List of New Laws Affecting Businesses in 2009

The California Chamber of Commerce released a list of new laws scheduled to take effect in 2009 or earlier that will impact businesses in California.

The following is a list of new laws that have recently gone into effect or will take effect in 2009:

Family and Medical Leave Act

The U.S. Department of Labor published the final version of the Family and Medical Leave Act (FMLA) regulations dealing with military families qualifying exigencies. Among numerous changes, the regulation defines what a “qualifying family event” is for purposes of leave for up to 12 weeks of leave. Families with military personnel may be eligible if their situation one of the new qualifying exigencies: short notice deployment, attendance at official military events or activities, arranging for care of the child during the military parent’s deployment, visiting a child in school or daycare, or handling financial or legal matters, and rest and separation visits when the soldier is on leave.

Invalid Waivers

A bill amended Labor Code Section 206.5 making null and void the execution of any release on account of wages due. Employers who violate this law

FOUR LOCAL PHYSICIANS WILL RECEIVE THE ANNUAL UNFORGETTABLE PEDIATRIC DOCTOR AWARD

Join the Annual Lights for Little Lives Memory Walk and Candlelighting Ceremony Dec. 31 in Loma Linda

Each day, pediatric physicians - pediatricians, ER specialists, surgeons, and neonatologists - make a huge difference in the lives of children and their Inland Southern California families. On Dec. 31st, The Unforgettable Foundation, named 2008 Entrepreneurial Social Charity of the Year by the Cal-State University, will honor four local caregivers with the annual Unforgettable Pediatric Doctor Award during the 9th Annual Lights for Little Lives Memory Walk and Candlelighting Ceremony in Loma Linda.

This year’s winners were nominated by their respective colleagues for this award. According to Executive Director Linda Stratton of the San Bernardino County Medical Society, Damodara Rajasekhar, MD, an Apple Valley neonatologist, stands out for his contributions to area children. Dolores Green, executive director of the Riverside County Medical Association, has notified The Unforgettablles that Robert C. Sullivan, MD, an orthopedic surgeon in Rancho Mirage, has been selected for helping children afflicted with Cerebral Palsy. The two additional nominees are Kent Denmark, MD, a pediatric ER specialist who works

continued on page 3

The Drucker School Announce Peter Drucker’s 100th

The Peter F. Drucker and Masatoshi Ito Graduate School of Management at Claremont Graduate University, along with The Drucker Institute, announced a commemoration and celebration of the life of the late Peter F. Drucker. The Drucker Centennial will be crowned by a week of special events at Claremont Graduate University in November 2009 and supplemented by other activities from Fall 2008-
It’s that time of year, just before the Christmas madness kicks in. Jump in the car or hop an hour flight to the city by the bay. This is a great time of the year when the kids are back in school and most tourists from Omaha, Idaho, Utah and wherever are safe at home and back to work. It’s safe to come out and play with some sanity and space to relax, before the winter holiday commercializm kicks in.

The boutique hotel

One of the best-kept secrets in San Francisco is the Chancellor Hotel; it has sat on Union Square since 1909. Family owned and operated since 1920, it prides itself with its relaxed, personalized service with rates (depending on the season). An Edwardian exterior and 137 rooms make this a true find.

We have after noon tea

At the famous Top of The Mark at the Intercontinental Mark Hopkins, afternoon tea is served Monday through Saturday 2:30 p.m. to 5:30 p.m. Delicate sandwiches, with Devonshire cream and jam are accompanied by crumpets with delicate pastries that follow—graciously served by attentive waitpersons who offer your choice of tea. A most agreeable call. 415/392-3434 for reservations for afternoon tea at the InterContinental Mark Hopkins on One Nob Hill, San Francisco.

Dinner is special

Food done to perfection. If you are hungry and have a hearty appetite, try Chicago U.S.D.A. prime-aged beef ranging from 14 ounces to a colossal 48 ounces done to perfection, you must make Morton’s of Chicago a top priority for dinners. Morton’s is unique that they have the unequaled tradition of serving the finest aged U.S.D.A. prime grade beef in the country. (Considering that U.S.D.A. graded beef represents only 2% of all graded beef in the United States, the patron knows they are being served only the finest.)

