RedFed at March 31, 1998, were $1.03 billion, compared with $1.01 billion on Dec. 31, 1997. This represents an annualized growth rate of 9.4 percent.

The quarterly growth was primarily the result of real estate loan originations and purchases; and consumer and commercial loan originations. Real estate loan originations and purchases for the first quarter of 1998 were $77 million, of which $33 million were purchased loans.

This compares with real estate loan originations and purchases of $76.6 million for the same quarter in 1997. Consumer and commercial loan originations, primarily vehicle loans, were $12.4 million and $4 million for the quarters ended March 31, 1998 and 1997, respectively.

Redlands Federal Bank offers consumer and commercial banking services in 15 branch offices in San Bernardino and Riverside counties and one loan office in Orange County.

Health- Care Coalition Files Lawsuits Against Tobacco Companies

Blue Shield of California recently joined Blue Cross in filing federal lawsuits in 30 states against major tobacco companies, alleging their products have forced up health-care costs for smokers and non-smokers alike.

The lawsuits were filed on behalf of the Coalition for Tobacco Responsibility in federal district courts in New York, Chicago and Seattle. A list of coalition members who are filing suit is attached.

"We believe that filing this lawsuit is in the interest of our members," said Wayne R. Moon, chairman and CEO of Blue Shield of California. "Millions of members in our plans have suffered because the tobacco companies continue to produce and vigorously market an addictive product."

"We care about the health of our members," said Albert Mattie, corporate medical director added. "These suits are a part of our effort to begin to improve public health by changing the behavior of the tobacco industry."

The lawsuits allege conspiracy, fraud, misrepresentation, violations of federal racketeering and antitrust laws as well as other claims. The suits are among the largest claims ever made against the tobacco industry. Except for the federal statutory claims, the lawsuits filed by the coalition are similar to the Medicaid suits brought by the state attorneys general. Blue Cross and Blue Shield plans that brought the suit say they are bearing a large share of the health-care burden resulting from tobacco products.

continued from Page 3

A 12-step program for business...

dialogue, ensuring that the group does not sidetrack into social hour and that everyone has an opportunity to speak.

“One fellow wanted to buy a company without his own cash,” Cunningham said, describing a problem brought up during one of the sessions. “We put together a whole plan for him on how to acquire this company and bring it into his existing firm.”

Cunningham is the founder and president of Riverside-based Renaissance Executive Forums, an Inland Empire franchise of a national company based in La Jolla. He runs three groups that meet the third week of every month for a year. The cost to join is $495 per person per month and a one time initiation fee of $695.

Before starting Renaissance, Cunningham worked as a quality operations manager for Hughes Aircraft Co. and started a consulting business. While consulting, one of his clients asked him to facilitate meetings between top managers of various divisions. He said that experience gave him a love for the group approach to solving problems. His passion translates into the success of the Renaissance meetings, which are praised by the attending executives.

“It’s a unique way to handle major issues that face a business,” said Kerry McCall, president of McMonroe, a Hemet-based firm that manufacturers floor meters. “And you get the experience of other people and the challenges they have faced. It really makes for a powerful way to solve the bigger business problems.”

McCall has been attending meetings since Cunningham first started his business in 1996. McCall said he has gained insight about his own company by bringing his problems before the group, included managing growth.

“We were doing some planned expansions, and we needed to know how to interface with various government groups that would be affected,” McCall said. “On my own, I would have taken a long time to find out. Bringing it to the group, I got a lot of suggestions quickly.”

An essential element to the group approach is that each member is from a different industry, Cunningham said. This opens the door to new ideas.

“Each industry develops a paradigm in the way it goes about doing business,” Cunningham said. “This happens when everybody is involved in professional or trade organizations ... Because of this paradigm they produce and vigorously market an addictive product.”

Parkview recognizes our entire professional services they provide.
Major Renovation of Women and Children's Center Under Way at Parkview

Parkview Community Hospital Medical Center in Riverside has begun an ambitious remodeling and renovation project that will benefit all patients who require the hospital's maternity and child care services.

Riverside has begun an ambitious remodeling and renovation project that will benefit all patients who require the hospital's maternity and child care services.

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Together with competitive rates, personal loan officers, automatic payment discounts, and a 24-hour credit decision, it makes sense to apply for your next loan at Foothill Independent Bank. Our auto loans have 80%-to-100% financing on new and used vehicles. Don't forget to ask us about our competitive rates on previously owned cars up to five years new. Used and RV loans also available. We have a great Equity Line of Credit Program too. Up to 90% financing, and even lower rates with automatic payment from your Foothill Account. Don't wait, call now for your Personal Loan Officer.

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Why Do Business In Southern California? We'll Spell It Out For You.

Southern California Edison knows what it takes for a business to stay competitive. So we've created new Economic Development Rates, a flexible pricing option that provides up to five years of rate discounts for your manufacturing or film production business. If your company is considering relocating or expanding operations outside California, EDRs offer you a new way to save on energy costs and operate your business more efficiently here. If you think your company might be eligible, call our Economic & Business Development Managers at 1-800-3-Edison.

SOUTHERN CALIFORNIA EDISON
New Ideas for a New Era

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<th>Law Firms</th>
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<td>211 N. LaSalle St., Suite 2200, Chicago, IL 60601</td>
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<td>Dean Lohrke</td>
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<td>Connell, Olson &amp; Seregard LLP</td>
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<td>Stephen Himmelfarb</td>
<td>Office Manager</td>
<td>Kenneth L. Casbeer</td>
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<td>(312) 328-2300</td>
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<td>Lauren Murphy</td>
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<td>Devaney &amp; Devaney LLP</td>
<td>1401 N. Dearborn St., Suite 1900, Chicago, IL 60610</td>
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<td>Andrew Devaney</td>
<td>Office Manager</td>
<td>Brian Devaney</td>
<td>Manager</td>
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**which health care plan?**

These days, most health care companies are exactly alike. With one obvious exception: UnitedHealthcare of California. The fact is, our unique approach to managed care has made us part of one of the largest health care companies in America. We did it by not just managing care, but by managing information in a new way. For example, in 1996 we sent reminder postcards to women who were due for a Pap test. This raised the rate of members being screened for cervical cancer by 23%. And it’s just one of the ways UnitedHealthcare is helping members live healthier lives. To learn more, contact your broker or consultant. Or call us toll-free at 1-888-875-4026.
Housing is dedicated to increasing owner education, and neighborhood services in the Inland Empire. A key part of this effort is to train buyers to purchase a home. The Inland Empire International Business Association (IEIBA), representing more than 200 Inland Empire companies that trade internationally, will host the Fifth Annual World Trade Conference and Expo May 7 and 8 at the Ontario Convention Center in conjunction with the International Trade Week.

According to Dennis P. Lynch, president of IEIBA, "The conference represents a unique opportunity for firms involved in manufacturing, services and agri-tourism to assemble for two days with overseas buyers to learn more about the important business potential that our region has to offer. "Many countries, including our own, have become independent on each other for value-added merchandising and services and this conference offers those attending to learn more about what is happening in other markets, such as in Asia, as well as make contacts and build future business relationships." The 1998 IEIBA World Trade Conference will feature numerous internationally successful speakers, including keynote speaker Robert L. Larson, vice president of Guardian Corporation’s Vascular Intervention Group. Guardian Corporation is an NYSE-listed multi-billion dollar company, marketing in hundreds of countries worldwide.

