8-2007

August 2007

Inland Empire Business Journal

Follow this and additional works at: https://scholarworks.lib.csusb.edu/iebusinessjournal

Part of the Business Commons

Recommended Citation
https://scholarworks.lib.csusb.edu/iebusinessjournal/181

This Article is brought to you for free and open access by the Special Collections & Archives at CSUSB ScholarWorks. It has been accepted for inclusion in Inland Empire Business Journal by an authorized administrator of CSUSB ScholarWorks. For more information, please contact scholarworks@csusb.edu.
Liberate American Energy Producers, Neuter OPEC
Ayn Rand Institute

A recent Reuters report quotes a top OPEC official declaring what price the cartel seeks to bring about: $60 to $65 per barrel, he says, is "appropriate."

"It is taken for granted," said Alex Epstein, a junior fellow at the Ayn Rand Institute, "that OPEC, a despicable cartel of tyrannical regimes that coercively limits their oil production to raise prices, can manipulate our energy future on a whim. But such a state of affairs is completely unnecessary; it is a product of U.S. environmental regulations that strangle domestic energy production.

"In a free energy market, the response of competing producers to OPEC-influenced high prices would be to eagerly cultivate new oil sources in America--such as the many untapped sources of oil in Alaska and on America’s coastlines--and to vigorously seek to produce truly practical alternative sources of energy. Such actions would drive oil and energy prices down, and with them OPEC’s ability to manipulate prices.

"However, thanks to environmentalist policies, America’s energy market is anything but free. In the name of preserving pristine nature at human expense, our government has rendered huge oil and natural gas deposits off-limits, has strangled coal production for decades, and has demonized and practically prohibited the pursuit of nuclear power.

"It is only because America has for decades throttled domestic energy producers that the dictators of OPEC continue to wield major influence over our energy supplies. It is time for America to liberate itself from the shackles of OPEC by liberating energy production from the shackles of environmentalist policies.”
Women in Commercial Real Estate

Mary Kay Bier

Mary Kay Bier is an associate vice president with Burnham Real Estate. * ONCOR International in Temecula. Mary Kay has over 16 years of experience as a real estate professional. Mary Kay joined Burnham's North County Industrial Team in 2006, specializing in the leasing and sales of flex/R&D and industrial properties in Carlsbad, Vista, and Oceanside. Since Burnham's expansion to the Riverside County market through its merger with CDM Group of Temecula in October of 2006, Mary Kay has relocated to the Temecula office and is now specializing in the leasing and sales of office properties.

Adrienne Bernstein

Adrienne Bernstein is an associate and industrial specialist with Burnham Real Estate. * ONCOR International in Temecula. Adrienne has over three years experience in leasing and sales of industrial projects throughout Riverside County. During her career, Adrienne has transacted over 160,000 square feet of leases and sales valued over $10 million.

UC Riverside Vice Chancellor for Advancement to go to University of Nevada, Las Vegas

William G. Boldt has a record of successful fund-raising at UCR

After nearly three years as UC Riverside's vice chancellor for university advancement, William G. Boldt announced that he is headed to Las Vegas.

Boldt currently leads the development, alumni and constituent relations, event management and protocol, government and community relations, and strategic communications units. During his tenure at UCR, Boldt has increased private fund-raising from $11.6 million in 2003-04 to $40.1 million in 2005-06.

Additionally, 15 new endowed professorships were created, more than doubling the number of endowed chairs on the campus. The Council for Advancement in Support of Education (CASE) recently recognized UC Riverside with two national awards for fund-raising and marketing efforts. One was the 2007 CASE-WealthEngine Award for Educational Fund-raising: Overall Improvement, which recognizes UCR's exceptional fund-raising improvement over the past three years. The other was a silver award to "111 Facts," the new student viewbook that was sent to all prospective students.

"My wife, Genene, and I will be sad to leave this wonderful community and our friends, but we will not be far away either in distance or in spirit," he said. "We now have an outstanding advancement team at UCR. I am confident that they will continue to be successful in securing support and visibility for the campus."

Boldt says that the opportunity that UNLV is offering is simply too attractive to pass up. In his new position he will be responsible for combining two existing units—development and university and community relations—into a state-of-the-art operation.

Duke Real Estate Enters Market With a Focus on Industrial Property in the Inland Empire

Duke Real Estate Corporation has entered into the Southern California industrial real estate market with the hiring of Steve Palmier, a 30-year California real estate development veteran. Duke will be looking for strategic investments in Southern California with a focus on industrial/distribution, suburban office, healthcare office and retail development opportunities.

Palmier will be responsible for land acquisitions, entitlements, design, development, leasing, sales and other day-to-day activities.

"Duke's initial focus will be to invest in industrial opportunities in the Inland Empire. We'll be looking for parks and single building opportunities with the ability to add additional product, so we can build a quality portfolio in this market," he said.

Duke Real Estate specializes in the development, leasing and management of industrial properties in the United States. The company has developed over 12 million square feet of speculative industrial product, built 1.5 million square feet of business park product and developed small business park products in 50 locations across the United States. Duke Real Estate is a wholly-owned subsidiary of the Blue Cross Blue Shield of Tennessee.

Duke Real Estate has offices in Chicago, Dallas, Charlotte, Des Moines, Hartford, Jacksonville, Kansas City, Las Vegas, Minneapolis, Philadelphia, Phoenix, St. Louis, San Diego, Seattle and Charlotte. In addition, the company calls the following markets its home markets: Dallas, Phoenix, San Diego, Charlotte, Kansas City and Hartford.

Duke Real Estate Corporation is an Equal Opportunity Employer.

SUBSCRIBE! Now! You are what you know.

GET THE NEWS YOU NEED

Yes   I want to subscribe to the Inland Empire Business Journal

- $74/year single subscription   \$110/year (2 issues)

- \$50/year single subscription   \$70/year (2 issues)

- E-mail address: Janine@InlandBusiness.com

- Credit Card No.

- Signature

- Company

- Address

- City/State/Zip

- Exp Date

Make checks payable to Inland Empire Business Journal

24446 Main St., Rancho Cucamonga, CA 91701

Fax (909) 483-4709. For more info, call (909) 483-4700

Inland Business Journal

West Coast Facility Engineering Show

October 17 & 18, ’07

LA Fairplex - Pomona, CA

Free Show & Conference

National Expositions
5000 Hopyard Road, Suite 225
Pleasanton, CA 94588

Ph: (925) 701-0232 - Fax: (925) 701-0234

www.WCFEONLINE.com
This August in the Inland Empire Business Journal!

News and Features

Want to Motivate Employees? According to customer care expert, JoAnna Brands, one of the top challenges in any business is helping front-line employees to get and stay motivated as they build customer relationships. She offers managers three tips for successfully dealing with this point. (See page 10)

Make the Most of Your White Space

Every manager has white space in his or her day (white space are those gaps in your calendar in between meetings and other planned activities). Successful managers take advantage of their white space and use it as a time to brainstorm new ideas. (See page 11)

Palm Springs Art Museum – Cultural Icon of the Desert

Steve Nash is now the executive director of this inspiring and creative museum. His short-term and long-term goals will bring about a branding effort that will emphasize it as a mecca for world-class fine art. (See page 18)

School’s in Session: A Lesson on Hiring Recent Graduates

Selecting the right individual for a job requires a thorough and time-intensive examination of each candidate’s resume, job history, portfolio and references. Accountants gives some tips in do’s and don’t in the hiring process. (See page 25)

Economic Outlook

Chief Economist Jack Kyser gives the economic outlook for the Riverside and San Bernardino Counties. These counties are still leaders of growth in the Southern California area but is being restrained by the housing slowdown. (See page 39)

Columns

Close-Up

6

Real Estate Notes

7

Investments and Finance

9

Motivation

10

Commentary

12

Sales

13

Computers/Technology

15

The Lists:

Caterers Serving the Inland Empire

17

Messenger/Courier Services Serving the IE

17

Largest Employers in the Inland Empire

19

Largest Credit Unions Serving the Inland Empire

30

Management

28

Restaurant Review

36

Manager’s Bookshelf

38

Economic Outlook

39

New Business Lists:

County of San Bernardino

40

County of Riverside

41

Executive Time Out

44

Riverside Plaza announces Sean M. Faustina as the new marketing coordinator for Riverside Plaza. Faustina will spearhead implementations of the center’s strategic marketing plans and coordinate entertainment and special events. In addition, Faustina will manage Riverside Plaza’s Web site and frequent communication (retailer newsletters), work with local community organizations to promote and host their events at Riverside Plaza, and continue to build and cultivate relationships with Retsegado’s retailers to maximize sales and foot traffic. “Sean’s long-term local residency and extensive experience in the marketing and media fields makes him a great asset to the Riverside Plaza team,” says Carol Scott, general manager of Riverside Plaza. With more than 25 years in the real estate and media industries, Faustina most recently was public relations director for Pharaoh’s Lost Kingdom, and project coordinator at RB Marketing Communications. Christ-

dier D. Maza, president and chief executive officer of CVB Financial Corp., and its principal subsidiary, Citizens Business Bank, reported that they previously announced merger with First Coastal Bank, N.A., has been completed. The definitive agreement provides that each outstanding share of First Coastal Bancshares will be converted into $276.73 in cash or $276.73 in value of CVB Financial Corp., common stock (based on a volume weighted average trading price for a period of 20 trading days prior to consummation of the merger) at the election of First Coastal Bancshares shareholders. The total purchase price of approximately $55.5 million will be paid half in cash and half in CVB Financial Corp. stock. First Coastal Bank had been established in 1984. The bank is headquartered in Manhattan Beach and they have offices in El Segundo, Gardena and Mar del Rey. The bank had total assets of $222.1 million, total deposits of $182.7 million and as of March 31, 2007, the Inland Empire Economic Partnership (IEFP) has named Greg Wright as its director of public policy and government affairs. He will also serve as the executive director of the Inland Empire Transportation Coalition (IETC) through a staff-sharing agreement between the two organizations. Wright was formerly responsible for public policy and government affairs at the San Gabriel Economic Partnership in Irwindale. He is a graduate of Claremont McKenna College and the former student manager for survey research at the Rose Institute of State and Local Government. He also served as a page in the U.S. House of Representatives.

The State of California is now weeks into the new legislative year that began on July 1st and there still is no state budget. While General Fund revenues are projected to top $101.2 billion this year, spending is projected to be more than $104.3 billion. I believe, as my Republican colleagues do, that we must get this spending under control if we are ever to elimi-

nate the budget deficits that have dogged this state for the last several years. I’m also suggesting a constitutional amendment that would force the state and Legislature to live within our means, just as we expect every household in this state to do. The amendment, in short, would put teeth back into the pro-

visions of the Gann Initiative (Proposition 4) that was passed by nearly 75 percent of the voters in 1979. The Gann Initiative limited state spending to the prior year’s levels with increases allowed for popula-

tion growth and cost of living.