Uncorked entrees and fresh vegetables including oversized baked potatoes, asparagus and broccoli are rolled out on a cart for the inspection and choice of the diner. The amicable servers patiently explain preparation and presentation. Fish and seafood are flown in daily from both coasts. Choice veal, lamb and chicken are also available and prepared with the same detailed care. Appetizers and salads add an adventure in garden freshness and tasteful simplicity. Desserts, if you can find a place for them, are decadent and delightful.

The boutique hotel

A gourmet Fun Weekend in San Francisco

By Camille Boudres

Travel Editor

Stooges” directing. Throw in a line from “Circus of Solitude” and “The Metropolitan Opera”, and you’ll get a delightful gourmet six-course dinner, meticulously served by the chefs in their tight. Present it in an elegant imported Spiegletten (a hand built mirror from Belgium) and you have a heavy dose of organized chaos and surprises contained by the intensely, insanely talented group of performers and you have Teatro Zinzanni.

A dinner/European cabaret/circus opera offering. They cover it all with unique excellence.

Your ticket includes a complete six-course gourmet dinner with unmatched entertainment. Teatro Zinzanni is located in the elegant Palais Nostalgie, Spiegletten at Pier 27-29 on the Embarcadero near Sansome. For rates, reservations and information and tickets call 415/438-2686 or visit www.teatrozinzanni.org

A gastronomic delight with sensational interior design

Traci Des Jardins’ “Jardinére” Restaurant is a must dine and must see restaurant in San Francisco. Not only is her menu gastronomically sensational, the ambiance and interior design are a celebration in class and comfort. An oval atrium with a grove of the ficus tree, a number dome that resembles an inverted champagne glass with fiber-optic produced bubbles is jostle the traditional, sophisticated atmosphere. Fascinating LeRoy Neiman artwork completes the setting. You can rent the whole place out for 150 and have a private party for 200 or for 10 to 70 in the boardroom or one of two private dining rooms. Whatever you choose, you will never experience better food or atmosphere. Not inexpensive but you really get your money’s worth with anything you might consider on the very comprehensive menu.

Morton’s is at 400 Post Street, (lower level), San Francisco. Reservations are definitely recommended-call 415/586-5830.

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Morton’s Steakhouse

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EXECUTIVE TIME OUT
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Five Fatal Business Mistakes You Don't Know You're Making

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The specter of fiscal disaster has loomed large in California's budget wars for years, if not decades. Yet time after time, warnings were ignored and budgets were cobbled together with rosy projections and unrealistic hopes, when what was needed were sound, albeit difficult, financial decisions.

Our primary problem in California is that the state continues to spend a huge amount of money on a government that is far too large. It was difficult to sustain in an economy that wasn't faltering. Now that we are tentering on the brink of widespread recession, the time has come for Sacramento to get serious about reforming its profligate ways once and for all.

As Senate Republican leader, I'm meeting regularly with the governor and the other legislative principals in order to right our course and stabilize California finances. We are working together to do so despite our political differences.

Audit All Spending

In the context of the broader economic realities overshadowing us, I am hopeful that the warnings Republicans have been sounding for several years will now be heeded. At the federal level, policymakers on both sides of the aisle seem to understand that government needs to take steps to revitalize the economy rather than slow it down further, as raising taxes surely would.

The idea of using taxes to solve our budget woes makes even less sense now than it did last summer, which is why Republicans in the Legislature continue to remain firm in our opposition to the Democrats' go-to "solution."

California's budget outlook is worsening because revenues have already fallen $11.2 billion below expectations. Experience has shown us that raising taxes on paper does not equal real cash in the bank, and current circumstances clearly tell us that taxpayers are struggling to stay in their homes and make ends meet. Adding to their expenses by increasing taxes is the exact wrong answer, now more than ever.

We need to conduct a full audit of state spending and build accountability into future state budgets. California's revenues may be falling short of expectations lately, but they are still more than sufficient to adequately fund the state's priorities.

Scrap Some Programs

When Gov. Arnold Schwarzenegger was elected in 2003, he talked about blowing up the boxes of state government — getting rid of nonessential programs, commissions and other forms of bureaucratic excess.

Now would be an ideal time to revisit the proposals of the California Performance Review, initiated by the governor to streamline the operations of state government.

The nonpartisan relative analyst has also made a number of constructive proposals to do the same.