Speakers such as Larson will share global marketing experiences with conference attendees. Workshops cover the A-Zs of global marketing, including such topics as Fundamentals of Exporting, a basic overview of the export business covering the steps to take to get started. Other topics include the U.S. Government International Resources, explaining the resources and programs available to U.S. exporters, and How to Sell Products Globally on the Internet, teaching the basics of creating a "virtual office" from anywhere in the world.

Also on the conference agenda is the presentation of the Export Achievement Awards. These continued on Page 52

MAY 1998 INLAND EMPIRE BUSINESS JOURNAL / PAGE 45

Helping Companies Grow Globally

Managing ... continued from Page 11

Competence and pay

Family members must be competent in their jobs. Don't just give away a spot on the payroll. Raise the bar with family members and train them for lifelong work and as future business owners. People with International Trade Knowledge, Speakers cover the five topics below to take to get started. Other topics include the U.S. Government International Resources, explaining the resources and programs available to U.S. exporters, and How to Sell Products Globally on the Internet, teaching the basics of creating a "virtual office" from anywhere in the world.

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Every year, every quarter, almost every week it seems that some public or private institution is publishing an economic report on the Inland Empire.

So when the Inland Empire Business Journal wanted to look into the economic status of Riverside County, we decided to look past these reports and go directly to one of the sources: the Economic Development Agency of Riverside County.

Development Specialist Robert Moran, who assists companies coming into the county, sat down with a staff member and answered the tough questions on the county's past, present and future economic outlook.

Q. How did Riverside County perform economically for the first quarter of 1998?

A. Riverside County has had an excellent first quarter for 1998 both for the industrial market and especially in the residential market. County building permits are up, particularly in the residential market.

Q. Are those areas just too far away from Los Angeles and Orange counties?

A. The demand for housing is on the Western end, but also the main transportation corridors will fill up first. But once those land areas become saturated and some of the industrial land is developed, developers will move further eastward. That's going to take a little bit longer, but already we are seeing increased interest and activity.

Q. What are your economic predictions for the rest of 1998 and the decade?

A. We are going to see continued strong growth in the residential market. We've got probably 100,000 new homes coming between now and the next three to five years. And all indications show that the industrial market will remain strong, and we will see more distribution and manufacturing facilities coming to the county, providing jobs and a strong tax base.

Q. What do you mean by pro-business?

A. We are seeing in the industrial or commercial market, not only in terms of business startups, but also in terms of business tax on property in unincorporated areas. Our agency, the Economic Development Agency, acts as a liaison between the industrial developers and the companies that are coming into the county to make their transition to the county smooth and quick.

We can assist the company by helping them find a site that is suited to their specific needs. We also work very closely with the cities within the county, should a company decide to locate within a specific city or find a particular area they want to locate in.

Q. So you act like an intermediary between the company and the city?

A. We can if it's necessary. If a company comes to us and desires to locate within a specific city, we will put them in contact with the appropriate city agency or official. A lot of times when a company comes into the county, we are the first point of contact.

Q. Which industries are growing the fastest?

A. They can't afford a starter home in [Orange County], which runs about $200,000. And the homes that are selling very well [in Orange County] are between $300,000 to $400,000. Those are the young families that are moving up into executive level homes. In Riverside County you can find a starter home for about $125,000 to $150,000 on the West End and as you go further east the prices begin to drop.

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Q. Which industries are growing the fastest?

A. Between 1993 and 1998 the western portion of the county, particularly the Miria Loma area, has seen approximately 10,000 million square feet of industrial space constructed in unincorporated areas.

So was 1997 a strong year? A. 1997 was a very strong year for industrial and commercial projects. 1998 has been a very good year for residential home projects. We anticipate that there will be continued strong growth in the industrial and commercial markets, not only in terms of new industrial projects, and through 1997 it has increased dramatically.

Between 1993 and 1998 the western portion of the county, particularly the Miria Loma area, has seen approximately 10,000 million square feet of industrial space constructed in unincorporated areas.

The reason that we are experiencing a very strong first quarter of 1998 is because of job growth and the sources:

A. Inland Empire Real Estate Market Trends Report

The Riverside County Economic Development Agency (EDA) is implementing an aggressive marketing strategy that includes print, outdoor, radio, television and broadcast advertising coordinated with direct mail. It uses a variety of tactics that include direct mail and phone calls, as well as personal contact with businesses located in Orange and Los Angeles counties, promotions at trade shows and luncheons for commercial real estate brokers to encourage the exchange of timely information. As with the UCR campaign, all leads are carefully tracked, with a letter and telephone follow-up contact.

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Economics ...
continued from Page 46
A. On the far west of the county, there is growth in manufacturing and distribution facilities. The 10, 15 or 60 [freeway] are very strong manufacturing base. Our intent is to bring in clean, large-scale distribution through the manufacturing. We will probably very work very closely with the University of California, Riverside, to develop technology centers in conjunction with the educational institutions. There are more types of companies and jobs that we want to see grow in the county.

Q. Do you keep track of the types of manufacturing that are growing?
A. We are seeing some plastic injection molding locating to the Mira Loma area. We are seeing those types of facilities. Temecula is known for its wine, but it's also for medical technology industries. And Corona has a wide variety of manufacturing as well as Riverside.

Q. What are the major source of job growth in the county?
A. Definitely the industrial market. In the Mira Loma area we have seen a growth of 7,000 new jobs. Over the last four to five years we have seen approximately a growth of 3 to 4 percent annually in new jobs for the county. The majority of those jobs are in the manufacturing and transportation related industries, such as warehousing, trucking etc.

Q. How are the office construction, purchases and leasing markets? A. The majority of office construction is in the downtown area in Riverside with the legal hub — the additional leg of buildings.

Q. How does the county's population growth compare to the rest of the Inland Empire and the nation?
A. Recent statistics released by the U.S. Census show that the population growth between mid 1996 and mid 1997 Riverside County had the seventh largest population growth in the United States. And we estimate that the growth in population growth is about 2 percent a year, it has been much lower than the growth in 1960, when it was about 5 percent.

Q. Why the drop?
A. In the mid 1960s there was just an absolute frenzy of growth. We have not risen to that level of growth again.

ECONOMICS ADVERTORIAL

LAX Passengers Advised They Are Not Obligated to Donate to Solicitors

As of the end of April, passengers and visitors traveling at Los Angeles International Airport (LAX) began to see signs and hear public address announcements informing them that they do not have to donate to money. According to John D. Driscoll, executive director of Los Angeles World Airports, the goal of the actions is to discourage solicitation activities at LAX and provide a comfortable, safe environment for the traveling public.

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Best choice for business ...
continued from Page 47
EDA also offers vital employment training and recruitment services for businesses expanding or relocating in Riverside County. Businesses considering Riverside County will also discover the following advantages:

1) lower labor and operating costs than in the rest of Southern California,
2) the county's strategic location to all Southwestern U.S. markets and the new production facilities in Northeastern Mexico,
3) an excellent transportation system (rail, air and freeway) for export and import goods and services,
4) the dynamic created by the county's rapid growth in high-tech and manufacturing industries.

Finally, Riverside County has no business license fee, utility user's

Women Attorneys Choose Alternative Work Schedules

In the conservative world of law, three-piece navy suits have remained the typical attire and mahogany-lined bookcases the inevitable law office backdrop decade after decade. So has the typical 40-hour workweek remained the same.

But this time-honored tradition has begun to change. Demographic studies conducted by the California State Bar Association indicate that the number of part-time attorneys is on the rise. More than 12 percent of California attorneys now work less than 35 hours per week.