I also would point out that revenues have failed to meet projections over the

continued on page 14

INDEX
The Doctor Is In at La Sierra

By Joe Lyons

The fresh, well-manicured campus of La Sierra University in Riverside belies the fact that its history can be traced back to 1922 when James I. Robinson was head of the La Sierra Academy and Normal School. Several names and operations later, it remains a liberal arts Seventh Day Adventist institution of higher learning. La Sierra has now chosen a new leader.

Randal H. Wishey, became La Sierra University's third president by current operational count, on July 1 of this year. He came to this position from his post as president of Columbia Union College, Takoma Park, MD, a post he has held since 2000.

La Sierra University's Board of Trustees offered the position to Wishey following a search process established in November 2006, when Lawrence Geraty notified the board of his intention to retire at the end of the current academic year. (Geraty's predecessor, Fritz Guy, held the position from 1990-1993.) Wishey announced his decision to the Columbia Union College and La Sierra University campus groups via e-mail on March 9.

"It was exciting to see, first hand, the strength of the university's faculty and staff, the quality of its current students, the legacy of past contributions to be a central part of the Inland Empire community and the university's bold vision of change," Wishey told the Business Journal regarding the Riverside campus.

At Columbia Union College, Dr. Wishey worked with his administrative team to develop new systems and programs to better serve students, including a new enrollment strategy that has had significant results in both attracting students to the campus and retaining them. Fall 2004 saw the largest enrollment of freshman since 1965, and, its current overall enrollment is one of the largest enrollments in the college's history.

During his time at the college, Dr. Wishey has overseen the development of the college's five-year strategic plan, the opening of its women's residence hall, and the development of a new campus-wide technology program. Having just celebrated the college's centennial, the campus is also looking to the future with plans for further significant academic renewal, including the building of a much needed music education building which will allow the college to better serve its students and faculty, as well as the surrounding Washington, D.C. community.

Prior to his presidency at the college, Dr. Wishey served for two years as president of Canadian University College in Toronto. During his work on that campus, the university college enrollment grew by nearly a third, and the institution focused in effect on a new strategic future, and furthered the mission of the university college by intentionally reaching out to students in eastern Canada and from throughout the United States.

Before his work as an Adventist in education, Dr. Wishey served as associate professor of youth ministry at the SDA Theological Seminary at Andrews University in Berrien Springs, Michigan. He also developed and championed the new master's of arts in youth ministry program at the seminary there.

His primary areas of interest and academic expertise include youth and young adult ministry, generational studies, contemporary youth culture and the inherent opportunities and challenges of transformational ministry within the culture. Beyond his significant involvement in youth and young adult ministries, Dr. Wishey also has additional interest and notable experience in the arenas of pastoral and corporate spiritual formation.

During his time at the SDA Theological Seminary, Dr. Wishey built upon the legacy of the youth resource center by creating and serving as the first director of the center for youth evangelism. He was also creator and editor of高铁 News, the quarterly publication of the center for youth evangelism, and also developed the center's高铁 Society, a pro-active youth ministry organization.

Before coming to the SDA Theological Seminary at Andrews University, Dr. Wishey served from 1983-1991 as chaplain and as associate pastor at Sligo Church in Takoma Park, Maryland. Early in his career, he served as a pastor for two megachurches.

While at Walla Walla College, he was a student missionary in East Jerusalem and in Israel, teaching English to Palestinian high school students, which played a formative role in Wishey's understanding of the church in its cultural context.

The Union now chosen a new leader.

The Hunter Business Park area of the city, and development of a new campus-wide strategy that has had significant results in both attracting students to the campus and retaining them. Fall 2004 saw the largest enrollment of freshman since 1965, and, its current overall enrollment is one of the largest enrollments in the college's history.

Dr. Wishey has contributed chapters to several books, including: "A Reason to Believe" and "Walking on the Edge," as well as "Adventist Mission in the 21st Century." Andrews University Press published his historical study of Adventist women in ministry outside the church as part of the SDA Theological Seminary's book, "Women in Ministry and Missions: Biblical and Historical Perspectives." A journal article co-authored with Dr. Roger Dudley that considered the role the church as "Stylistic Commitments to the Church Among Young Adults" was published in religious education.

This chapter was also continued on page 39

UC Riverside Reacts Favorably to News of Acting Chancellor

Robert Grey, former UC Davis Provost, was original consultant on the search process established in the Inland Empire.

Omni West Group, Inc. of Laguna Hills has awarded Hodgson Miank Construction Inc. the contract to build The Plaza at Lakeview Medical & Professional Center, a new 56,400-square foot medical office building near the master-planned community of Canyon Estates in Lake Elsinore. The project, which has recently broken ground, features two upscale 33,000-square foot luxury buildings and is expected to be completed by the first quarter of 2008. According to Aaron Miank, president of Hodgson Miank Construction, Inc., one building is slated for professional offices, while the other is designed for medical offices and includes a patient drop off. The buildings will be sold or leased as office condominiums, and will offer panoramic valley and lake views and feature a high-end Mediterranean design. "We are very strong demand for professional medical/office buildings in the center of Lake Elsinore," said KP. P. Dubbs, president and chief executive officer of Omni West Group. "Due to the high visibility of the area and the freeway, the city wanted more than a standard tilt-up building. They wanted this project to be a gateway to their city. The team at HMC was pivotal in our ability to maximize the site and provide Class A+ amenities to meet the city's requirements while maintaining a feasible budget.

Newport Beach-based Master Development Corporation (MDC) has acquired a 103,200-square foot industrial building situated on 25 acres at 990 Palmirty Ave. in Riverside for $17.35 million ($168/SF). This is the third acquisition for the MDC Group, joint venture formed by MDC and GE Asset Management. MDC has diversified its primary U.S. pension plan. MDC plans to demolish the existing building, located in a much needed music program. Having just developed the center's cross dock warehouse/distribution building, in its place.

The Hunter Business Park area of the city, and development of a new campus-wide strategy that has had significant results in both attracting students to the campus and retaining them. Fall 2004 saw the largest enrollment of freshman since 1965, and, its current overall enrollment is one of the largest enrollments in the college's history.

Dr. Wishey has contributed chapters to several books, including: "A Reason to Believe" and "Walking on the Edge," as well as "Adventist Mission in the 21st Century." Andrews University Press published his historical study of Adventist women in ministry outside the church as part of the SDA Theological Seminary's book, "Women in Ministry and Missions: Biblical and Historical Perspectives." A journal article co-authored with Dr. Roger Dudley that considered the role the church as "Stylistic Commitments to the Church Among Young Adults" was published in religious education.

This chapter was also continued on page 39

Robert Grey, a former provost and executive vice chancellor at UC Davis, will serve as acting chancellor of UC Riverside. Grey will succeed Chancellor France A. Córdova, who is ending her term this week to take on the presidency of Purdue University.

"Bob Grey is an extremely talented and experienced administrator who fully understands and embraces the goals of UCR," said Chancellor Córdova. "As EVC and provost for UC Davis for eight pivotal years, he helped guide that campus to its current reputation as a premier land grant university. In that role the large UC Davis medical school reported to him.

I have enjoyed Bob's thoughtful, wise, and measured approach, his calm demeanor, his good sense of humor, and his ability to work closely with faculty," Córdova said. "His experience as chief operating officer at UC Davis and his many years of working with the UC Office of the President will help insure the success of UCR's medical school proposal at the federal level. UC is driving toward AAU status."
Patrick A. Petre, continued from page 1

In addition to the top spot at Providence Saint Joseph's 427-bed not-for-profit medical center in Burbank, he has held a number of executive health care positions over the last 25 years. Petre has served as the administrator for two other hospitals—Santa Marta Hospital in East Los Angeles and Rio Hondo Hospital in Downey. He also served as chief operating officer for Glendale Memorial Hospital and Garfield Medical Center in Monterey Park and chief executive officer of San Dimas Community Hospital during his distinguished career.

Today, millions of children in developing countries are suffering with cleft lip and palate. Condemned to a lifetime of malformation, shame and isolation.

The good news is that virtually all of these children can be helped. This is the mission of The Smile Train. We empower local surgeons to provide this life changing free cleft surgery which takes as little as 45 minutes and costs as little as $250. It gives desperate children just not a new life—but a new life.

100% of your donation goes toward programs — 0% goes toward overhead.

Today, millions of children in developing countries are suffering with cleft lip and palate. Condemned to a lifetime of malformation, shame and isolation.

The good news is that virtually all of these children can be helped. This is the mission of The Smile Train. We empower local surgeons to provide this life changing free cleft surgery which takes as little as 45 minutes and costs as little as $250. It gives desperate children just not a new life—but a new life.

100% of your donation goes toward programs — 0% goes toward overhead.

Making your gift to The Smile Train makes a difference.

Make a difference, give a smile.

The Smile Train
www.smiletrain.org

417-877-1877

The Smile Train F.D. Box 7979
Rancho Cucamonga, CA 91729-7799

August 2007
Want To Motivate Employees?

According to workplace happiness and engagement expert JoAnna Brandi, one of the top challenges in any business is helping front line employees to get and stay motivated as they build customer relationships, customer satisfaction and customer loyalty. She offers managers three tips for success.

1. Know your people. Do you have a common pain point in business where employees are inspired to be and do their best? I’ve traveled all over the country to teach people from all over the world about customer care, customer loyalty and workplace happiness. It’s given me a thorough understanding of the pain points that businesses face each day, and one big challenge for so many is motivation.

2. It’s tough to motivate employees to consistently create the kinds of positive customer experiences that lead to customer loyalty. It’s like customer care; you can’t mandate it. You must motivate employees in the same way you motivate anyone more than you can mandate—front line employees feel genuine care for your customers. And the challenge can never be fully resolved if managers don’t learn more about what makes their employees tick.

3. By putting these tips into action, you’ll be off to an excellent start in ‘creating an environment where employees feel good about themselves in your presence, and are inspired to perform at their best.’

By making the most of your white space, you’ll be off to a great start in ‘creating a work environment where employees feel good about themselves in your presence, and are inspired to perform at their best.’

Make the Most of Your White Space

By Vince Thompson

Every manager has white space and time to budget. Successful managers take advantage of their white space and time to brainstorm new ideas or work on things outside their normal job scope.

What exactly is ‘white space’? White space are those gaps in your calendar in between meetings and other planned activities. Many managers fill that time by replying to e-mails or making phone calls. Understanding that you have your own individual communication with people that is certainly important, it’s not always the best use of white space. In fact, those managers who are truly successful and fulfilled their use white space to connect with personal passions with their professional goals.

For example, consider the story of Steve Jobs, co-founder of Apple Computers. When Jobs was in college, he took a class in calligraphy and developed a love for the art form and style of writing. Years later, when he was helping to design the first Apple computer, he questioned why the engineers had only one font choice, especially considering that calligraphy and other font styles were powerful for expressing ideas. As a result, Apple computers were the first to have multiple font choices, which in turn accelerated font availability in DOS based computers. That’s just one of the many examples of how someone was able to connect his personal passion with something work related.