First and foremost, California's tax dollars need to be allocated thoughtfully and efficiently, focusing...
Focus Like Tiger Woods: Strategies to Help You Win Off and on the Course

By Randy Friedman

Tiger Woods is one of the greatest golfers on the PGA Tour today and possibly in the history of the game. Whether he's competing off the course or on one of his many businesses, Tiger has learned to use the power of extreme focus and mind power in everything he does.

As the crowds gather around him, he lights his cigar, Tiger's determination and focus are obvious as he lines up his putts on the closing round of golf. He doesn't bother to notice that his opponent is watching him like a hawk and the growing crowd is holding them hostage by the throat.

He moves forward with purpose, lines up sinks the 25-foot putt, what seems like magic to most of us, is expected by him. If only the same kind of determination and focus could be learned and applied to life. How many of your business deals would end successfully. How many times have you been fired from a job because when so-called short-termism or small-mindedness is jammed their head.

This breathing exercise will help you think and see more clearly, while increasing the positive feelings to help move you through your day with ease. You can even make this a habit! Practice it whenever you feel stressed or overwhelmed.

Focussed-"in." How does Tiger control his breath when he hits the ball in the water, regain his focus after a camera goes off. How can his mind lie down and maintain his laser-like focus to hit amazing shots after shot? He uses his breathing as a self-help tool, internal words to relax him and visualization of what he wants to happen. When you are feeling stressed or overwhelmed, do this.

I. Close your office door. When you awaken, you'll have a more effective and productive day
4. Now turn the paper over and write down the outcome of what you do want.
2. Experience the joy of living that accompanies thinking about that person, thing or place.
5. Breathe in deeply and sit quietly, the eyes closed, picturing your outcome as it already happened.
3. Clear your eyes. (Yes, you can do this at your desk.) It only takes a few seconds).
6. Repeat this exercise three times.

4. With your mouth closed, take a deep breath through your nose. As you inhale, feel the breath extending down all the way to the base of your spine.

Picture the thing, person or place. Keeping your mouth closed, release the breath slowly through your nose.

5. The picture, thing or place. Before you begin, your mind.

When you wake up, you'll be refreshed, revitalized and ready to take on the rest of your day with complete energy.

I. I enjoy healthy in body and mind.
2. I love to feel happy in everything that I do.
3. I am in charge of my life.
4. I am now open and receptive to all ideas and life situations that are right for you (but not at the risk of your job). A 10-minute nap will refreshen your mind and give you new energy.
5. I have definite, deliberate plans and goals.
6. I have the ability to perform my work perfectly.
7. I enjoy thinking about that beautiful place in my mind.
8. I feel at peace with my thoughts and actions to improve my mental edge in everyday life. Here are a few simple tips and strategies to help unleash the power of "Tiger" in you, off and on the golf course.

I. I have the ability to improve my thoughts and actions to improve my mental edge in everyday life. Here are a few simple tips and strategies to help unleash the power of "Tiger" in you, off and on the golf course.

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Our world will never be the same. Recent economic and political events have created a new playing field for business success. In order to make the most of the current realities, leaders must adapt to the changing marketplace and engage the capacity of their people to achieve business results around the world.

It all starts with a plan; better yet, a Dynamic Business Growth Plan.

Developing a clear and simple plan will strengthen employee morale, increase productivity and improve profitability. This planning process won't take long. The plan will fit on a single page. It will be easy to communicate. It will keep your team on track and, most importantly, it will be easy to adjust as the economy improves. An effective planning system is the most reliable predictor of business growth—it keeps everyone on the same page and ultimately leads to higher performance.

To develop your plan and get your team on the page, start by answering these six questions:

What are you trying to build? (Vision)

A genuine, heartfelt desire for your future state. You must look beyond the current realities to your more promising future. A vision ignites your vision. Mission and Visionary Enterprises make your unique strengths to their unique strengths to build a promising future. A

What is your purpose? Why do you exist? (Mission)

Mission is purpose. Mission motivates. The root word of motivation is “move.” Motive is why you do what you do.

Unfortunately, many mission statements are too long; they make a good cure for insomnia. A mission statement works best when it’s short and clear. It should fit on a t-shirt; it should be 10 words or less.

The mission of Federal Express is “The world on time.”

Here is an effective way to define your mission. Simply ask the question, “Why not shut this organization down, close the doors and sell the equipment?” This gets to the core of why you’re in business—your mission.