Particularly for women attorneys, part-time scheduling and job sharing has proven to be a viable alternative. Rather than creating economic hardship for law firms, the trend may actually work to their advantage, according to a report by the American Bar Association's Commission on Women in the Profession.

"Part-time lawyers may be the most valuable lawyers under a system based on efficiency because they have to be models of efficiency to succeed," according to the commission. The study found that the ratio of billable hours to hours worked is reported to be higher for attorneys on alternative work schedules than for full-time attorneys.

The alternative work schedule is catching on not only in private practice but in government agencies as well. Justice Edward Wallin of the California Court of Appeal employs two women attorneys to fill one research assistant position.

"Part-timers often give employers more firepower when needed," Justice Wallin said. "Two individuals sharing a job can each slightly increase their hours to handle more time-intensive projects which makes them able to accomplish more than a single individual."

Examplifying the trend is Sharon Biben, a graduate of Western State University College of Law in Fullerton, where 67 percent of the students are women, and who now works a part-time schedule. Biben is a lawyer-mom who works a split-shift position with a Laguna Hills law firm. The five-day workload is divided between her and another associate.

High technology has played a significant role in making it possible for attorneys to work alternative schedules. Western State alumna Monica Mraz has a landand-tenant practice in Orange County, Mraz, a sole practitioner, frequently handles her work after her daughter goes to sleep. Her fax machine is often the only line of communication with her clients, according to Mraz. She notes that a lot of people are actually appreciative of evening or weekend calls.

With work hours limited, the key for many part-timers is to specialize by combining professional training and law degrees. Attorneys such as Ania Sherbanee, who combined her law degree with her nursing background to pursue a career in medical malpractice defense, are finding success. The legal community's growing acceptance and accommodation of part-time attorneys are evidence both of changes in the profession and of society.

"By providing professionals with part-time work," noted Justice Wallin, "we are influencing their ability to compete more effectively in the workplace economy.

West State University College of Law

WSU Graduate Attorneys are Working in Riverside and San Bernardino Counties as:

425 Attorneys (15% of the total)
23 Judges and Commissioners
62 Deputy District Attorneys and Public Defenders
3 in County Counsels offices

For information on application procedures, financial assistance, scholarships and career opportunities, call (800) WSU-LAW.

Acreddited by Western Association of Schools and Colleges and Committee of Bar Examiners of the State Bar of California.

Data is limited available to WSU Placement Office.

Where Do Inland Empire Residents Choose to Attend Law School?

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1111 North State College Blvd., Fullerton, CA 92831 • (714) 738-1000 ext. 2600 • e-mail: adm@wsualaw.edu

MAY 1998 INLAND EMPIRE BUSINESS JOURNAL • PAGE 49
James L. Brulte

James L. Brulte serves as the chairman of the Senate Republican Caucus. A fifth-generation California Republican in position in the State Senate. Brulte (R-31) was first elected to the Senate in November 1996 and was first elected to the State Assembly in November 1994.

During his tenure in the Assembly, Brulte distinguished himself by authoring major legislation to reform California's workers' compensation and welfare systems. In addition, Brulte authored landmark legislation, AB 1880, making California the first state to get the nation to reunite its electric utility industry.

Throughout his legislative career, Brulte has been recognized for his work on behalf of California's businesses. He received the California Small Business Association's 1996 Small Business Legislator of the Year and the California Building Industry Association's 1996 Legislator of the Year award.

"Continuing to provide a healthy business climate is essential for the prosperity and economic security of all Californians," Brulte said. "That is why I was especially pleased to be recognized in 1997 with a 100 percent vote record in accordance with the California Chamber of Commerce.

Among this year's legislative priorities, Senator Brulte is currently authoring legislation to increase eligibility of property tax assistance for Senior Citizens, reform California's joint and several liability system, and open up the state's deferred compensation plan to outside investment.

"I attempt to carry legislation and vote in the best interest of my constituents, including businesses large and small," Brulte said. His keen business knowledge has enabled him to carry his spots on the Finance, Investment and Trade and the Energy, Utilities and Communications committees.

George Brown

Congressman George Brown (D-14) is known for his promotion of scientific research and high technology to benefit the economy and people of the United States. Congressman Brown's agenda for helping the economy of the Inland Empire includes:

- Helping local businesses and residents with opportunities involving the federal government.
- For example, Brown helped New World Medical of Rancho Cucamonga get a government review back on track in order to bring a new medical technology to market.
- Helping Inland Empire schools get computers, distance learning projects, and the best possible high technology teaching tools, which benefit local families and the economy.
- Providing national leadership in the promotion of transportation technology and helps secure needed funds for local transportation projects.
- Brown was born in Hotville in the Imperial County of California in 1920. He graduated from the University of California, Los Angeles, with a bachelor's degree in industrial physics.

Keith Olberg

originally elected to the Assembly in 1994, and re-elected in 1996, Keith Olberg represents the 34th Assembly District, the largest in California, which includes San Bernardino County, and portions of Kern and Imperial Counties.

Assemblyman Olberg has quickly risen in Assembly leadership, with a career as a leader and advocate for property rights, civil liberties and welfare reform. He currently serves on the powerful Assembly Rules Committee, as well as the Natural Resources and Appropriations Committees.

He believes there are three keys to improving California's economy: reduce the burden of taxes, shrink excessive government and improve our conference committee operations. He stands behind the ideal that business owners can run their businesses better than the state.

Throughout his two terms in the Legislature, Olberg has been committed to improving the business climate in California with tax cuts, requiring bureaucrats to defend their budgets and reasonably applying California's environmental regulations.

"California's global competitiveness tomorrow now depends on sound and successful education in our schools. Our children have a right to a good, fundamental education. California's parents and taxpayers have the right to a competent and financially viable educational system," Olberg said .

"I have been appointed by Assembly leadership to spearhead negotiations on school facilities construction policies. I am committed to fashion a policy that reflects the best interests of California's children, taxpayers and businesses.

"I have always believed that with ideas come consequences, and in politics those ideas have great potential to affect many in a negative or positive way. I believe I can fashion a policy that is in the best interest of all the people of the Inland Empire and in California."

Gary Miller

"In my early twenties, I started my first company, the California Chamber of Commerce. As a builder in Southern California, my business has expanded from building single family custom homes to multi family residential communities. After serving in county and city government for seven years, I was elected to the State Assembly on April 12, 1961.

"As an elected official, I have always drawn on my experience as a successful entrepreneur to improve the way the state of California does its business. While serving my freshman term, as Chairman of the Budget Committee, I enacted a balanced budget with a $310 million reserve. This budget balanced, and it was passed by the Assembly.

"With the legislative support, I have organized 16 county legislative leaders to work together to help our constituents. Through our efforts, we have been able to pass legislation that will benefit the people of California and improve the way government does business in this state.

Bill Leonard

Bill Leonard was elected to the State Assembly in 1994 to represent the 63rd Assembly District (Upland, M. Baldy, Rancho Cucamonga, Fontana, Wrightwood, Phelan, San Bernardino, Highland, Redlands, Crestline and Arrowhead).

Leonard served in the State Senate from 1988 to 1996 and in the State Assembly from 1978 to 1988. Bill has authored and sponsored landmark legislation.

The Assemblyman is known as an advocate for fiscal responsibility, families and quality public education. He has worked to improve the job and business climate in the Inland Empire by lowering taxes, reducing unnecessary regulation and providing incentives for job creation and business expansion.