As a result, Apple computers were the first to have multiple font choices, which in turn accelerated font availability in DOS based computers. That’s just one of the many examples of how someone was able to connect his personal passion with something work related.

For more information, visit: wwwробoto.com
COMMENTARY

Paying the Piper
By Joe Lyons

The recent "Tightwad Zone" marathon on the Sci-Fi Channel served to remind us of the great technology-run-rampant paranoia of the Cold War days. A world run by machines and computers would destroy humanity.

Well folks, is this the 21st century and guess what? Technology won.

We have volunteered our enslavement to iPods, XM radio, X-Boxes, GPS, Bluetooth, Blackberry and HDTV.

We have even given new meanings to things like "minutes" on our phones and "miles" on our credit cards.

And all of this new living comes with surcharges, monthly subscription rates, automatic deductions and additional fees.

And we pay it.

Usually.

One recent complaint that has come to the attention of the
Business Journal involves a Sprint phone subscriber who has a combination cell phone and home phone. He explained to me that provided he doesn't go over his minutes, his long-distance calls are supported free.

As it happened recently, he went over his time by five minutes. He is apparently a bit obsessive-compulsive and was aware of the expense immediately, but what the heck. The penalty was five cents a minute and he was able to call well after the extra quarter.

Wrong!

Going over on his minutes automatically triggered a series of other charges on his bill.

Most of the charges were nominal. Certainly a penny for the Unified Lifeline or the $1.91 tax seemed harmless enough. But wait. A dollar for "carrier cost recovery charges"?

That put his usage up to $1.47 (after additional state and city taxes and another "carrier uniform charge" of about 600%). That can't be right.

Or can it?

Actually, according to Sprint, it can. An average charge of even 25 cents triggers the other charges. The biggest of them is what amounts to a charge for doing the ringing. This is rather like the companies that are now planning to bill you for your name that shows up on the monthly statement, instead of an automatic electronic deduction from your account for payment each month, they will charge you interest.

Please note here that I once authorized Edison to deduct my share of the cost of my account and they cut my power. What happened was they didn't start the deduction for 90 days, and I had already paid for a service that I didn't receive, and I didn't realize they had not been getting paid.

No money, no lights.

Gainfully, a part of the high cost is new rubberized coatings which help to prevent people from peeling the stickers that mark the cost of the cell cards cause when they get abandoned on the lot and roll into your vehicle.

I complained, saying that a lack of service was a violation of my contract with them. Not only did they guarantee my payments, not their service. It's in the fine print somewhere.

We might like to think that such services today are just a part of modern living. But with computerization being where there waiting for us to go five minutes over on our usage so that they can slam us for six times the amount due, and claim it's contractual and legal, is just wrong.

Let me repeat myself. It is just wrong.

(Oops, I think I went too long.)

The Wall Street Journal announced that effective May 1, 2007, companies will have to list the number and rate of all minutes they bill you, as well as any tax and other fees.

By Frank C. Bucaro

Are You Making a Sale or Making a Client for the Long Haul?

Let's face it, a major challenge to the sales process is that it is not the one time and energy that goes into developing quality, long-standing relationships with every possible customer. It is much easier to service the customer, make the sale, or accept the charge on an impulse. On achieving and surpassing your goals determines success, not the "warm and fuzzy" of building a relationship with prospects and clients, right?

If you continually strive to build a relationship with potential or current clients, you'll find that even the toughest objections may not be the end of the relationship. Today's marketplace presents aggressive quotas and almost impossible deadlines. In that kind of environment, many salespeople focus on numbers of prospective clients rather than focusing on building a valuable relationship. For many sales professionals, thinking long term on a customer-to-customer basis, it seems to be worth the time. It can be often more difficult to think of what the customer could potentially purchase, who the customer could refer in the future or how long the customer may stay with the company.

The trick is, the sales strategy does not have to be an either/or plan. It is a proactive decision to have this long-term mindset before you speak with any prospective clients. To clarify, this sales position, the following questions are imperative to ask:

Are you making a sale or making a client for life?

Sara, a pharmaceutical sales representative hoped that her repeated visits to this doctor's office would eventually pay off, just as the first time she walked into this office today, she was met with a great amount of resistance. The nurse asked her what she wanted and pointed to a catalog of the doctor's signature, a practice against Sara's company's (and perhaps even the doctor's) code and disappointed left the doctor's office, thinking she just lost a potentially large account. Eventually she was able to get past this rejection and change her focus to view this office as a long-term customer. Suddenly, this was just one objection that she had to find a way around. She was assigned to a new office and eventually was asked to leave samples while she witnessed the doctor's reception.

Tip #1: Be proactive, envision successful long-term relationships with each and every client, not in place of, the high-quality service and products they offer. For more information, please visit www.frankbucaro.com or call 800-784-4476.

Tip #2: Don't begin the sales process when you first meet the customer. Want to eliminate unnecessary objections? Eliminate the resistance by understanding what the customer needs and how you can help satisfy those needs.

Tip #3: Get yourself apart. Caring about what price you can set yourself apart on likeability. If asked, how many of your customers would say that they like you? Do your customers feel that you like them? Do you know their names, their spouse's or kid's names? Do you know how your business is doing? Do you know what they like to do in their free time? Where they like to vacation? Do you know how to show this? List actions that could show this? Start today to set yourself apart!
UCR reacts...continued from page 7

ing worked to help develop our initial plan for a medical school, he is no stranger to the campus and the community. My colleagues and I welcome the opportunity work with him.”

UCR’s Executive Vice Chancellor Ellen Wartella said, “We are very lucky to have him. He is a wonderful choice because he is committed to moving forward on our medical school and his many productive years at Davis prove that he knows how to work with the Office of the President. I look forward to a productive period for our program with Bob Grey at the helm.”

Grey served eight years as the chief academic and financial officer at UC Davis and as the chief governance official at UC Irvine Medical Center, before leaving in 2001. Before that, he was the founding dean of the Division of Biological Sciences at UC Davis. His research field is cellular and molecular biology, and he was a member of the UC Davis faculty starting in 1967. Grey graduated from Phillips University in Oklahoma and received his doctoral degree from Washington University in St. Louis, where he taught and conducted research before joining UC Davis. Grey has also served as consultant for a number of universities on academic issues and has served on numerous advisory boards and committees.

In the making the announcement, UC President Robert Dynes said Grey is the right choice for the campus. “The strength of his leadership background, his knowledge of the University of California, and his understanding of the key issues pertinent to UC Riverside make him an excellent candidate,” Dynes said.

Grey was honored to be selected. “From my previous stay there I know that the campus is blessed with an excellent faculty and an excellent Chancellor,” he said. “Chancellor Córdova developed a vision for the campus that was bold and exciting and I intend to sustain the momentum generated by that vision.”

Grey has received many awards, including the Distinguished Teaching Award of the Davis Division of the Academic Senate, the Magna Cum Laude Award for Distinction in Teaching and a Distinguished Alumnus Award from Phillips University. He is a member of the American Society for Developmental Biology, the American Society for Cell Biology, the American Association for the Advancement of Science and the Sigma Xi and Phi Sigma honorary societies.

A national search for the permanent UCR chancellor will soon begin, involving a committee of faculty members with representation from students, staff and alumni.

Dutton budget report...continued from page 5

Last several months, Revenues for June came in more than $300 million below projections and that is all the more reason we must control our spending.

If we don’t work to permanently resolve this problem now, then we are going to place this debt squarely on the back of our children. Next year, (2008-09) for example, the budget deficit is projected at more than $6 billion.

While I’m disappointed that we are once again dealing with a late budget, I’m even more disappointed that we annually continue to have this spending problem year after year. We won’t vote for a budget this year or any other year that doesn’t begin permanently address this issue.

Wireless isn’t necessarily wireless.

What my phone bill calls "wireless" is actually my cellular phone. Cellular uses the cells, which are those towers, disguised as antennas on the side of the interstate. Once you’re out of range, you lose the signal and the conversation is over. These devices are great conveniences, but they can be costly. You either get an expensive plan that gives you enough minutes, or you get a cheap plan and pay a bundle when you go over your minutes.

(See this month’s IE.BJ commentary, “Paying the Piper.”)

Satellite phones are bulkier and work from everywhere, but from what I see on TV, they’re only good for calling the CIA headquarters in Langley, Virginia. Wi-Fi can be cheap and will find you a signal anywhere.

It’s a VoIP, or Voice Over Internet Protocol, system such as Skype. It’s been going for years and works in all your push to make the system easier to be charged.

It’s good to keep in mind that the two are the amount of money Vonage has to market their service. Vonage is a Skypelike system that allows you to use your computer Internet line, or your coffee shop’s Wi-Fi service to make almost free calls.

But once you get out of the 300-foot umbrella of your Wi-Fi signal, it dumbs. There will eventually be a sort of universal Wi-Fi access, and not unlike current cellular service, but it won’t be available before about 2012.

Thus it was that inventor Steve Lipman was driving down the road one day when he decided to make his Wi-Fi phone functional away from his computer. The result is what he calls "1 Button To Wi-Fi.

While not giving up a lot of technical secrets, he did tell the Business Journal that the system involves a “digital to analog to digital” link. In other words, your cellular phone can speed dial your home computer and then link only to the Vonage Web site to make calls out there on the World Wide Web.

To demonstrate the process, he made a call from the lobby of the Ontario Airport Hilton, through his home system, to the concierge of the Ritz-Carlton in London, England on the pretense of checking the weather before arrival. Either worked it was advertised.

ted, or he has a friend with a very credible British accent.

Don’t think involving a personal VoIP speed dial number from the cell phone to the home computer, but you can register up to five cell phones to each system. It also can accommodate a wire­less home phone, eliminating as many as 11 home phone sur­charges.

In fact, there are no charges for the 1Button system other than the initial cost. There are no contracts, no monthly fees, no roaming fees, no overcharges and no unused minutes.

It can work with PDA’s, Blackberry’s, Trion’s, cell phones and office phones. It includes things that you don’t expect a phone, like Call Waiting, Caller ID, Speed dial, call hold and call transfer. It can have a custom greeting and can be converted to e-mail.

The ultimate goal, of course, is quick, cheap communication. The days of ceramic phones with rotary dial and special amplification to your ear are now history. The ‘1 Button system’ would seem to be the next logical step in the evolution of Mr. Bell’s invention.

The end result of this is a system called WorldTel Xchange. The graph that they have produced indicates that that call to London that we placed in Ontario could have cost $1.41 per minute at AT&T. The Vonage call would have been $.04. The 1 Button call on WorldTel costs $.02 per minute.

Now that we’re a telephone company,” he bragged to the Journal. “I can charge rates that people only dream of. We’re not AT&T, and I can charge the rates tomorrow if I decide to.”

As for equipment, the heart of it all is a small, sail-shaped device that attaches to your computer. Programming is all set up and internal, just plug it on. Much of this, he said, is the advice of mar­keters and store people who told Lipman to reduce the paperwork to one page agreement. He did.

You can register from anywhere in the world and the computer system inside of that sail­shaped attachment does all of it.
Saffron’s at the Guasti Villa

By Joe Lyons

It began 17 years ago.