How will you treat each other moving forward? (Values)

Values define code of conduct. An appropriate set of values define what’s acceptable and what’s not acceptable in the way you treat one another.

Values build strong relationships and create high-trust organizations. With a strong set of values, employees will often receive greater acceptance, appreciation and respect at work than in many other areas of their life.

Lou Holtz is recognized as one of the most successful college football coaches.

Lou understands adversity. He has never taken over a program in less than two years, every one of his teams played in a Bowl game. Many attribute his success to his players to these three values do what’s right, do your best and treat others as you want to be treated.

Vision, mission and values are long-term; they don’t change much over time.

How will you measure success? (Objectives)

Objectives are the numbers that measure progress. Think of the dashboard in your car. Your business needs a dashboard, a set of indicators that tell you how your business is doing.

Jack Welch is widely recognized as the most effective executive of the 20th Century. He said, “Too often we measure everything we don’t understand nothing.”

The three most important things you need to measure in a business are: customer satisfaction, employee satisfaction, and cash flow.

These are your three core measures.

Strategic Category — Marketing

End in Mind — Reposition Wilson Auctioneering

"by" or "through" — Strategic Choices — Television advertising and a focus on bigger deals.

Larry Grill, VP of Corporate Services for Alabama Power, recently explained his leadership philosophy. "The further you get on the corporate chart, the greater your responsibility to serve others. Unfortunately, many leaders lose the ego battle and undermine their own effectiveness.

Leadership is best described as servant leadership.

Leaders serve the employees who serve the customers, which improves the bottom line.

This is a winning strategy for any business.

Who will do what by when? (Priorities)

Priorities translate strategies into results. Priorities define who needs to do what by when. continued on page 39

Managing the Key to Higher Performance - Get On the Same Page!

By Joe Calhoun

December 2008

REAL ESTATE NOTES

November 2008

Uncertainty in the economy is taking a toll on the Inland Empire's commercial real estate market with the vacancy rate for office and industrial space on the rise, according to just-released third quarter 2008 Office and Industrial Market Trends reports about the region from Grubb & Ellis.

The vacancy rate for office space in the Inland Empire climbed to 9.9 percent from 7.7 percent in the previous quarter, and 7.1 percent a year ago. Net absorption meanwhile, totaled negative 24,400 sq. ft. for the quarter versus negative 281,100 sq. ft. the previous quarter and negative 267,600 sq. ft. for the same period a year ago. Year to date, the office market has posted 422,300 sq. ft. of negative absorption. Approximately 1.5 million sq. ft. of office space has completed construction so far this year and there is another 1.6 million sq. ft. of office space under construction.

While vacancy has increased, asking rental rates for Class A space are holding steady at $2.19 per square foot due to new construction completions keeping rates up. However, there has been a surge in Class A sublease space as a result of the problems affecting mortgage companies and banks. This can be had at a discount, which is expected to exert downward pressure on rents at new build­ings. Landlords with older inventory are decreasing rents as well to compete for tenants. The average asking rate for Class B space dropped to $1.76 per square foot from $1.85 a year ago.

The Inland Empire industrial market has felt the impact of the economic slowdown as well. The vacancy rate reached 8.6 percent in the third quarter, up from 7.9 percent the previous quarter and 4.9 percent a year ago. Net absorption remains positive with 4 million sq. ft. absorbed for the quarter and 7.4 million sq. ft. of space absorbed year to date. This compares with 16.4 million sq. ft. absorbed through the first nine months of 2007.

The Redlands/San Bernardino submarket accounted for the majority of the quarter’s net absorption with 3.1 million sq. ft., followed by Fontana with 636,900 sq. ft. and Riverside with 657,500 sq. ft.

The western submarkets, such as Ontario/Mira Loma and Colton/Rialto, posted negative absorption as tenants moved east leaving space behind. However, the west also saw many tenants, content with their proximity to Los Angeles and the ports, sign new leases.

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Energy firms and hightechnology companies continued to consolidate their office space in recent quarters.

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The Inland Empire business leaders and employers have the unique opportunity to make a difference in the quality of their community - Dr. Artega is no different. As a physician, he understands the importance of having a balanced work/life balance for himself and his family.

Artega founded LaSalle Medical Associates as one clinic in Fontana. Today, it has grown to four clinics and an Independent Practice Association serving more than 100 doctors.