While in the State Senate, Leonard served on the Workers' Compensation and Transportation committees. He has worked to reform and reduce the costs of workers' compensation system.

In his position as the chair of the Transportation Committee, he is working to create a transportation system that is safe, efficient and affordable.

Ron Packard

Congressman Ron Packard was first elected to Congress on Nov. 2, 1982, by a write-in vote — only to find himself running as an independent write-in candidate in the history of the United States. He was most recently elected to his eighth term representing the 48th Congressional District, which includes parts of Riverside, Orange and San Diego Counties.

Following his service in the United States Navy, Packard, a dentist, founded a family dental clinic in the Carlsbad area. He then became active in local civic and business affairs and served on a variety of local organizational offices.

Packard, a strong supporter of small businesses, was a director of the Carlsbad Chamber of Commerce for four years. He also served two years as a city councilman and four years as mayor of Carlsbad. Before his election to Congress, Packard has consistently worked to reduce federal regulations on small business. He has been a leader in the movement to scrap the income tax system and replace it with a fairer alternative that rewards hard work, savings and investment.

Packard has worked closely with the National Federation of Independent Business on its campaign to abolish the income tax and the complicated code. Packard courts balancing the federal budget, simplifying the tax code, and reducing government regulations as his highest priorities in Congress.

County Treasurer brings business expertise to Riverside County

The hot breath of his new position is warming the neck of Paul McDonnell, Riverside County's new county treasurer.

He started March 21 — immersed in the semi-annual tax season. And his post will be for election in June, leaving him a handful of months to build a record he can campaign on.

With more than a month on the job — he started the day after his predecessor retired — we recently caught up with him and discussed what a Riverside resident to find out what qualifications he brings to the position, how he likes it so far and what plans he has for the county.

Q. Where did you go to college?

A. I received a bachelor's degree in political science from the University of California, Berkeley, and a master's degree in business with a finance emphasis from the University of California, Los Angeles.

Q. Did you grow up in California?

A. I am a third generation Californian. Three of my four grandparents were born here. I've lived in California most of my life. I spent a year in New York when I was working on Wall Street, and a year in Colorado.

Q. After Wall Street, what brought you back to California?

A. I accepted an opportunity with Smith Barney to come down south to help develop Smith Barney's public finance office in Los Angeles. At that time we were serving Southern California from the San Francisco office.

Q. So you had total control in L.A.?

A. There were two of us who were jointly running the office.

Q. How many people did you manage?

A. We had a staff of probably at its peak seven. The portion of the business that I spent close to 14 years in was the investment-banking side. In particular we served the real estate agencies. We would call on and package the bond deals, which the sales force would sell to retail and institutional investors.

Q. Why did you decide to leave Smith Barney?

A. Basically, there was a difference in philosophy. They wanted to focus on super-large deals, and I was serving what would be considered a small ticket. [Here McDonnell said he worked briefly for another investment firm and while there was approached by the investment firm Dain Rauscher Inc. to open an L.A. office: ]

Q. How long were you there with Rauscher?

A. A little over five years.

Q. Were you running the office?

A. I was running the office the whole time.

Q. Why did you make the jump to county treasurer?

continued on Page 65
Dental Plans

Ranked by Inland Empire Enterprises

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>ZIP Code</th>
<th>Inland Empire Enterprise</th>
<th>Contributions</th>
<th>Inland Empire Enterprise</th>
<th>Company Revenue</th>
<th>Company Activities</th>
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<tr>
<td>Delta Dental Plan of California</td>
<td>5110 W.溃verton Blvd.</td>
<td>92505</td>
<td>12.1 million</td>
<td>512.2 million</td>
<td>1.29 million</td>
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<td>4200 W. Spring St.</td>
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<td>900,000</td>
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<td>WellPoint Dental Services</td>
<td>3135 Bonita Ave., Suite A</td>
<td>92641</td>
<td>1,100,000</td>
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<td>Market Place Dental Vision</td>
<td>27000 Varner Center Dr.</td>
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<td>PNI Dental Health Plan</td>
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<td>Safeguard Dental Plans</td>
<td>5411 Oceanside St., Suite A</td>
<td>92506</td>
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<td>United Concordia Companies, Inc.</td>
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<td>91342</td>
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<td>Western Dental Services, Inc.</td>
<td>800 S. Main St.</td>
<td>92501-3671</td>
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<td>United Dental Care</td>
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<td>92505</td>
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<td>Amneal Managed Dental Plan</td>
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<td>Golden West Dental Plan</td>
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<td>Southern Dental Group</td>
<td>18321 Victor Ave., Ste. 700</td>
<td>92602</td>
<td>3,000,000</td>
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<td>Smile Savers Dental Plan</td>
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<td>Reach the Teeth Reach the Tooth Gold</td>
<td>1311 Magnolia Ave.</td>
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<td>800</td>
<td>800</td>
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</table>

Helping Companies...

continued from Page 45

awards recognize firms in the Inland Empire that have excelled in the growth of export sales, currently-derived a significant percentage of their revenue from exports, and make outstanding contributions to the Inland Empire business community.

"International business is a very vital and necessary link to economical development in the area, and our goal is to build a platform for those committed to it to assemble the knowledge and the personal contacts to move forward in this area," explained Lynch. The conference featured exhibitors, representatives, foreign buyers, and internationally experienced presenters will provide networking opportunities for gaining insight and tips on successfully expanding a business abroad.

"With so many countries involved, things change rapidly and often in trade. It is important to make the public aware of the challenges and potential that exist across our borders." Attendees can make contacts and build future business relationships through the abundance of foreign trade firms, contacts and information services that make up the conference.

For registration information or an exhibitor's kit, call IEBA at (909) 948-3782 or e-mail inquiries to "cuber@ubrad.com."
A Whole Lot of Bank for Your Buck

"Our success comes from understanding the unique business development and operating with the notion that there is so much more to lending," said Steve Stearman, vice president/regional loan manager. "We want to tailor the loan to meet the individual needs of each customer, provide adequate flexibility and then deliver a commitment as our customer as soon as possible." The VIB Business Loan Center also makes use of an experienced SBA lending staff and is proud to offer lending services granted by the Small Business Administration. What exactly does PLP mean and how can the PLP lending program help business customers? "PLP stands for Preferred Lender Program and this PLP program enables Valley Independent Bank to make the pending decision on behalf of the Small Business Administration, saving our customers three to four weeks of valuable time," said Gerr Gordon, vice president/SBA loan manager. "Since this PLP lending status, a decision to approve from the Small Business Administration can take anywhere from four to six weeks, and this is after the lending institution makes their decision. In three to five weeks, we expect to have the loan approved and fully funded to the customer." The VIB Business Loan Center's SBA department is a Preferred Lender in Imperial, Riverside, Orange, San Bernardino and San Diego counties. In addition to real estate, construction, commercial and SBA lending, the VIB Business Loan Center also provides agricultural lending and USDA Guaranteed Loans.

Pushing the Frontier of Public Relations

The board of directors of two large credit unions agreed last month to merge. Riverside County Schools Credit Union (RCSCU) and Riverside County Federal Credit Union (RCCU) will form Riverside County's Credit Union, with assets of $235 million and a membership numbering nearly 60,000.

The decision to pursue the merger, which is still subject to regulatory approval, was announced last month in a private letter to the members of both credit unions.

And the company created by the merger will have greater technological capabilities, providing membership more convenient ways to access their credit union, according to Riverside.