Linda Rouyer and her mother, Sherry, opened a small catering service in Upland named Paris L.A. The name came from a desire to sound elegant and big-city instead of just another local food service.

Demand exceeded expectations. More was asked for than was anticipated. It became obvious that a facility was needed where food could be prepared and served, which would also provide the elegant and exotic sort of atmosphere that customers seemed to want. Several sites were considered, and after much consideration, the old mansion at Guasti was selected.

But that was just the start of things.

Guasti needed a great deal of work.

That site had been a beloved landmark of the Ontario area, harkening back to the wine-making family founded by Segundo Guasti back in 1900. But it needed a great deal of work.

Today, having changed the name to the Guasti Villa, the site is cleaned up and well lit. The wiring and plumbing alone were quite beyond code. Paint and lumber and a lot of clean up efforts have given a new birth to the building, which is now bright and cheery. Each room can handle the job of being of specific service for any level of wedding or corporate event. Changing and dressing rooms stand next to full-service meeting rooms. The patio is strung with party lights and the fountain has been scrubbed and scraped and replumbed for running water.

This was no small or inexpensive undertaking. While Saffron’s did not reveal the sum total of the effort, they conceded to the Business Journal that the work has been ongoing and reached into the seven figure total.

By the way, along the way the name of the company changed to Saffron’s. Names associated with Tuscany were considered but it would have locked the company into an Italian image.

Saffron is a spice that is used to enhance foods from many number of countries, implying the ability to create any specialty the clients may demand.

And today they demand more. As companies and families move out of the Imperial Empire from towns to the west of us, they bring with them new sophistication and new needs which has become common in this area, especially for lunch. It’s just one of the innovations that they have baked in.

There are many restaurants that want to get some catering business going on the side. They are looking to increase profits, but according to Linda, they are sticking their neck out going from a catering service to serving lunch has been decidedly easier than going the other direction. The logistics of serving off-site can be staggering, and it is actually easier for Saffron’s to serve lunch in the next room as a part of their service than to suddenly have to haul everything across town. Saffron’s, you should note here, does not serve dinner. Trying to do dinner and an evening event somewhere else would be a nightmare.

Even so, the demand for Saffron’s food at night has been so great that Linda and her people decided to begin their Summer Concert Series as a kind of accommodation. (“HOT Fun in the Summertime!”)

Every other Thursday evenings each summer, a big grand buffet is set up in the large field out back, with wine tasting, bobbing ball, dancing and a theme band, out under the trees of Guasti.

This has not only been a raging success for Saffron’s, with perfect weather every night, it has met the demand of those who wanted that evening dining experience. It has also been a major marketing tool for Saffron’s. People have come to learn of the Villa, the cafe, the al fresco dining, the bakery and even the office box lunches, as well as the other catering and wedding services of Saffron’s.

It needs to be said here that the catering for wedding facilities of the facility have led to what amounts to a wedding planner service, not just on site, but as an integral part of Saffron’s.

The company employs about 80 people, 35 of them full time. The chefs are capable of meeting most of...
Palm Springs Art Museum - Cultural Icon of the Desert

It is said that the threads that weave together the fabric of a community is made up in part of The Fine and Performing Arts, and that the support given to "The Arts" is a direct reflection of a community’s soul; and so it is with Palm Springs and the Coachella Valley. The appreciation and devotion to The Arts is not only reflected by its supporters but in the fact that so many world-class artists have sought the desert valley as a place for inspiration and creation.

The Palm Springs Art Museum has been the paramount icon for the fine arts in the area for over six decades. It is located in an architecturally significant E. Stewart Williams-designed building near Palm Canyon Drive in the center of downtown Palm Springs. The art museum’s 83,000-square-foot structure is the centerpiece of the museum’s 125,000-square-foot complex.

The PS Art Museum and complex is like a living and breathing creature always growing and creating itself anew. Its newest morphed form is now under the direction of Steven Nash, executive director, who relocated four months ago to Palm Springs from Dallas, Texas. Part of his new direction for the museum is to set new bars of excellence for their multi-faceted mission. The museum’s annual budget is $7.7 million; $2.6 million restricted grants, $1.2 million unrestricted grants, general donations, Amberg Sea rental and ticket commission, lecture admission, gift shop sales, and other ancillary income.

Nash’s short-term goals, in part, for the museum will be to establish copacetic inter-department relations while seeking creative input to bring about a branding effort that will emphasize the museum as a mecca for world-class fine art. Acquisitions and museum exchanges are in the works as well as renovation of some of the museum’s facilities. “The PS Art Museum also has a new board of directors, and an atmosphere of confidence and purpose of direction will rocket this museum into the new millennium,” Nash notes.

Long-term goals include investigating of expanding the current facilities; possible development of the museum’s surrounding property with supportive mission objectives; and expanding community outreach. Nash says, “...with the obvious expanded growth in Palm Springs and Coachella Valley, we are looking at possible Valley satellite facilities. To take on that scope of vision we have to explore facility and operation funding decades in advance.

The museum’s permanent exhibits are displayed in rooms which include modern and contemporary American works, classic western American art, collections of Native American and Mexican art as well as an extensive collection of American photography. Lectures and educational programs for all ages are offered in the Annenberg Theater which seats 433.

Museum History

This fine art museum first opened in 1938, the same year the City of Palm Springs was incorporated. The museum was founded by Don Adrian, a college administra tor with a degree and a penchant for promotion and development. Adrian’s dream was shared by two earlier Palm Springs’ naturalists—Edmund Jaeger who started a nature club from among the town’s 70 residents, and Theodore Zuschok, who in 1932, became naturalist-in-residence at Deep Well Guest Ranch and created a nature trail that included various plant and animal exhibits. Adrian’s 1938 museum opened to a rocky start and operated on a shoestring, but continued to grow with sporadic contributions from the growing population.

In 1952, Philip Boyd, a local rancher and museum trustee, together with Dr. Edmund Jaeger and Desert Magazine publisher Randall Henderson, convinced the county museum board to establish a wildlife sanctuary by leasing acreage in the Palm Desert at the base of the Santa Rosa Mountains. The Palm Springs Desert Museum grew rapidly in the 50s and 60s, expanding its focus to include performing and fine arts. By 1960, the population of Palm Springs had grown to 117,000, and there were 115,000 visitors a year to the museum.

The need for fine arts and the performing arts continued to grow across the Valley where Hollywoodwood had discovered as a place to vacation and eventually retire. And, the current facility financed, built, and opened in 1976 with 4,000 people in attendance. In the meantime, the Wildlife Sanctuary in Palm Desert separated and became an independent entity.

What began as a museum about the desert has evolved into an oasis for the arts with modern and contemporary American works by artists such as Robert Mutterwell, Helen Frankenthaler, Darrin Hanson, and Mark Di Sava, contemporary California painting and sculpture by Sam Francis, Edward Ruscha, Robert Amaza, Oliveira, and others; Studio Art Glass by Dale Chihuly, Howard Ben Tré, and William Morris; and classic Western American art by Thomas Moran, Charles Russell, Frederic Remington, and others.

Gallery and Collections


continued on page 31

Inland Empire’s Largest Employers

(Ranked by Number of Inland Empire Employees)
Miranda Rights of Customer Service
By Peter Shankman

Remember the last time you had excellent customer service? How about the last time someone went above and beyond for you at the local supermarket?

No? Most people don’t. But most people do remember the last time someone screwed up their order at the local drive-thru.

In today’s society, the normal expectation is bad customer service. Therefore, if you work in any service business—from McDonald’s to an advertising agency—you’re guilty until you prove yourself otherwise.

With that, consider your service business’ Miranda rights. Your customers have the right to remain loyal. Anything you say can and will be used against you in a court of customer service. You have the right for a customer to represent you in the court of public opinion. If you cannot find a customer to represent you, following these tips will prove your innocence when presumed guilty of bad customer service:

1) Never forget that society is always watching. “They’re gonna screw it up anyway.” It is the expectation that a drive-thru will give us a soda with ice when ordered without. The dry cleaner is expected to not have your clothes ready when they say they’ll be ready. Why? Because consumers have been conditioned to expect the worst. So treat your customers at least one level above bad. Doesn’t even have to be great, although aiming for great service not only helps make you look not guilty, but innocent.

2) Go above and beyond. Remember the adage “Under promise and over deliver!” Sadly, the majority of service-oriented businesses do the opposite. Ever try to redeem a coupon only to find that it’s not accepted? Or ask for something out of the ordinary, and not be “allowed” to do it? It could be as simple as “extra pickles, please,” or as complicated as a rush job on a Friday afternoon. If you’re servicing the customer, surprise them and do that extra little bit without hesitation. It will work wonders — not only will it shock your clients, but it will make your company beloved. Not a bad way to be when you have competitors all around.

3) Got a customer that’s complaining? Find out why and make it better. “Oh, it’s just one customer,” you might think. “Oh, it’s one client we didn’t need, anyway,” you might say. But it’s not. Remember that whole “you sleep with him, and you’re sleeping with every person he ever slept with” public service campaign a few years ago? Same thing. You anger one customer and you’re angering everyone in his or her circle. If you’re lucky, it’s only a few hundred people. If they have a blog, their circle is over 3,000 people. That’s 3,000 potential customers you’ll never get a chance to make happy. Work the problem immediately, find the solution immediately, before it becomes bigger than you.

4) The best marketers never market — they let their clients or customers market for them. One time when a consumer had a problem with an airline, he called the airline, and it was made right. You bet that that consumer went out and told all their friends how the big airline went out of their way to fix the problem. Not only does the airline have a customer for life, but that customer will gladly tell all their friends how great the airline is. Do it outrageously above-and-beyond things for your customers and clients, and they’ll go outrageously above-and-beyond when they talk about how great you are. That’s the best kind of advertising there is.

5) Turn problems into solutions. Be it grand scale or local, you can become the hero with just a little planning. Major news breaks in your client’s industry? Call all the sources together and put a working document together on what they can learn from it, and how they can prevent it from happening to them. Don’t bill them for it, do it for the good Karma. Make sure your customers know that whenever they come in, they can read the local paper for free, or maybe use your free Wi-Fi just because. Perhaps from March 1 to April 15, you can strike a deal with a local accountant to offer free tax advice to your customers. The accountant gets exposure, you’re brilliant, and customers love you.

In the end, figuring out how to stay ahead of the competition usually requires just a little bit of scheming, but a heck of a lot of common sense. Follow the rules above, and the latter is accomplished for you.