From the start, Dr. Artega has operated LaSalle Medical Associates with the principle that all patients deserve quality medical care, and all deserve dignity and respect. He accepts and even reaches out to not just his largely Hispanic clientele, but also to elderly, low-income and disabled patients who rely on Medicare and Medi-Cal. "As the son of an Adventist minister, I know I have an obligation," he said in accepting the award. "I can do much more."

The LaSalle Medical clinics are located in Fontana, 1505 West 17th St. and 565 N. Mt. Vernon Ave. in San Bernardino, and 1645 Main St. in Hesperia.

DR. ALBERT ARTEGA RECEIVES ETHNIC PHYSICIAN LEADERSHIP AWARD

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www.busjournal.com

Inland Empire Business Journal

December 2008
Was your job another casualty of the current economic crisis? Not sure what your next step should be? COO and author Dr. Richard Bayer tells you how to survive your job loss until you find a new (and better) career.

It's no big secret: The economy stinks, the stock market is struggling, and businesses everywhere are taking drastic cost-cutting measures just to keep their doors open. And if you are one of the "costs" that have recently been cut—if or just see the handwriting on the wall—you're feeling America's financial crisis in a very painful and personal way. It's tempting to crawl under the covers and hide out until the crisis is over, but you simply don't have that luxury. According to Dr. Richard Bayer, you'd better get busy preparing and executing your own leftover recovery plan.

No one looking for a job—even in the best of times—which these clearly aren't—says Bayer, chief operating officer of The Five O’Clock Club, the nation's premier career coaching network and originator of "The Good Person Guidebook: Transforming Your Personal Life." It’s a process fraught with stress, rejection, and a lot of tedious work. But with a smart strategy for handling your stress, managing your time, and executing your search, you can turn what could be a full-on disaster into a meaningful stepping stone. As COO of The Five O’Clock Club, Bayer knows all about helping people deal with job loss and changing careers. The club is the only career program in which members meet with professional coaches and peers on a weekly basis in a friendly, club-type format. The club offers small group career coaching across the U.S. and Canada.

"Approach the time immediately after you've been laid off with the same sense of purpose you felt with your job," says Bayer. "Resist the urge to think of unemployment as the end of the world, no matter how upsetting it may be. Think of it, instead, as an opportunity to improve yourself and to make a fresh start. You can end up better off than you were before you got the ax.

Bayer says that the fundamental rules for surviving your job loss are simpler than you think. Read on for some tips to help you survive—and thrive—after the proverbial pink slip has been laid on your desk.

Negotiate the best possible severance package. (Hint: Don't automatically go for the cash!) There are two keys to getting the best possible severance package. First, whether it's the cash settlement or career counseling benefits, negotiate each item individually. This will give you the most leverage. Second, decide which one you want out of a severance package, without regard for the company’s policy. Bayer says many employees simply don't know what they ask for in their severance talks, but it pays to research this issue and give it some careful thought.

"When you approach the severance issue, think of what will really benefit you in the long run," says Bayer. "Health insurance, for example, costs the company less than it would cost you. You can also ask for one year of career coaching and the right to select the coaching service. People often underestimate how much time it will take , and don't accept cash for the entire settlement. The reality is the time in the lab or cubicle will be far less worrisome when your health insurance is covered and you have career counseling to help you find that great new job. Cash may ease the pain in the short term, but it's those other benefits that will set you up the best if you are searching for a job for a long period of time."

Don't take it personally. Layoffs are usually the result of budget cuts and lack of business—and not a direct result of poor performance. Remember that lots of good people get downsized, and in today's economy it's happening more and more. If you are the company's "least cost have," or if your department is being cut out altogether, your position can be in jeopardy regardless of how well you've done your job. But perhaps the most important thing to remember is that you're being laid off because your employer is having trouble in a tough economy—which doesn't mean that you can't still be a valuable employee for someone else.

"Seventy-eight percent of the unemployed people who believe they can find a job at The Five O’Clock Club get a job whose salary is equal to or more than their previous position," says Bayer. "And while it's not always possible to achieve that in our current tight economy, there are still plenty of companies that are in need of capable employees. We stress this fact at The Five O’Clock Club. Remember that there is something else out there for you, and chances are, it's a great opportunity that will improve your future."