"This added convenience will include greater telephone access as well as access via personal computers," Rivera said. "And the new credit union’s expanded ATM network will include more than 50 ATMs at more than 40 locations throughout the country."

Both board of directors have said they will not close any branch offices or lay off employees.

Two Riverside Credit Unions Merge

by Matthew Padilla

The famous piloters George Bernard Shaw said that reasonable men adopt to their environment, and unreasonable men do not. Therefore, all progress is made by unreasonable men. So says Christopher Perez, who played the reasonable public relations (PR) game for a while, before taking a big PR agency in Los Angeles, Golin/Harris Inc., which is part of one of the top conglomerations of agencies in the country.

He decided to leave L.A. and start his own public relations firm. Conventional wisdom at the beginning of the '90s said that Orange County was the place to build a PR agency, Perez said.

Perez was living in Corona then, and he decided that the Inland Empire had more to offer. "I looked at the Inland Empire and realized there was a need," Perez said. "There was not any large presence public relations firm here. The space was there for individuals doing good work and a couple of agencies that had a guy on staff type of thing, but no one that offered the level of service and capability that the large L.A. offices were offering.

So he started CSP Consulting – now CSP Communications Inc. – in 1991 and in three years it became the largest public relations firm based in the Inland Empire, as honor it still holds today, according to Perez. CSP has 13 employees and an impressive client roster that includes Coors Brewing Company and Toyota Motorsports.

The unreasonable Perez is one of the key players in the Inland Empire who are changing attitudes about public relations. They are debunking the notion that the Inland Empire has only "mom-and-pop" PR firms, and that top-quality PR is not to be found in L.A. and Orange counties.

"The mom-and-pop concept is based on a mistake of fast and fiction," said CSP CEO Scott Smith in that respect the Inland Empire is similar to any large community in the United States.

"In Orange County, there are probably 50 different agencies that are two or three-person shops," Smith said. "They have their niche for smaller companies, but I think we have been able to bring a level of sophistication which is needed in this area and more and more businesses are being headed in this direction."

Another major player and attitude changer in the local PR game is Patrick O'Reilly, the general manager of Soozers Ziegau & Metges Riverside office. Soozers, based in San Diego, is one of the largest independent PR firms in the state.

"The beauty of Soozers is that if you want to promote your business in the Inland Empire, you can deal with Soozers. There has never been a better time to deal with Soozers.

'so that we have a big-agency feel, according to O'Reilly, but if something comes up and you said..."
continued from Page 51

have seven children, 34 grandchildren and one great granddaughter.

Fred Aguiar

Fred Aguiar was first elected to the 61st Assembly District in 1972. A graduate of Chino High School, Aguiar attended Mt. Sac Junior College and California State Polytechnic University, Pomona. In 1969, he was drafted into the U.S. Army and served in Vietnam. In 1975, he was appointed to the Chino Valley Chamber of Commerce board of directors and was elected president of the chamber in 1976.

Prior to his election to the Assembly, Aguiar served 14 years in local government, both as a councilmember and mayor of the city of Chino.

In his first year in the Assembly, Aguiar also became a major force on the state's tax bill. Willing to tackling major issues, he held a seat on the Rules Committee, which oversees the day-to-day operations of the house.

Rod Pacheco

Rod Pacheco was elected to the 44th Assembly District on Nov. 8, 1994. The district comprises the communities of North Corona, Jurupa, Mira Loma, Norco, Riverside and Riverside-Rubidoux and includes March Air Force Base.

In the Assembly, Pacheco serves as the chairman of the Assembly's Committee on Education and a number of other important committees. He worked to provide local control of building reuse at March Air Force Base in Assembly Bill 125, signed into law in 1997. This law will ease the burden of compliance of the base to California's building codes, allowing for more expedient economic development.

Because of Pacheco's work in the area of Education, the California School Boards Association awarded him the 1997 Outstanding First-Term Legislator and The Alumni Associations of the University of California as their 1998 Legislator of the Year. He has brought great pleasure to have been able to accomplish so much in my first term," Pacheco said. "I am proud of my work in the areas of public safety, education and business. I ran for the Assembly because I believed that I could make a positive difference to our communities for all that live here. It is for this same reason that I have enjoyed my service and look forward to continuing my work.

Pacheco is a graduate of the University of California, Riverside, and a former prosecutor for the Riverside County District Attorney's Office. He has been an Inland Empire resident for more than 33 years. He now resides in Riverside with his wife, Rebecca, and their three children. A fourth child was due at the end of April.

Richard Montjoy

Richard Montjoy was elected to the 61st Assembly District and has been named to the Appropriations Committee, which reviews bills with a fiscal impact on state or local governments.

Aguiar's primary goals for this term are to continue improving both the business climate and the public education system.

Who's Who in Politics

Rod Pacheco

Ruben Ayala

Joe Khoury

Richard Montjoy

continued from Page 56

neously elected to the Assembly and the Senate. He was sworn into the Senate Jan. 24, 1995.

He is the vice chairman of the Senate Industrial Relations Committee, which considers business issues, and three other committees.

Mountjoy was the driving force behind the 1993 workers' compensation reform, winning a coalition of 7,000 small businesses statewide. He helped to further reduce workers' compensation reform and a lessening of regulations and taxes on businesses are needed.

The senator authored Proposition 187 to stop tax dollars being used to support illegal aliens.

Mountjoy bases his life on the Holy Scriptures and the U.S. Constitution and tries to live according to those principles.

He finds public service very rewarding. Working to make our state a better place to live and to raise our children.

Joe Khoury is a candidate for the 43rd District seat in the House of Representatives.

Khoury has been married for 27 years, and they have four children.

The candidate received a doctorate in philosophy-international finance from the University of Pennsylvania in 1978.

Khoury is a professor of finance/international finance at the Graduate School of Management, University of California, Riverside. He has served as a financial consultant and seminar leader on financial issues in various countries of the world and the United States.

While not teaching, Khoury serves or has served as the executive director of the Foundation for Research in International Banking and Finance, a board member of the Philadelphia Board of Trade and a comments-a-reader for KWWY Television.

Khoury's goals are to help implement a progressive, conservative set of policies to perpetuate the position of the United States as a leader of the free world in all fields.

His hobbies are tennis, cycling and reading.

Joe Khoury is a candidate for the 43rd District seat in the House of Representatives, Riverside, and a former prosecutor for the Riverside County District Attorney's Office. He has been an Inland Empire resident for more than 33 years. He now resides in Riverside with his wife, Rebecca, and their three children. A fourth child was due at the end of April.

Ruben Ayala

Ruben Ayala (D-D52nd), a 24-year veteran of the state senate and current member of the Rules Committee, learned at an early age the rewards of determination and hard work. The young boy who once picked fruit and vegetables in the agricultural fields of Chino served for 18 years as the chairman of the state Committee for Agriculture and Water Resources.

The senator continues to support and author legislation beneficial to a successful business climate and is proud of the Inland Empire's commercial and residential growth in recent decades. He has provided needed support for the region's dairy industry and is today involved with the process of converting former military bases into productive centers of business and commerce.

A long-time Democrat, Ayala is known for his decision making on his own principles rather than on his party's agenda. He feels that his duty to represent the interests of all his constituents. He believes that upholding partisan politics is usually detrimental to meaningful dialogue and progress.