Peter Shankman runs the Geek Factory, Inc., a public relations, marketing, and crisis management company in New York City.
Women & Business Expo

Presented by

Toyota Dealers of Southern California

Location - DoubleTree Hotel - Ontario

Keynote Speakers

• Deborah Wahl Meyer
• Tippi Hedren
• Cloris Leachman
• Lindsay Wagner

Registration Form

Name: ____________________________
Company/organization: ____________________________
Address: ____________________________
City: ____________________________
State/Zip: ____________________________
Telephone: ____________________________
Fax: ____________________________
Email: ____________________________

Company Table of Ten (10)

Company: ____________________________
Address: ____________________________
Telephone: ____________________________
Fax: ____________________________
Email: ____________________________

Cancellation: In the unlikely event that you are unable to attend, we are willing to accept a substitute in your place. All cancellations must be in writing and received by August 10th for a full refund (less $25 cancellation fee). No refunds will be granted after August 10th.

Tickets sold on a first-come, first-served basis. Early registration receives best seating location.

Reservations Mandatory (909) 483-4700

Women & Business Expo

August 2007

Keynote Speakers

Deborah Wahl Meyer

Deborah Wahl Meyer is vice president of marketing for Lexus, the luxury division of Toyota Motor Sales, U.S.A., Inc. Previously, Meyer served as corporate manager of marketing communications for Toyota. She was responsible for managing all marketing communications and advertising for Toyota's vehicles. Before joining Toyota Meyer spent a number of years developing brand and marketing strategies for various automotive nameplates, including Lincoln-Mercury and Mazda. She also held the position of brand manager for Ford in Sao Paulo, Brazil. Prior to joining the automotive industry, Meyer worked on new product launches for W.E. Gore & Associates in France and The Chase Manhattan Bank, N.A. in New York. Meyer was named one of the 100 most influential women in the automotive industry by Automotive News twice and has also been inducted into the American Advertising Federation Hall of Advertising Achievement. In November 2006, she was named the captain of Event Marketer Magazine's Marketing Dream Team, as well as part of Advertising Age’s “Marketer of the Year” award for Toyota, Lexus, and Scion. Meyer serves on the Board of Directors for the Association of National Advertisers (ANA). She also serves on the Hall of Achievement-AAF Committee and as of 2005, serves as a trustee for the Long Beach Museum of Art.

Tippi Hedren

Hedren was born in New Ulm, Minnesota. Her father ran a small general store in the small town of Litchfield, Minnesota. As a teenager, Hedren took part in department store fashion shows. Her parents relocated to California while she was still a high school student. At 18 she went to New York and began a professional modeling career. Tippi Hedren was discovered by Hitchcock, who was watching “The Toddy Show.” He was taken by her distinctive walk and attractive toss of her head. This is where Tippi’s acting career took off. Some of her most famous credits include “The Birds,” “Marnie,” “A Country From Hong Kong,” “Pillow Talk,” “Through the Eyes of a Killer” and many, many more. Perhaps Tippi Hedren’s most unique endeavor is being “ten mother” and close friend to 60-odd big cats, including lions, tigers, leopards, and cougars, at the Lion Foundation’s Shamballa Preserve near Arroyo, California. The high desert animal preserve is home to the felines and the sanctuary was first established as an African-type set for the motion picture, “Rose,” which Tippi co-produced and starred in with her daughter, film director Melanie Griffith. After the five-year filming was completed, it became the current, non-profit center for big cat care and research. In keeping with her outlook on the environment and conservation, many of Shamballa’s residents are cast-offs from private owners, zoos and circuses. “They’re living out their lives in safety and comfort. The preserve is open to the public on a reservation basis, Tippi is founder and president of THE LION FOUNDATION and resides at Shamballa in a cottage surrounded by big cat compounds.

Cloris Leachman

Leachman, the oldest of three sisters, was born in Des Moines, Iowa, USA, to Rock and Cloris Leachman. She majored in drama at Northwestern University. After winning a scholarship in the beauty pageant, Leachman started acting in New York City at the Actors Studio. She appeared in many live television broadcasts in the 1950s, including such programs as “Suspenso” and “Studio One.” She was also one of the playmates in the 1960s. Her feature film debut was in Robert Aldrich’s film noir classic “Kiss Me Deadly.” Leachman has won numerous awards during her lengthy career: She won an Oscar for Best Supporting Actress in The Last Picture Show. Leachman has also won a record-setting eight primetime and one daytime Emmy Award and been nominated over 20 times for her work in television over the years, most notably as the character of neighbor/ladyfriend Phyllis in the Mary Tyler Moore Show. The character was a fixture on the program for five years and was subsequently featured in a spoof series, Phyllis. Leachman was nominated for a SAG award for her role as the wise-cracking, femme fatale, fast-talking, no-nonsense, head.” This role earned her an Emmy nomination for Outstanding Performance alongside Sir Ben Kingsley. When she was seven years old, her parents divorced and her mother moved with her to the northeastern Los Angeles neighborhood. She worked as a model in Los Angeles and gained some television experience by appearing as a hostess in Playboy After Dark. However, it wasn’t until she was cast as a friend on Universal Studios and was cast for a small part in Marv’s Webby, M.D. that her acting career took off. Wagner then played Jaime Sommers, a former tennis pro who was the childhood sweetheart of The Six Million Dollar Man. This was intended to be Wagner’s last role under her Universal contract, but public response was so overwhelming that Jaime was brought back to life with her own spin-off series, The Bionic Woman. This role earned her an Emmy Award in 1977. In 1982, she wrote a series of books with Robert M. Klein about using acupressure to achieve results akin to a surgical facelift. Wagner is on the board of directors of the Teen Talkin’ Circle Project and is an active supporter of Girls Talkin’ Circles.
**REAL ESTATE NOTES**

continued from pg.7

Real estate in Riverside continues thus far in 2007. Large, single-family, luxury homes are continuing to be sold. The recent closing of 2104 South Haven Ave., the Haven Business Center is just blocks from the L.A./Ontario International Airport. Anchored by one of the largest real estate developers in the US, the building is a mix of office buildings and retail space. The office building is now fully leased and across the Inland Empire in the past five years. The Haven Business Center features two 12,500- sq.-ft. elevator served office buildings with upgraded common areas, and offers a 4:1 parking ratio. Each of the buildings is divisible for multiple tenants, or can be leased to a single tenant. CB Richard Ellis*: Natalie Barzvetsch and David Waggoner are leasing the project on behalf of The B. R. M Companies,... Kearny Real Estate Company, out of Los Angeles, has purchased a fully-occupied 160,000 sq.-ft. industrial building in Temecula for $13 million (811-36). The facility, acquired through the company’s $5 million Kearny Industrial Fund, is situated on 11.47 acres at 43195 Business Park Dr., near Rancho California Road and I-15. Built in 1991, the single-tenant warehouse manufacturing building includes 30,800 sq. ft. of office build-out and currently serves as the headquarters for Walker Wood Products Inc, a family-owned and operated cabinet manufacturing company serving home-building throughout Southern California. Walker Wood agreed to a 10-year leaseback of the entire building as part of the deal. Both parties were represented by Pat Scruggs, Gary Stache, Anthony Delorenzo and Rob Games of CB Richard Ellis in the transaction,... J.D. Diffenbaugh was awarded the construction contract for the new student housing project at California Baptist University, located in Riverside. The 132,000 sq.-ft. project on Capston Development consists of a four-story, 670-bed student housing building with an adjacent six-story parking structure. The student housing portion will feature a dining grill, student activity center, business center and large gathering area. Construction is expected to begin in the summer of 2008 and be complete in August 2009. The architectural firm for the project is MVE & Partners, Inc. In addition, Diffenbaugh has also completed the Yeager Center and the School of Music on the California Baptist University campus...Groundbreaking ceremonies for Countryside Marketplace took place as a kick-off for the start of the 735,000 sq.-ft. retail center, northwestern corner of Interstate 215 and Newport Road in the Menifee area of Riverside County. Along with its typical retail choices that will include Target, Kohl’s, Lowe’s, Best Buy and Home Depot, Things and Pets, Countryside Marketplace will provide approximately 6,500 construction jobs to the growing area of Riverside County. “One of the recurring themes we heard from residents was their desire to have convenient dining options as a part of the center,” said Chambers. “Furthermore, the developer, Countryside Development, said that Countryside will be home to BJ’s Restaurant, T.G.I. Friday’s, Red Robin, In-N-Out, Chick-fil-a and Starbucks. This column provides a review of the latest commercial real estate activity throughout the Inland Empire. It is produced in a joint media effort between the Inland Empire Business Journal and Rentcom, a leading Internet real estate news site that has been covering the industry in California for over 10 years. The column draws its real estate information from around California, go to www.rentcom.com.
Saffron's... continued from page 16

gent demand of the customer and often wish that someone would really put them to the test, because there are things they would love to try if the budget was available.

On the subject of budget advertising, it's a deliberate issue. The profit margin of catering doesn't allow for full-page ads, but Saffron's is one of the few businesses that can actually say that word-of-mouth works for them. Others say it, but just that means they don't want to spend the money.

Here, people talk. Many refer to the facility as "Linda's Place" instead of Saffron's but that's because Linda Rouyer has done so much to get her name and face out into the community. It is not uncommon at events around the Ontario area, and even into Riverside, to find that the food has been donated by Saffron's. Growth is the operating word for the future of Saffron's. Without giving up any proprietary information, Linda promises that there will be a couple of more locations by the end of the year. Despite the new owners of the Guasti area and their plans for development, she expects to be at the Villa at least till 2012. How long after that is not yet ready for publication. Neither are the other locations as this report is being written.

As for other catering companies in the area, Linda sees specific differences between Saffron's and them. There is generally a friendly rivalry among them all. If business is heavy, she will pass along the load to others, but she knows that her recommendations have to be good in order to maintain her reputation. In catering, as in life, you're only as good as your last party.

Board of Supervisors... continued from page 1

The agenda of the agenda item being discussed by the board is displayed beneath the video image so you know what's being talked about. You can click the link on the agenda item to instantly access background materials such as staff reports, maps, and copies of contracts.

If you are interested in a specific topic, you can type key words into a search engine that will retrieve archived segments of meetings matching your criteria. Also, when you are viewing archived meetings, you can skip to discussions about specific agenda items by clicking on the "Jump to" menu.

Internet access to Board of Supervisors meetings is especially important in San Bernardino County, which encompasses more than 20,000 square miles. The county's huge size means many residents had to drive hours to watch a board meeting. Now they don't have to leave home.

The Board of Supervisors meets most Tuesdays at 10 a.m. I hope you can join us for our next meeting online at www.sbcounty.gov.

In addition to posting meetings on the Internet, the board also created an online database of county officials' Form 700 Statements of Economic Interest. As the name implies, these public documents, which are filed annually with the Clerk of the Board, contain information about elected and non-elected county officials' financial interests such as ownership in properties, businesses and stocks.

If you have any questions about how to use the county's new open government technology, please contact the Clerk of the Board at (909) 387-3841.
5 Ways to Hire Employees Who Will Stay Longer, Complain Less, and Produce More
by Monica Wofford

"Yes ma'am. I have a great deal of experience using Microsoft Excel. In fact, I created my resume using that program." The interview was going well. She had the look, the sound, and Bill thought she would get along with the other team members. He missed part about Excel and hired her anyway. Her resume sure showed even more experience in his industry than he originally thought she needed. Six months later with hours of training, coaching that went on for days and a ream of documentation, he was letting her go.