Live as though finding a new job is your job. This means using every tool you have to show up at the office from nine to five every day, it can be daunting to tell your friends about your job loss until you find a new (and better) career. was the result of severe layoffs. Some students, who barely qualify academically for admission to the 450,000 student Cal State system, may be turned away, High School graduates must have taken college prep courses and have a B average—unless they score well enough on standardized tests. In that case, even C students can be admitted.

But who says C students must be admitted to a four-year college? For that matter, why must anyone other than the C student go to college? The alleged "cost" of attending a state college is about $3,800 in annual tuition. But anyone familiar with private college tuition recognizes $3,800 as a bargain-basement deal. Less than what a student needs to and without dedicated, costs aren’t under reported and in some cases, pay to make up the difference. Is it any wonder the price increases $28 billion in the red?

Reprinted with permission by "The Orange County Register."
List of New Laws... continued from pg. 1
are guilty of a misdemeanour. The new law — effective Jan. 1, 2009 — adds the following two provisions: "For purposes of this section, 'execution of a release' includes requiring an employer, as a condition of being paid, to execute a statement of the hours he or she worked during a pay period, which the employer knows to be false.

Temporary Employees
Wages for employees of temporary services employees shall be paid weekly or daily if an employee is assigned to a client on a day-to-day basis or to a client engaged in a trade dispute. This requirement does not apply to employees who are assigned to a client for over 9 consecutive calendar days unless the employer pays the employee weekly. Failure to do so can result in civil and criminal penalties.

Political Speech
In July 2008, the president of the National Labor Relations Board (NLRB) issued guidelines to employers concerning employee participation in political advocacy activities and providing guidance to employers as to when disciplinary actions for these activities may be appropriate.

The memorandum provides that:
• Non-disruptive political advocacy for or against a specific issue, related to a specifically identified employment concern that takes place during employee’s own time and in non-work areas, is protected;
• On-duty political advocacy for or against a specific issue, related to a specifically identified employment concern is subject to restrictions imposed by lawful and neutrally applied work rules;
• Leasing or stopping work to engage in political advocacy for or against a specific issue, related to a specifically identified employment concern may also be subject to restrictions imposed by the employer.

Workers’ Comp Injury Reporting
Labor Code section 6409.1 was amended to change the reporting of work related injuries and illnesses. Currently, any forms 5200 must be filed with the Division of Labor Statistics and Research (DLISR) within five days of an incident. Once the regulations are finalized, insured employers must file a form as prescribed by the Division of Workers’ Compensation (DWC) with the DWC, and self-insured employers must use a new, yet to be created, electronic form within the time specified by the DWC. Amended reports following a death must now be filed with the DLISR instead of the DWC. DWC may now use a new, yet to be created, electronic form within the time specified by the DWC.

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December 2008
Dear Congress
By Lou Ann Hammond
Dear Congress,
I have reported on the auto bailout on my Website, www.louann.com, MSNBC and the John Batchelor radio show. I have been listening to all of you talk about the auto bailout. I have listened to the people on the street, and their suggestions as well. This issue is so big that I have heard people talking about it in the hot tub at my gym.

Clearly, when an issue has beensolved, it is not. What are you managing in this economic freefall? What percentage are you cutting employees? What percentage are you cutting production?

If one or two of the Detroit Three went out of business, how would it affect your company and the auto industry?

Hypothetically:
If an Indian auto manufacturer bought Chrysler and a Chinese auto manufacturer bought GM, how would that affect your company and the auto industry?

After talking to these executives I have come to realize that a bailout is not only necessary, but not enough.

Here are my suggestions:
1. Make the UAW give up Job Banks. Job Banks allow people who would otherwise be laid off to get paid their salary and benefits while playing gin rummy. It is probably the one part of the contract that is symbolic of the contentiousness of the UAW. It’s been awhile since I got my degree in accounting, but I believe the basic skills apply, an accountant does not make a variable expense into a fixed expense. Face it, the UAW agreed to allow new hires at $14 an hour, a level below non-union workers. How expensive would it have been to hire another person to work, when they were paying $3000 people not to work? David, Coleman, Center Automotive Research, e-mailed me that “The fully burdened cost of a UAW employee is about $45 per hour with pay at $28 or so per hour (the total fully labor rate including retiree coverage is about $70 per hour). They don’t earn full pay in the Jobs Bank.”