At an early age, the senator's father, an immigrant from Mexico, taught his son to embrace the concept of America — a reflection of hundreds of diverse Ontarios. The senator, a proud member of the California Multi-Cultural Coalition of which form a single family. And his service with the Marine Corps in World War II, shortly after

continued from Page 56

her graduation from Chino High, further aug­mented his appreciation of freedom and his desire to serve society.

It was Ayala's vision and his legislation that created the California Conservation Commission in 1976, illustrating the belief that young people have unlimited potential, which they must culti­vate in themselves. In recent years, Ayala has authored a number of bold measures targeting crime, emanating from his compassion for the innocent and the low-uMing of society.

Gus James Skropos

Gus James Skropos, Mayor of Chino, California, has been a member of the California State Senate since 1984 and has actively promoted economic growth within the city.

Under his leadership, Ontario has grown to be a very successful economic development projects. The new Ontario Mills Mall, with its unique blend of stores and entertainment venues, has attracted an unprecedented number of visitors. Its development has created more than 3,700 new full-and part-time local jobs and generated more than $4.9 million in sales tax revenue for the city of Ontario in its first full year of opera­tion.

Last December, the city opened the new state-of-the-art $6 million Ontario Community College Center on time and under budget. As the largest convention center in the Inland Empire, it is expected to create a large number of local jobs; stimulate local hotel, restaurant and retail sales activity; and generate a significant amount of a annual revenue for the city.

A major expansion of the Ontario International Airport is also presently underway. A new $550,000-square-foot, two-building terminal facility that will double the annual passenger capacity, is scheduled to open in September.

All three projects will provide a major eco­nomic boost to both the city and region by pro­viding new jobs, valuable tax revenue and increased visibility for Ontario. With an even busier future anticipated, Skropos looks forward to furthering Ontario's position as the leading economic force in the Inland Empire.

Bruce Thompson

Bruce Thompson was elected to the Assembly on Nov. 8, 1994. Prior to his election, he was very active in his community, serving eight years as director of the Rubidoux Community Services District and later as a trustee for the Fallbrook Union Elementary School District. Thompson has also served as Jurupa Chamber of Commerce president and committee chairman for Boy Scout Troop 718 in Fallbrook.

Thompson has demonstrated repeatedly his ability to be successful in business. In the late

expected to create a large number of local jobs; stimulate local hotel, restaurant and retail sales activity; and generate a significant amount of a annual revenue for the city.

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continued from Page 60

Who's Who in Politics

Ruben Ayala

Gus James Skropos

continued from Page 56

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continued from Page 56

Who's Who in Politics

Ruben Ayala

Gus James Skropos

continued from Page 56

Who's Who in Politics

Ruben Ayala

Gus James Skropos

continued from Page 56

Who's Who in Politics

Ruben Ayala

Gus James Skropos

continued from Page 56
Inland Empire Restaurant Review

French Delights in the Heart of Hollywood

by Joe Lyons

There are many little restaurants just off the Sunset Strip. Most were houses at one time, but have been converted, mostly by people who cannot afford the rent but have a knack for caring of them. Being right in the heart of Hollywood, it is not surprising to find power lunches going on in these restaurants on any day of the week. You really expect some move-the-week face to be seated next to you. At Café des Artistes you get more. True, it was a house, like the others, just off Sunset, right around the corner from the Crossroads of the World. But this café is next to a small theater, and the restaurant owner is the theater director. Modest little productions like the recent "The Thousand Night" by Carol Wolf can be packaged for a dinner and show evening, every Friday or Saturday, or Sunday, Saturday afternoon. But it differs. The food at Café des Artistes is delightful. French has a habit of being too heavy or too light. Here it is just right. And with a bow to the showbiz surroundings is the great homemade French frites for $5 a basket. Appetizers included one of the best French onion soups I have had in quite some time for $6 a bowl. And it's not one of those flat bowls that tend to spill things. It's a real bowl you may wish to start with the Paté Maison for $5.50 or the Assiette Maison for $10, which includes the paté along with dried sausage, smoked salmon and various cheeses. Entrees are magnificent. Salmon en Papillote (magnificently wrapped in paper) for $17.50. This is a slow-cooked fish dinner with an incredible dijon mustard sauce. How about a steak? A New York steak with peppercorn sauce, $16.95, was more than I could have anticipated. It was done as much as I would have liked I was a well-done kind of guy. Still, it was marinated in spices, which is a cultural preserves that kept tractors out and vineyards in. He stopped a four-lane freeway from going on in these restaurants on the heart of Hollywood, it is not surprising to find merchant of this was 1966, and when the new grape vineyards. Davies learned quickly. On that first visit with the Davies, Schramsberg was already an underground favorite, being hand sold from a few specialty shops in California. Davies learned quickly. On that first visit with the Davies, Schramsberg was already an underground favorite, being hand sold from a few specialty shops in California. Davies learned quickly.

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Looking Back Upon a Classic Wine Maker

by Jerry D. Mead

Wine hobbyists are sure to recognize the name Jack Davies. Many of us have fond memories of famous product, Schramsberg Champagne. Davies died in his sleep last week after a long illness, and is not done poorly it would be their pasta. But hey, pasta is from across the border [here], so what can you expect? The Penne Pasta, $12.50, is quite nice, actually, but the small bowl got a little lasagna, $12.50, was less than I could have hoped. But again, I may have been looking for some well-cooked meat in it. Then again, there may be no such thing as French lasagna. Deserts, $5, include a blueberry crème brulée and 19$Tarte, which is like a well-done French apple pie. Being a house, there is a sofa and fire place right in the middle of the main dining room, which would let you and someone special enjoy an after dinner selection in case you're not headed over to the theater. And when El Nino is not raring, there is dining in the garden outside. By the way, while Café des Artistes has a very nice imported wine selection, their vinegar for $8.60. Fik commercials praise their "mountainous property to the classic grapes of Champagne, France: Pinot Noir, Chardonnay and Pinot Blanc. The sparkling wine that was to be named "champignon" bubbly, Koehler (in Sonoma County) and Hans Kornell (in Napa, Webel) in Mission San Jose made a small quantity of bottle-fermented champagne, but its volume was in inexpensive tank-fermented based. If you'll forgive me a small aside, on my first visits to California, more than 30 years ago, I mentioned to someone that I had both Schramsberg and Hans Kornell Champagne Cellars on my visit list. I can't remember who it was, but I'll remember what he said, as it turned out to be downright prophetic. "I had Jack Kornell had Jack Davies grapes, or if Jack Davies knew as much about making champagne as Hans Kornell, we'd have two great champagnes in Napa Valley." Davies learned quickly. On that first visit with the Davies, Schramsberg was already an underground favorite, being hand sold from a few specialty shops in California. Davies learned quickly. On that first visit with the Davies, Schramsberg was already an underground favorite, being hand sold from a few specialty shops in California.

Chez Jack, was among the first wave of new vintners to migrate to Napa Valley in the mid 1960s and early 70s. With the help of some investors, Davies bought the Prešpare of Jacob Schram in 1965. The first vintage was 1966, and when the new grape vineyards. Davies learned quickly. On that first visit with the Davies, Schramsberg was already an underground favorite, being hand sold from a few specialty shops in California. Davies learned quickly. On that first visit with the Davies, Schramsberg was already an underground favorite, being hand sold from a few specialty shops in California.