Bill, like many managers, had conducted interviews for years and after an all day session of "back to backs," he had missed a few key points of this employee's interview. She had the background, had the way with words that so many do in an interview, but did she have the right attitude? She came up with an answer to all of his questions, but how would she perform and how could he possibly know. Simple. Well, sort of. All interview candidates seem to go to "interview schools." They have the answers to "What are your weaknesses?" and "Why did you leave your previous job?" down pat. You have to look deeper, and these techniques will help.

Hire for Attitude Instead of Skill

Paul owned a PR company and had worked the industry for 20 years. He could teach almost anyone how to call a radio station. What he had also learned was that when hiring PR reps from other agencies, he had to spend time training all their old habits. If you are hiring a salesperson, hire a go-getter, with a love of people and a self-esteem, not necessarily someone who has sold for years. You can teach skills, you cannot teach someone to overcome rejection and surly customers, nearly as easily. It is the attitude that will outlast problems and the attitude that will readily learn new skills.

Assign a Task in the Interview

Put your candidate on the spot. Avoid the same old questions; ask them to do the job, right there, right then. If your vacancy is in an support person, role-play a difficult end user calling with a seemingly impossible request. You can even call the interviewee beforehand to let them know what to expect. See what they say. If you are hiring for sales, have them sell you their own product. See how many questions they ask about it before just jumping into the six step sales process.

Pay Attention to the Past...

Your candidate has had 10 years working with your company. She has won every award for this type of position possible. So, how much do you think she will question your skills, or the way you say to do something different than what she has been rewarded for? How quickly do you think she will be loyal to the very company she has competed against for years? Perhaps that candidate who has worked in a completely different industry but can demonstrate to you the right attitude, that hard work, learning, and customers would actually take less training.

Try Story Time

Closing questions in an interview, limit creativity and gives candidates a 50/50 chance of getting the right answer. Do you want a 50/50 chance that they'll stay and be productive? Try asking a story or tell you a story. "Tell me about a time when you and coworkers completed a project and received recognition."

Ask for Passion

This one must be done delicately. After you have asked your standard questions and tested for skills that you need, find out the passion of the person you are about to entrust with this job. Whether you provide them with a profile or merely ask the question, the results have never immediately revealing. For example, Melissa was hired a salesperson. She thought she had found some-
### Largest Credit Unions in the Inland Empire

<table>
<thead>
<tr>
<th>Name of Credit Union</th>
<th>Address</th>
<th>City/State, Zip</th>
<th>Assets ($mil)</th>
<th>Capital ($mil)</th>
<th>Capital Ratio</th>
<th>2006 YTD Income ($mil)</th>
<th>Key Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrowhead Credit Union</td>
<td>PO Box 3057</td>
<td>San Bernardino, CA 92402</td>
<td>1,016,020,281</td>
<td>80,040,385</td>
<td>8.26%</td>
<td>11,915,194</td>
<td>Larry L. Sharp</td>
</tr>
<tr>
<td>USA Federal Credit Union</td>
<td>9050 Ivanhoe Ave</td>
<td>Riverside, CA 92503</td>
<td>271,012,562</td>
<td>41,990,281</td>
<td>15.90%</td>
<td>12,312,284</td>
<td>William A. Parle</td>
</tr>
<tr>
<td>Riverside County's Credit Union</td>
<td>2847 Campus Parkway</td>
<td>Rancho Cucamonga, CA 91730</td>
<td>830,342,887</td>
<td>73,842,970</td>
<td>8.89%</td>
<td>7,063,342</td>
<td>Mark Hawkins</td>
</tr>
<tr>
<td>Viscaya Credit Union (formerly March CU)</td>
<td>4221 E. Arrow Highway</td>
<td>Monrovia, CA 91016</td>
<td>472,000,004</td>
<td>42,295,000</td>
<td>9.33%</td>
<td>4,743,000</td>
<td>Robert Cacciola</td>
</tr>
<tr>
<td>Norton Community Credit Union*</td>
<td>PO Box 1147</td>
<td>San Bernardino, CA 92402-0147</td>
<td>287,593,859</td>
<td>33,810,853</td>
<td>11.36%</td>
<td>2,752,859</td>
<td>Delilah A. Miranda</td>
</tr>
<tr>
<td>High Street Federal Credit Union</td>
<td>10795 Arrow Road</td>
<td>Apple Valley, CA 92307</td>
<td>137,062,906</td>
<td>17,688,314</td>
<td>12.92%</td>
<td>1,051,512</td>
<td>Thomas J. Rewers</td>
</tr>
<tr>
<td>The Member One Federal Credit Union*</td>
<td>4280 S. 32nd St</td>
<td>Riverside, CA 92503</td>
<td>74,901</td>
<td>5,324</td>
<td>16.00%</td>
<td>0.315</td>
<td>Mary Kamen</td>
</tr>
<tr>
<td>Service Plus Credit Union</td>
<td>7280 E. Arrow Hwy</td>
<td>Riverside, CA 92503</td>
<td>61,096</td>
<td>4,437</td>
<td>8.10%</td>
<td>0.235</td>
<td>Todd Malcolm</td>
</tr>
<tr>
<td>La Loma Federal Credit Union</td>
<td>1335 Anderson St</td>
<td>Riverside, CA 92503</td>
<td>61,096</td>
<td>4,437</td>
<td>8.10%</td>
<td>0.235</td>
<td>Todd Malcolm</td>
</tr>
<tr>
<td>Ontario-Morongo SV Credit Union*</td>
<td>3235 6th Street East</td>
<td>Indio, CA 92201</td>
<td>34,446</td>
<td>7,519</td>
<td>21.62%</td>
<td>0.502</td>
<td>Robert Henn</td>
</tr>
<tr>
<td>Charity Federal Credit Union*</td>
<td>PO Box 369</td>
<td>Ontario, CA 91761</td>
<td>73,261</td>
<td>5,905</td>
<td>1.71%</td>
<td>0.398</td>
<td>Catherine M. Randals</td>
</tr>
<tr>
<td>United Methodist Federal Credit Union*</td>
<td>3445 E. Arrow Highway</td>
<td>Monrovia, CA 91016</td>
<td>44,396</td>
<td>3,864</td>
<td>8.70%</td>
<td>0.178</td>
<td>Antonio Negroni</td>
</tr>
</tbody>
</table>

*Federal Credit Unions are co-operatives that are owned and democratically controlled by their members. They are not-for-profit organizations. Membership eligibility requirements vary and are generally based on geographic location or employer of the member.

---

### Palm Springs Museum...

**continued from page 18**

American West Art California Contemporary
Painting California Contemporary Sculpture
European Graphics / Works on Paper
European Modern Sculpture
Mesoamerican Special Collections
Mediterranean Art

The museum’s photography collection includes photos by William (Bill) Anderson (1923–1971) who was acclaimed as Palm Springs’ “Photographer-of-the-Week.” He became the primary celebrity photographer for the Palm Springs Chamber of Commerce from 1950 to 1971 and the Racquet Club. Marion Monroe, Robert Wagner and Natalie Wood, Kirk and Anne Douglas, William Powell are just a few of the stars captured by his lens during this glamorous period.

In the American West art collection there is a noted George Morrison photography collection, which includes “Custer’s Final Moments: A Two-Part Sculpture,” 1975-76, as well as photographs of the actor/artist with fine furniture pieces that he created. Other highlights of the American West art collection include the 1904 painting, "Roping A Prairie Wolf" by Charles Marion Russell, and Grace Carpenter Houston’s 1903 painting, "De Ne Ko-Ya (of the Mountain People)."

**Patrick Dougherty Installation - July 10 - Ongoing**

Patrick Dougherty is an internationally acclaimed installation artist whose large-scale works alloyed to nests, coconuts and hives built by animals as well as man-made forms of huts, haystacks and baskets. Dougherty scours waste materials that are indigenous to each specific area into creations that seem to have sprouted up naturally in their settings.

The American Indian art gallery features beautiful examples of traditional crafts such as the basket made of natural and dyed coconuts and sumac on a deer grass foundation by Guadalupe Arena, 1910, as well as pieces created by artists known for their "Acoma Pueblo Polychrome Pottery" circa 1900 and the "Two Western Apache Storage Baskets" made of willow, devil’s claw and yucca root, date unknown.

Community Outreach

A variety of programs are offered on a year-round basis that include children’s workshops, a docent council, community outreach, film, books, symposiums, open and drama. Adult workshops include sculpture design, printmaking, collage, mixed media, figurative painting, life drawing, photography, digital photography, assemblage, paper making, watercolor, acrylic, pastels and oils.

The Palm Springs Art Museum is located at 110 Museum Drive, Palm Springs, CA 92262. Parking is available adjacent to museum and across the street in a parking ramp. Phone number is 760-323-7118 and the Web site is www.psmuseum.org.

---

**Museum hours:**

Tuesday, Wednesday, Friday, Saturday and Sunday 10 a.m.-5 p.m.
Thursday 12 p.m.-8 p.m.
Closed Mondays and major holidays.
Store and cafe open during museum hours. Box office open seven days.

**Museum admission:**

Free to members, $12.50 adults, $10.50 seniors, and under 17, student with military personnel with I.D. Free for children under 6. Free public admission every Thursday from 4-8 p.m. during the downtown Villag fest.

---

**Membership means convenience**

If you have been receiving our mailings or have an online relationship with us, consider a membership as an additional way to participate in the museum’s mission.

**Pleasingly Different**

- **Online Banking & Bill Pay**
- **26,000 Surcharge-free ATMs**
- **24/7 Member-Only Banking**
- **Instant Issue Visa Debit Card**
- **Telephone Banking**
- **Loan-by-Phone**
- **And Much More...**

**We’re open to everyone in Riverside County.**

250 Museum Dr
Palm Desert, CA 92262

**MORRO VALLEY — 25500 Casner Avenue
CORTONA—650 S. Lamotte Avenue
101 MERRITA—25405 Hancock Avenue
RIVERSIDE—840 Indiana Avenue**
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone/Fax</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of California</td>
<td>Riverside, CA 92520</td>
<td>(951) 784-5170</td>
<td><a href="mailto:ucrmail@ucr.edu">ucrmail@ucr.edu</a></td>
</tr>
</tbody>
</table>

UCR vice chancellor...

continued from page 1

comprehensive advancement program and help UNLV complete a $500 million campaign.

His appointment there is effective Sept. 10. UNLV has 28,000 students and 3,300 faculty and staff.

"Do just a few years at UCR, Bill has accomplished a tremendous amount," said Chancellor France A. Córdova. "He had a terrific staff and made great strides in development and external relations. Under his watch UCR has built a beautiful Alumni and Visitors Center, launched an entirely new marketing strategy, reshuffled its logo and developed new promotional materials to recruit students. I have enjoyed Bill's engaging and enthusiastic support of UCR's vision, and I am so very grateful for Genevieve Boldt's important contributions to advancement. I wish them the best in their new endeavor."