Cole said a couple of thousand new hires had been hired by General Motors since the new agreement. That means you’ve got about 3000 Job Banks’ people not working at $70 an hour, and yet you have to hire another couple thousand at $14 an hour plus benefits.

Cole said that the new hires were probably already let go by now. Not those Job Banks’ people, they’re still collecting their salary and benefits, and playing a mean game of gin rummy.

2. Give the auto industry $24 billion of the bailout.

I know the Detroit Three wants $25 billion of the bailout, but they were previous executives from other companies. I have realized that unless you give the consumers a stimulus to buy these vehicles, all you are doing is giving them a bridge to nowhere. I suggest you hold back $1 billion of this bailout for a federal tax credit if they purchase a car. Yes, Obama is planning a stimulus package, but let’s face it, a thousand dollars is not enough to make many people go spend $25,000.

The stipulation
Sen. Barbara Mikulski, D-Md., has a proposal to allow buyers to write off interest on the auto title loan. Let’s stimulate the economy even further by giving the purchasing consumer a stimulus to buy a car. Let’s make it at the same time the stimulus package comes out.

Only apply this interest free tax credit to vehicles that get an EPA combined miles per gallon of 30 mpg or better. And allow it to be applied to all manufacturers, not just the Detroit Three.

Give the credit to any auto that meets the 30 mpg?
Yes, for two reasons:
1. Detroit has made the case that if they fail, the suppliers and parts will fail and down will go other auto manufacturers. Part of the reason you, Congress, are looking at the bailout for auto companies is you don’t want that to happen. In order to help all involved we need strong arguments.
2. If you’re only going to give the credit to the domestic manufacturers, a case could be made to give it to only cars made in...
From Hunting to Hired: Ten Solutions for Job Searching in a Tight Market

By Dr. Richard Bayer

Consider relocating. A critical mistake that job hunters often make is limiting their search to one specific area. The job market may be over saturated in your current city, but there may be openings in your area of expertise elsewhere. Remain open to different companies. Widening your job search horizons may help you find opportunities that you might otherwise overlook.

Expect to be re-qualified. While it is possible that you may find something right away, it’s best that you develop a long-term financial backup plan. What kind of side work could you do to ensure you still have money flowing in? How could you reduce your expenses? A great way to resolve some of these issues and get advice on how to move forward is to join a job-hunting group to get support, ideas, and contacts. Get to know as many people as possible. Building these relationships will be helpful to you even after you’ve found a new job.

Keep your spirits up. An alignment of successful job hunters is becoming discouraged and dropping out of the job market. Don’t let yourself be one of them. Being rejected by hiring managers is a normal part of the job application process. Keep trying and never give up.

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Five Fatal Business Mistakes You Don’t Know You’re Making

By John Haskell aka Dr. Revenue®

Business is tougher today than it was a year ago. Recently, a mid-sized company evaluated its situation: It faced a quickly shifting market, and people just weren’t buying as much. Competition was cutting prices to the bone. And these small retailers and salespeople were losing business all over the country. What opportunities does this problem present? First, what was they currently doing? Second, what had they done in the past?

Five specific areas tend to stand out in analyses like this, each a problem collectively, they can spell disaster for your business. Luckily, it’s impossible to eliminate these problems completely, as long as you have the discipline and desire. Here are the five fatal business mistakes you need to be making:

1. No Marketing Plan

The marketing plan is the starting point, as it allows the entire company to concentrate its efforts to achieve the goals. There is only one cure for this mistake: Write a plan. The format is simple.

Goals: Establish your goals. These need to be hand-holding goals; avoid marshmallow marketing, such as soft sales targets, underfunded programs, weak market data, ineffective advertising and vague promotion schedules. Marshmallows kill!

Problems: Identify the major problems that stand in the way of reaching your goals.

Opportunities: Spell out the opportunities your goals don’t address. For example, you may not be well-known, but there’s an opportunity for those who do know you like your company and its products/services.

Strategy: Define a long-term strategy, this is the "What" statement: What do we want to be or four or five years down the road?

Tactics: Define your tactics very specifically. This section should outline your marketing calendar and at least an adequate budget, provides the nuts and bolts of your plan, which leads to success.