Davies, along with wife Jamie, was among the first wave of new vintners to migrate to Napa Valley in the mid 1960s and early 70s. With the help of some investors, Davies bought the Prešpare of Jacob Schram in 1965. The first vintage was 1966, and when the new grape vineyards. Davies learned quickly. On that first visit with the Davies, Schramsberg was already an underground favorite, being hand sold from a few specialty shops in California. Davies learned quickly. On that first visit with the Davies, Schramsberg was already an underground favorite, being hand sold from a few specialty shops in California. Davies learned quickly. On that first visit with the Davies, Schramsberg was already an underground favorite, being hand sold from a few specialty shops in California. Davies learned quickly. On that first visit with the Davies, Schramsberg was already an underground favorite, being hand sold from a few specialty shops in California.
ly sweet, low carbonation, dessert style.

When Schrambs released his "Jete de cuve" (literally, "top of the line") champagne called J. in the early '90s, a new level of quality was achieved. At the 1994 New World International Wine Competition, J. Schrambs was the winner of the American Airlines Trophy for New World Grand Champion and the Thomson Winery Trophy for Best New World Champagne, and then went on to win gold medal after gold medal, plus several more sweepstakes awards at competitions everywhere, including at the International Wine & Spirits Competition in London.

While creating this great wine, Davies had asked literally dozens of experts to sit in on taste trials with the wine-making staff, in each case comparing the new entry to some of the most expensive and famous French products.

Davies' personal achievements and list of titles is extensive. He headed up the first California wine investment in the EEC (a new winery in Portugal), wrote the sparkling wine chapter for the University of California's "Book of California Wine," and co-wrote with Jamie "Sparkling Harvest, The Seasons of the Vine."

He was chairman of Wine Institute, a director of California Wine Commission and Winesgrowers of California, among many other titles.

Davies died of a debilitating neurodegenerative disease that robbed his body of strength while leaving his mind clear. It had to be the ultimate frustration for a man who was always a doer.

Davies is survived by his wife, Donna, and three sons: Bill, John and Hugh.

Who's Who ...

Who's Who ... continued from Page 57

Jerry Lewis

JERRY LEWIS, a lifelong resident of San Bernardino County and 10-year owner of a successful life insurance business, represents the 40th congressional district of Southern California, including most of San Bernardino and Inyo counties.

Republican Congressman Lewis is a senior member of the Appropriations Committee, which is responsible for funding federal programs. He is chairman of the VA-HUD and Independent Agencies Subcommittee, the panel responsible for funding federal housing, veterans affairs, NASA, the Environmental Protection Agency, the Federal Emergency Management Agency, the National Science Foundation, and other federal agencies. As a member of the Appropriations Subcommittee on National Security, Lewis is a forceful advocate of critical homeland and aerospace jobs in California.

Lewis is also a member of the House Permanent Select Committee on Intelligence. He serves as the chairman of the Subcommittees on Technical and Tactical Intelligence. In this capacity he is responsible for legislative oversight and budget review of all classified U.S. intelligence and national security activities.

Lewis has secured federal funds for critical projects in Southern California, including highway improvements along interstates 15 and 40 in the high desert; a revolutionary cancer treatment center and NASA research at La Jolla; University; access road and terminal expansion at Ontario International Airport; and the construction of the Santa Ana flood control project critical to Riverside, San Bernardino and Orange counties.

Lewis was raised in Yucca Valley, a small agricultural community and still resides with his wife, Lynn, and their two sons, John and Tyler. Following a successful career as a business owner and as a Yucca City Councilman, Grandlund realized a need to bring his experience, work ethic and traditional values to the state legislature.

Recognized for his leadership abilities, Grandlund was awarded the chairmanship of the Assembly Human Services Committee and Health Committee during his first term in office and vice chair during his second term. In addition, he has served on several pro-business committees, including his current assignment on the powerful Rules Committee.

Raymond N. Haynes

State Sen. Raymond Haynes (R-36th) graduated from California Lutheran College in 1976 with a bachelor's degree in political science. He received a master's degree in public administration from Eastern Kentucky University in 1981 and a juris doctor from the University of Southern California in 1980.

Haynes became an associate at the law firm of Best & Krieger LLP in Riverside. He began his own practice in Moreno Valley in 1988.

Sen. Haynes was a member of the board of the Riverside Youth Service Center and was chairman of the Moreno Valley Community Assistance Program, providing food and gifts to the community's underprivileged families at Christmas.

Haynes was elected to the 66th Assembly District in 1992, and the 36th Senate District in 1994, serving on the Health and Human Services Committee, the Education Committee, and the Judiciary Committee as well as others. He is the Republican Whip.

Haynes' wife is named Pam, and they have three daughters: Jennifer, 15, Caitlin, 7, and Sarah, 4.

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Charles J. Granlund

Brett Granlund was elected to represent the Assembly's 65th District in 1994 on a platform that included welfare reform, a tough-on-crime stance, and a commitment to return California to the forefront of pro-business states. Granlund's goals are reflected in the business-oriented legislation he has sponsored throughout his legislative tenure, and helped him win re-election in 1996.

Granlund was raised in Yucaipa, a small agricultural community south of San Bernardino County and still resides there with his wife, Linda, and their two sons, John and Tyler. Following a successful career as a business owner and as a Yucaipa City Councilman, Granlund realized a need to bring his experience, work ethic and traditional values to the state legislature.

Recognized for his leadership abilities, Granlund was awarded the chairmanship of the Assembly Human Services Committee and Health Committee during his first term in office and vice chair during his second term. In addition, he has served on several pro-business committees, including his current assignment on the powerful Rules Committee.
lawsuits against tobacco companies ... continued from Page 38

"Due to our concern for our member's health, we are filing these lawsuits because of compelling new evidence about the tobacco industry's deliberate attempts to addict Americans to a dangerous product and to market to children to create replacement smokers," Dr. Martin said.

"Any settlement that might be received by Blue Shield of California will be used in a variety of ways to combat smoking and its ill effects," stated Chairman Wayne Dixon.

According to a Treasury Department report, tobacco-related illnesses cost the U.S. economy an estimated $60 billion a year in direct health-care costs. All Americans, smokers and non-smokers alike, pay more as a result.

The lawsuits allege that the industry committed to suppress less harmful cigarettes and to hide the health risks of smoking. The suits also maintain that the tobacco industry concealed the addictive nature of smoking, manipulated nicotine levels to increase the nicotine in cigarettes and conducted research and marketing campaigns targeting teenagers and children.

The lawsuits are based on federal antitrust and Racketeer Influenced and Corrupt Organizations (RICO) statutes, state laws on consumer protection and fair business practices and various common law tort claims. The federal antitrust and RICO claims asserted in the lawsuits are among the largest claims of these types in U.S. history.

The suits were filed as Congress is considering legislation that would limit accountability of the tobacco companies. The Coalition for Tobacco Responsibility supports the public health measures of the legislation before Congress but believes further thought is needed on the protections given to the tobacco industry.

Blue Shield of California is a not-for-profit health plan that offers easy access to a choice of quality health plans. Blue Shield is also one of the state's leading health-care companies, serving more than 2 million members, with a variety of health-care plans and generating more than $2 billion in annual revenues.

When someone referred her to Stoenza, she was impressed to learn that the firm operates a satellite office. "We do a lot of work with the California Legislature," Reinfeldt said. "We need a little bigger scope."

On a large scale, O'Reilly has been able to convene large national firms such as Lockheed Martin Corporation that they don't need to go to L.A. to find a top-quality PR firm. In fact, there is a definite advantage to choosing a local player, he said.

"It doesn't appear that there are many companies that are truly PR firms," Reinfeldt said. "When I was calling people, it seemed like they were mainly business communications people, with PR on the side."