Boldt previously developed comprehensive advancement programs at Cornell University and California Polytechnic University at San Luis Obispo. At Cornell University, she led the College of Agriculture and Life Sciences campaign contributing significantly to the university's $1.5 billion overall campaign. While at Cal Poly, she led the largest campaign in the history of the California State University system, which helped increase the university's endowment from $10 million in 1993 to almost $125 million in 2004. Her accomplishments also included held academic and administrative positions at Oregon State University and the University of Oregon.

He arrived at UC Riverside in September, 2004.

Boldt holds a B.S. in community service and public affairs, an M.S. in health and human performance, and an Ed.D. in education from the University of Oregon. During his career, he has served as marketing and fund-raising consultant for over 30 land grant universities in the United States and four universities in Canada. Under his leadership, Cal Poly received four consecutive National CASE Circle of Excellence Awards for overall performance in educational fund-raising, and he received special awards for service, development, and performance.

Hoping to keep their website up-to-date? Does it take forever to get your website updated? Is your web staff overworked?

We can help!

<table>
<thead>
<tr>
<th>cyberStrategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>internet commerce solutions</td>
</tr>
<tr>
<td>-- Content management solutions</td>
</tr>
<tr>
<td>-- E-commerce tools and services</td>
</tr>
<tr>
<td>-- Online shopping carts and credit card transactions</td>
</tr>
<tr>
<td>-- Website planning, design and implementation</td>
</tr>
<tr>
<td>-- Website project management services</td>
</tr>
<tr>
<td>-- Website hosting</td>
</tr>
<tr>
<td>-- Content search engines, directories and catalogs</td>
</tr>
</tbody>
</table>

Our content management tools can help you decouple the look-and-feel of your site from the informational content. Your clerical staff can keep your content up-to-date, they won't have to wait for your overworked web experts to do it.

For more info see us at www.css.com

Call today for a free consultation!
A Governor and a Capitol Press Get Global Warming Wrong

By Bill Leonard, Member State Board of Equalization

It was so disappointing to hear the Governor say to the Capitol press that “we have to clean up the air to reduce global warming.” This is not factual. It is bad science and bad chemistry and, unfortunately, it started not with the Governor but with the press and those who want global warming to be a bigger issue. Polluted air is unhealthy whether it is hot or cold. Warm air that melts glaciers can either be clean or polluted. Whether air is clean or whether it contributes to global warming are two separate issues. You should drink hot coffee because it is hot or drink bathtub water because it is dirty.

The California Air Resources Board has for its entire existence been a single purpose agency. Its mandate is to make the air quality healthy. Some of its mandates have improved air quality and others have simply followed technological changes. But today the air in California is healthier than when the board was created. I pushed for clean fuels and fought the oil companies on this and was an ally of the ARB at the time. However, now its single purpose has been diluted. AB 32, the anti-global warming bill, has been assigned to the ARB to implement. This creates an unmitigated conflict within the board.

A mandate to clean up the air, like more industrial catalytic converters, would necessarily release more heat and carbon dioxide gases which are not poisons but which do contribute to global warming. How does the board resolve this? Who gets the blame when it is not resolved?

hiring graduates... continued from page 25

viewers treat those he or she encountered within your organization and not just you and other perceived decision makers? Today’s workers need tact, diplomacy and etiquette to effectively collaborate with coworkers and business contacts.

Work History

Even if someone lacks formal business experience, asking about past jobs can still yield useful information. You might ask the interviewee what he or she learned from their past jobs. An ideal candidate will give you big-picture ideas, not a laundry list of routine tasks. In addition, can the applicant speak articulately about the role—regardless of how minor—he or she played in the business of their past employers?

References

Recent college graduates may not have the professional testimonials of more experienced candidates, but checking their references is still a vital step in the hiring process. A professor, coach or mentor can provide you with helpful information about the job seeker’s character, drive and personality. After speaking with the references, compare their feedback with the picture the applicant painted. Do they match up?

While it might be considered a risk to hire someone with minimal real-world work experience, don’t underestimate the benefits of adding a recent college graduate to your staff. The right addition can bring new chemistry and talents to your team while serving as an investment in your firm’s future.

This article is brought to you by Accountemps. For more information, contact cây Bilsen at 909.945.2292 or visit us online at www.accountemps.com.
GYU-KAKU Japanese BBQ Dining (

Opens in Rancho Cucamonga's Victoria Gardens

It is much easier to pronounce than you might think: "ghee-ka-koo." It is one of the most enjoyable, social dining restaurants in Southern California. Literally translated as "horn of the bull," Gyu-Kaku is a dining phenomenon that has swept across Japan, Italy, recently imported into the United States. In Japan, Gyu-Kaku is referred to as a "yakiniku" restaurant - translated as "grilling meats." An expression that refers to the modern-day version of a casual Japanese steakhouse in which meat, poultry, and vegetables are served in small, bite-sized portions and grilled at the table by the diner.

Though the history of this style of dining is often thought to be borrowed from Korean traditions, the yakiniku is a Japanese original, with hundreds of the tiny restaurants dotting the maps of Japan. Among them is Gyu-Kaku, serving a "shared plates" presentation, the server arrives at the table to serve as an escort for both the diner and the cook. The diner, after all, is the cook at Gyu-Kaku. Begin with an explanation of the menu, continuing throughout the meal that the server gives brief instructions as each dish is delivered. Recommendations are made for which "shichirin" might taste best with a particular dish or how much food a group should order. The server magically becomes the host of a party.

"I check my watch. It's only 6 p.m., disgracefully early to be seen in any restaurant. Although it's midweek, the place is packed like its prime-time Saturday night. There's a serious party vibe going on, everyone's laughing and sipping sake while flipping shrimp or beef on the Barbie. Even parents tending to toddlers are smiling. This place is hot!" notes a happy customer.

Social dining is what Gyu-Kaku is all about. The atmosphere is fun and lively and encourages conversations. Worries about cooking time vanish - diners dined long as food moves on and off the fire. A bit too long on the grill? Not to worry. The server quickly arrives with a replacement. Not sure what to order? The menu provides suggestions for groups large and small, with an array of food arriving throughout the evening.

The grills installed at each table feature a unique ventilation system that removes all smoke from the experience, leaving only an enticing grilling aroma. The system features a hard wood charcoal fire that allows the food to "breathe" from kalbi to Kobe fresh vegetables to seafood and shrimp.

The newest location is right here in Rancho Cucamonga in the Victoria Gardens Center at 7984 Monet Avenue. For reservations or information, call (909) 990-9999.

A division of Reins International, Gyu-Kaku currently offers 10 locations, including Beverly Hills, Pasadena, Torrance, Sherman Oaks, West Los Angeles, and Huntington Beach. Kaplanston, Waikiki, Hawaii; the East Village and Mid Town Manhattan. For more information, please visit www.gyu-kaku.com.

Employment is at an all time high.

Some experts even claim that if you write "I want to work in the restaurant business" out of the market you have full employment. That being the case, BUSINESS JOURNAL sought out to find the process of hiring and a job in today's market. To get that information, the newspaper interviewed appointed offices of Patrick York Employment in Ontario.

Shirley Patrick told the Business Journal, "My main purpose in interviewing someone for potential employment is to find out what they can do and what they would want to do on a job. That's my main focus. I need to find out as much information as I can because when I get an order from an employer, I need to see if that person will match that job. So the more information I am able to get from a perspective candidate, the better able I am to place him or her. I need to know if they want an environment of order or if they can work out in the warehouse."

"If I ask how they came to be here, and they tell me they are married because of their husband, that tells me they are married. If they mention that their kids go to... school, then I can ask how old they are. But other than that, I can't ask her if she has any children and I can't ask if she's married."

"Age is on the application, but it doesn't make any difference today. I can't ask that today. I can ask in interviews what they can do, and if they can do it."

"The environment can be important as sometimes a very young environment may not be comfortable for an older, more experienced worker."

"Jobs are very plentiful today," she continued explaining her theory that it is better to work with people who have a problem and resolve it, than to have to start all over in the training process. "It's a case of the devil known versus the devil unknown. You have to make accommodations for the worker."

ADA (Adults with Disabilities Act) is not much of an issue today, as most people are already aware of any physical limitations that they may have. Most do not make a big fuss over it. There is a ramp up to the door, but York is very careful about people with back problems or who have just gotten out of surgery. It could preclude them from being placed in a given situation.

Perhaps the biggest issue in finding a job today is the problem of talking to previous employers. "You can't do it," Shirley Patrick says, emphatically. "You cannot get information from the last boss. They don't want to be on the hot seat, and they don't want to say anything bad about anybody because they don't want to get sued if it keeps somebody from getting a job. So most employers today will say, 'Yes, she worked for me.' And if you ask 'Did she do a good job?' and they can say, 'For what she was hired for, she did a good job.' Sometimes if you ask if she is rehirable, they will say, 'We don't give that information out.' Most of the time they will say that she is rehirable and then you will know she did a pretty good job.

She told us of the case of an employee who was fired for theft. When a car rental firm called to check his job application the phrasing used was, "He was able to be responsive for the job he is required to do."

As for drug and alcohol testing, that is commonplace today. "In fact, in some other agencies they require the testing themselves before they send out an application process for a background check as well. It is standard today. Felony convictions are a big red flag today, as are acts of vandalism.

To those who have served their time and paid their debt to society, she recommends you get a little low job and wait until things are cleared off of your record before you start the job search.

"Prove that you're worth it," she explains. Employers can try them out for a few days and see if they work out.

One big issue is the young people. They come out of college now believing that they can "...pay fifty or fifty, no problem. They're teaching kids today to go out and demand the salary."

Patrick is one who believes that a four-year college degree does not get you a job, it gets you a job interview.

She recommends Enterprise car rental as a good place for the college graduates to start. "They don't give them top dollar," she explains, "but they give them plenty of employment for just coming out of college. You can learn a lot, work there a couple of years and move on to something bigger."

Patrick tells the Journal that it is still very easy to find a job today. Part of that has to do with the fact that August through though this may be, retailers are coming into their Christmas season and they need people. Not to mention the new school year will start which brings the Inland Empire like Expressdet and Bass Pro Shop and the new stores that haven't even been built yet along the 21 Freeway.

What's the biggest demand job in our area today? "I think, Class A drivers," Patrick declares without a pause. "Yardlift drivers are in big demand but Class A drivers are in even bigger demand."

Regarding the warehouse work, she agrees with those who say it requires a degree today. "You've to prove themselves, inventory sheet, spreadsheets, and GPS locators."

"It's all high tech today," she explains. "And warehouse jobs are a great career." Warehouse managers today can make from $60,000 to $100,000. She points to Mervyns, Big Lots, Kohl's, Stater Bros., Mattel, Costco, Lowes, and even Porsche—all of who have demanding offices and logistics centers here in the Inland Empire.

"But you can't just walk in and pick up boxes either," she adds.

Patrick's biggest frustration is the people who simply want more money than they're worth.

She believes that an employee will pay $15 an hour for someone if they can prove that they're worth it; however, many people don't want to start low in order to work their way up.

"Minimum wage doesn't mean a blasted thing," she adds, "and anyone paying minimum wage is not going to keep their people."

"If you really want to work," she concludes, "go back to school. Take some classes. Become computer proficient. Do some things to enhance your work skills. Don't just sit there and expect people to take care of you. This is not going to happen."

End quote, Shirley Patrick, York Employment.
ECONOMIC OUTLOOK

Economy Looks Good for Overall Growth, But Spotty Performance by Area and by Industry-LAEDC Forecast Says

Among the five local metropolitan areas, the Riverside-San Bernardino area will be the leader in manufacturing and retail and the Inland Empire will be the weakest performers in the area over the balance of 2007 and in 2008. However, this area is being restrained by the housing slowdown.

"While the forecast is for continued growth in the Southern California economy during 2007 and 2008, it won’t be the panacea for the business community," explained Chief Economist Jack Kyser for the LAEDC (Los Angeles Economic Development Corporation). There is a looming state health care plan with uncertain costs, possible tweaks to the workers’ compensation insurance program, and ambitious plans on the environmental front. The strong state business in the state will go up.

However, the forecast finds that government agencies will face slower growth in tax revenues, as well as calls for increased investment in infrastructure. All government agencies will need a healthier balance sheet and growing economy to generate the required tax revenue, yet little thought is generally given to economic development here. The potential for a better climate for growth needs to be considered.

After years of impressive growth, the Inland Empire’s population will grow more moderately with an estimated increase of 79,000 persons or 2.4 percent from 2006. The flow of first-time home buyers to the area is beginning to slow down. Despite the modest forecast, statisticians will struggle to keep up to date their counts of new businesses and jobs. The two-county area will lead Southern California in job growth.

The region’s transportation infrastructure (including dedicated cargo airports) continues to develop new logistic facilities, increasingly in the interior and High Desert areas. Companies are taking advantage of the noted regional infrastructure to the large Los Angeles-area market and access to ocean port and rail lines.

New home construction activity in any of the Southern California areas will be the weakest performers in the region over the balance of 2007 and in 2008. The sectors are being affected by the slowdown in new home construction and more stringent lending requirements.

*Net Results*
Nonfarm employment in the area should grow by 2.9 percent in 2007 and 1.9 percent in 2008, growing slightly easing to 2.8 percent or 50,800 jobs in 2008. The increases for 2007 and 2008 will be the smallest in over a decade.

By industry sector, in 2007 the largest employment gains will come in trade, and transportation (+5,000), government (+5,000), retail trade (+5,200), administrative and support services (+5,400), and health care and social assistance (+4,500).

Construction will shed the most jobs, 21,300 in total, mostly handled by managed employment services (+10,900) and natural resources (-300).

The unemployment rate for the area should average 5.2 percent in 2007 (the highest since 2005), inching up to 5.4 percent in 2008.

Total personal income in the two-county area is estimated to grow by 4.8 percent in 2007, the smallest increase since 2002. The per capita personal income should move up by 2.3 percent, also the smallest increase since 2002. The estimated per capita personal income amount for 2007 at $26,461 is the lowest in Southern California. Growth of taxable retail sales will continue to slow in 2007 with an increase of 6.7 percent.

The number of housing construction permits will decrease markedly in 2007 with an estimated drop of 450 percent to 21,500 homes. On the nonresidential construction front, the news for 2007 will be a positive one with a noticeable increase of 23.5 percent in permit values.

Hot Spots
Construction of office projects will support growth in Corona, Murrieta, Camarillo, Ontario, Redlands, Riverside, and other area cities. Industrial development continues to spread out from Corona to the City of San Bernardino and beyond including Barstow and Coachella. Distribution centers continue to attract warehousing and在那里 is the regional logistics hub in Victorville and San Bernardino in addition to the Inland Empire Center in Tecco, the U.S.-based grocer, is constructing its distribution center in Riverside, which will service its planned stores in California, Arizona, and Nevada. This Ground was broken in March for the 11,000-seat Citizens Business Bank Arena in Ontario, the center is expected to open in 2009. The Pentagon Center mixed-use development with completion set for late 2008.

Construction of track lines on the SR-60 freeway should offer a little relief from the area’s traffic problems. The Coachella Valley continues to see lots of new hotel projects.

Risks
A sustained housing slowdown could spread into the retail and other sectors. The office market in the Coachella Valley is becoming overwhelmed with vacancies rates rising to 20 percent.

Major Projects in Riverside and San Bernardino Counties

<table>
<thead>
<tr>
<th>Value</th>
<th>Comp. Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>$266</td>
<td>595</td>
</tr>
<tr>
<td>66</td>
<td>900</td>
</tr>
</tbody>
</table>

August 2007

Dr. Randall R. Wisby...continued from page 6

Suggestions by executives ranged from canary yellow tracks (most noticeable) to tracks of differing colors (so people wouldn’t know how many they really had). It was James Casey, founder of the pulley car company, who settled on a brown color for their railway coaches. They told him it was the color that showed the least dirt and minor damage. Casey then ordered the brown paint was two shades (lighter and darker). UPS then had to wash and repair them on a schedule basis so that no one would ever see dirt or rust on the tracks, which, by the way, are still called "delivery cars."

"Big Brown" is a pleasure to read and offers priceless insights into the firm’s growth. It’s cool and romantic for late summer reading.

-Henry Holtzman

Bestselling Business Books

Here are the current top 10 best-selling books for business. The list is compiled based on information received from retail bookstores throughout the USA.

1. "Long Tail: Why the Future of Business Is Selling Less of More," by Chris Anderson (Hyperion...$24.95) (7)
2. "Grass is Always Greener: Why and How to Find Things You Can’t Have," by Larry Bossidy & Ram Charan (Currency Publishing. $27.95) (4)
3. "Execution: The Discipline of Getting Things Done," by Larry Bossidy & Ram Charan (Currency Publishing. $27.95) (2)
5. "Six Disciplines of Execution: How to Get the Right Things Done (Without Losing Your Mind)," by Lora Lesch (Wiley...$22.95) (1)
6. "The 5 Dysfunctions of A Team: A Leadership Fable," by Patrick M. Lencioni (John Wiley & Sons...$22.95) (5)
7. "The Dip: A Little Book That Teaches You When to Quit (and When to Stick)," by Seth Godin (Hypcrion...$22.95) (9)
8. "Jim Collins & Ram Charan: "Good to Great,"" (ReganBooks) (7)
9. "The Best of Seth Godin: 10 Years of Insights, Advice, and Warnings That Will Make You a Better Leader (Hypcrion...$22.95) (8)
10. "How to Be a Millionaire: The Most Important Advice You'll Ever Receive," by Cliff Asness (Hypcrion...$22.95) (10)

2. "Grass is Always Greener: Why and How to Find Things You Can’t Have," by Larry Bossidy & Ram Charan (Currency Publishing. $27.95) (4)
3. "Execution: The Discipline of Getting Things Done," by Larry Bossidy & Ram Charan (Currency Publishing. $27.95) (2)
5. "Six Disciplines of Execution: How to Get the Right Things Done (Without Losing Your Mind)," by Lora Lesch (Wiley...$22.95) (1)
6. "The 5 Dysfunctions of A Team: A Leadership Fable," by Patrick M. Lencioni (John Wiley & Sons...$22.95) (5)
7. "The Dip: A Little Book That Teaches You When to Quit (and When to Stick)," by Seth Godin (Hypcrion...$22.95) (9)
8. "Jim Collins & Ram Charan: "Good to Great,"" (ReganBooks) (7)
9. "The Best of Seth Godin: 10 Years of Insights, Advice, and Warnings That Will Make You a Better Leader (Hypcrion...$22.95) (8)
10. "How to Be a Millionaire: The Most Important Advice You’ll Ever Receive," by Cliff Asness (Hypcrion...$22.95) (10)
THE MONTEREY BAY AQUARIUM
An Experience In Another Dimension
By Camille Bounds
Travel Editor

Come and walk on the ocean floor and experience a colorful, spiritual adventure that is also dramatic, romantic, mysterious, and fun. This is what the Monterey Bay Aquarium offers in all its glory. Here is a place to savor and enjoy over and over again.

A dream come true
In 1977, Julie Packard - with her background and education in botany and marine biology - and four marine biologists from the Hopkins Marine Station had a dream of converting an old cannery in Monterey into a world-class aquarium. With a generous gift of $50 million from her parents, David and Lucille Packard, and much hard work by Julie and her associates, the vision became a reality. And the privately funded Monterey Bay Aquarium was opened to the public on Oct. 20, 1984, with Julie Packard as its very qualified executive director.

Get your hands wet
Hug a starfish, cuddle a seacucumber, pet a bat ray, tickle a decorator crab, giggle at the whimsy of the charm of the Puckish sea otters, come within inches of the smile of a giant shark, watch an octopus do its magic act and just about disappear before your eyes. Become hushed with wonder as you watch the Purple Striped Jellies, a translucent wisp of life so beautiful and delicate that it takes your breath away, do their delightful undulating ever-continuous drifting dance that seems a performance just for you.

Be observed
When you wander along the 90-foot long, hour glass-shaped Monterey Bay Habitats exhibit that holds 326,000 gallons of purified sea water, you will see a cross-section of the bay’s major habitats, and you will at times feel more like the observed than the observer. The shape of the tank allows the large, constantly swimming sharks, the long straight glide path they must have to survive.

Authentic 30-year-old wharf pilings anchor one end of the exhibit. The four environments of the bay are displayed: deep reefs, the sandy sea floor, shale reefs and the wharf. At times these glorious creatures, huge and tiny, come up close on an eye-to-eye level. The only thing separating them from you are large acrylic windows, and it seems a sense of spiritual communication can be felt. Your senses give you the feeling of being underwater, walking along the bottom of the seabed. Choose a favorite critter, follow it a while, and you want to make a friend.

A sense of humor that’s all wet
It’s hard to realize that there are only approximately 1,800 California sea otters left on the planet. A 55,000-gallon, two-story tank lets the visitor observe these playful characters underwater and above the surface.

They are delightful, interesting creatures that will eat up to 25 percent of their body weight in one day. They each run up a feeding bill of about $6,000 per year. Their undoing was their beautiful fur that is the thickest of any mammal in the world. At one time they were hunted for their pelts and their population diminished. Since the hunting otters has been banned, they are slowly increasing in number. They are a joy to watch as they give their lesson in precious good humor and fun. Simply, watching them makes you feel good.

An added very special bonus
As an added special bonus, the in-house otters have an additional presentation called “Wild About Otters” with 10 of their feisty fresh water cousins. The group is made up of six African spotted-necked otters, (the MBA is one of only five aquariums in the U.S. to exhibit these endearing creatures) and four Asian small-clawed otters in exhibits that represent their native lake and river habitats. Both species are sleek, curious and very active. They are a hoot to watch; they move with balletic grace and speed creating mischievous and sly moments that displays how intelligent and clever they are. This display alone is worth the price of