Walker in Redlands, has experienced some difficulty trying to build a PR division. President and CEO Martin Walker said that there is a natural conflict between advertising and public relations.

Walker said PR people see advertising as less credible than getting stories published while also being more expensive, and advertising people think public relations is not profitable enough since it does not involve major production, missions, such as for media buying.

The problem was worse when Walker needed freelancers to do public relations for clients. "If I let them talk to the client directly, he probably is going to tell them out of advertising," Walker said.

"I have found several companies that have PR firms such as Stewart Holl Advertising, which has built a PR division, Walker said he has finally found someone who can do the job.

"It was always my feeling that if a client was paying this kind of money, they should be able to do one stop." Walker said.

Any Radio Talk Show Can Get in Your Face.

We aren't exactly the kind of person who is "syrupy" on any talk show, but I am pretty close to that point after writing this morning's story on the HRC.

Get an informed opinion—Your Own.

KMNY 1600 AM Sunday 8 a.m.
May 1998

County Treasurer

continued from Page 31

Q. Are you investing in derivatives?  
A. No. We are not investing in any country  
markets or instruments.  

Q. What are your plans for the upcoming election?  
A. I am on the ballot in June.

Q. Are you running unopposed?  
A. No. I have three challengers. I have  
my hands full. That is just the nature of  
the position.

Q. Has your corporate life enabled you to pick up any political savvy?  
A. I’m a novice in the sense that I  
have never run for office, but my  
clients have been in the public sector.  
Clearly, I came to the situation with  
some background. There was a time in  
our industry when we were more  
actively involved with donations to  
candidates and people elected  
to office. But that changed in the  
’90s. Over the last five years, I have  
not been active in any campaigns.

Q. Have you started campaigning?  
A. I’ve started ‘spin doctoring’ quite honestly  
with my hands full. I came into the office  
of the last two busiest times of  
any annual, tax season collection  
year.

Q. What’s your campaign strategy?  
A. My campaign strategy is run on the  
strength of my qualifications, that in  
that I went through a selection process  
to get here and I was hired, and to run  
the shop in the first place, to build up  
a track record even though the election  
wasn’t far away. My basic feeling is that  
I am doing a good job in the office,  
that is the message I’m going to convey.

Q. What does the county treasurer  
actually do?  
A. Common is the county treasurer  
serves as the bank for the county.  
Here in Riverside County we  
manage about $4 billion a year.  
We operate as a bank. A lot of money is  
here temporarily, such as from the  
state. We invest it, and then we go  
about $1 billion of the $4 billion  
property taxes. And we are the primary  
point of contact for many people.

Q. How will you avoid mistakes?  
A. I think the easiest way to do that  
is to operate within a sound policy, which  
we have now. As long as we maintain  
a sound policy and use common  
sense, we can stay within the  
framework of that.

Q. What’s the sound policy?  
A. Our investment policy. It’s many  
pages. It’s a conservative.

Q. What’s your number one goal?  
A. To bring private sector  
xpertise and professionalism to the  
office.

INLAND EMPIRE BUSINESS JOURNAL - MAY 1998

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Best-Selling Business Books

Here are the current top ten best-selling books for business. The list is compiled and based on information from various booksellers throughout the United States.


5. "The Ernst and Young Tax Guide 1989" (Ernst & Young. $13.95). (9) In the firm of people when you buy tax guides.


7. "What's the probability of the author's vision of the future coming true within the first half of the next century? It required more than a little guts, but they tabulated the "confidence level" and approximate year by which their forecasts should come to fruition. The most startling fact about this time period was that most of the predicted events will be achieved by 2017, well within the present lives of most people on the planet.

The authors attach a number of the forecasts may be a bit too optimistic. Political and economic forces have taught us that what is technologically possible may not happen on schedule and sometimes disappears altogether because of market place factors. Although there are a few flaps in science fiction scenarios (faster-than-light propulsion systems on space vehicles, for example), most of the book is well thought out and quite interesting.

Some predictions, such as full-motion video-teleconferencing, are presently available, though cost efficiencies currently fall far short of what the government and very large corporations.

We're heading toward a remarkable future filled with a host of business opportunities. Most of it will be as queer as we suppose, and some it will be queerer than we can sup

The only note of warning sounded by "Probable Tomorrows" is that our society will not be able to afford leaving anyone behind.

By John Battelle, the book's editor and publisher, is a New York Times best-seller and has been on the New York Times Best Seller list for over four years. The book is currently available in paperback at $14.95.

For those interested in a scientific approach to business, "Probable Tomorrows" is highly recommended. It is a book that will be of interest to both the lay reader and the professional in the field of business.

John Battelle, Jan Sparkes- Barritt, the book's publisher, future comes of the future technology. The book is a must-read for those interested in the future of business.

Battelle is also the author of "The Future of Business: How Technology Will Transform Our Lives in the Next Twenty Years" (Atlantic Monthly, 1997). The book is about the future of technology and how it will transform our lives. It is a must-read for those interested in the future of technology and how it will impact our lives.

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14. The Western Regional Engineering Center at California State Polytechnic University, Pomona’s Continuing Education will present a high-powered one-day program on Lending Methods, QS-9000 and TRIZ. The program will feature Genichi Taguchi, acknowledged expert in quality management. The Ovals have revolutionized the field of product and process design, according to the university. The program is offered on two different days, with each day geared toward a specific industry. A Day with Industry, May 14, $195 per person ($252 if registered 10 days in advance). For more information or reservations, call the Industrial & Manufacturing Engineering Department at (909) 860-2555 or e-mail prsonnekart@cppomona.edu.

29. The seventh annual presentation of awards honoring small business from each of the seven cities in the Chaffey College District will be held at the Doubletree Hotel on Ontario Vineyard Avenue from 7:30 to 9 a.m. This Small Business Persons of the Year Breakfast is an opportunity to honor small businesses from Chino, Chino Hills, Fontana, Montclair, Ontario, Rancho Cucamonga and Upland. Applications to nominate a small local business are available from each of the chambers of commerce. Each chamber is responsible for selecting its winning small business person. The competition is a credible way to highlight a business and its success. The event will be hosted by the Chaffey College Business and Professional Development Institute (BPI). For further information, contact your local chamber of commerce or Chaffey College BPI at (909) 477-2953.
The Galapagos Islands: Where Time Stands Still

Camille Bounds, Travel Editor

If you enjoy the ultimate and the most unique in nature, visit the Galapagos Islands. Take a boat; bring your camera and enthusiasm. It is one of the most isolated and untouched places on Earth. The islands are home to unique species, and the entire ecosystem is a marvel to behold.

The Galapagos Islands are a part of Ecuador, located about 600 miles from the South American coast and 700 miles off the coast of South America. The total land area is a little over 3,000 square miles, and the islands are surrounded by the Pacific Ocean. The islands are home to a variety of unique species, including marine iguanas, giant tortoises, and finches.

Each of three species of boobies—blue, red, and brown—has established different nesting sites. They live in different types of habitats and fish for food in different areas of the sea, so they don't interfere with each other. A lesson that could well be applied to life at home.

Plan that trip

Keep in mind that only 1,000 tourists a month are permitted to the islands and the demand is high for tours. It is best to book your trip in advance.

Fernando de Noronha

© Camille Bounds, Travel Editor

...and the islands included around 600 miles away from the South Pole, volcans that still shake the ground, British pirates that almost found...
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