This simple prescription for constructing a marketing and sales plan makes it easy - you write out the outline. Take your time and fill in the blanks. Start with opportunities. Then sort through the potential accomplishments in order of priority.

2. A weak or non-existent factual understanding of the marketing environment; your company doesn’t have a competitive matrix. Every company has a position in the market based on specific attributes. For example, a company judges its position by the taste, price, size and location customer and determine who is making a similar product.

These facts provide many opportunities to get insight into your position in the market. Narrowing them down to black and white, analyzing the vital differences and planning how to respond to the competitive environment is the prescription for success.

3. Lack of understanding of your customer’s buying motivation. The psychology of the customer is vital to marketing and sales success. Small businesses may not be able to afford extensive marketing research, but the information and low-cost focus groups can deliver the vital data. Marketing is not built to build marketing, merchandising, advertising, and sales promotion tactics that work. The prescription has three parts: do the research, listen very carefully and, most importantly, act decisively for the long-term.

4. No Sales Forces Planning for the long-term business begins with a sales forecast. If the management team does not have a long-term plan, it will fail to gain constant surpluses. Forecasting in the most successful and smallest businesses that a customer can participate in. The most successful and smallest businesses that a customer can participate in.

Building a forecast for a customer involves a careful, in-depth analysis of the customer’s business, the customer’s relationship with your company and the customer’s marketing plan for the coming year.

The only person who should do the sales forecast is the salesperson who is closest to that customer.

Each salesperson must forecast his or her major customers with a fill-in-the-blanks, paint-by-numbers approach. For example, one company judges its position by the taste, price, size, location and competition customer and determine who is making a similar product.

The forecast must be completed by a specific date and the salesperson must know the rationale behind the forecast.

Let the chips fall where they may. If your company has eliminated these mistakes and is moving forward, you are positioned to take a little business from each of your competitors who have not eliminated the mistakes. A little, a little there and you are doing something: Weeding out your own - you are growing your share of market. When the economy turns back, you will reap tremendous benefits.

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Palmuone's Seung-Woo Nam Joins the Drucker Institute's Board of Advisors

The Drucker Institute announced that Seung-Woo Nam, the chairman of Palmuone's Holdings Co., Ltd. of South Korea, has joined its board of directors.

"We are thrilled to add a leading member of South Korea’s caliber to the board," said Bob Bugoff, chairman of the Drucker Institute, a foundation of Claremont Graduate University.

"Not only does he have a marvelous track record in the corporate sector, but he has been heavily involved with helping to create the Peter F. Drucker Foundation," said Seung-Woo, chairman of the late Peter Drucker; author, inventor and entrepreneur Doris Drucker of the late Peter Drucker; Allison Graff-Weiser, executive director of City Year Los Angeles; Nobuhito Hijmans, president of Tokyo-based Baskin-Robbins Japan; and Thomas Jackson, dean of CGU’s Peter F. Drucker and Masatoshi Itami School of Management at Claremont Graduate University.

"His leadership is truly inspirational," said Peter F. Drucker, a founder of Bright China Holding, Ltd. and head of the Peter Drucker Foundation for Nonprofit Education, a non-profit educational organization dedicated to teaching Drucker’s principles and practices.

Craig Wyot, general manager of Future Growth Initiatives at Procter & Gamble, is the only other Korean to join the Institute’s board.

Seung-Woo Nam, chairman of Palmuone, a conglomerate with sales of $13 billion and employees of 37,000, said, "I am delighted to have been invited to join the Drucker Institute’s Board of Advisors. I have long admired Drucker’s work as a management consultant, author and social critic. His ideas and principles have shaped my views on business and society. The Drucker Institute is a major force for high performance in the U.S. and around the world. I am honored and excited to be on the board of such a great institution."

Palmuone’s head office is in Seoul, South Korea. It has a diverse portfolio of consumer and industrial products, ranging from air conditioning and heating to health care products and oil and gas properties.

For more information, visit www.drevenue.com or email drevence@drevenue.com

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This honor should be a tribute to those Korean people who have become leaders in the foundation of Peter Drucker’s principles and to become positive contributors to the functioning society," Nam said.

continued on page 26
UCR's Business School Expands, Adds New Executive MBA Program

Dave Stewart has just completed his first 500 days as dean of the A. Gary Anderson Graduate School of Management at the University of California, Riverside. After Dave's first 500 days, the enrollment in AGSM's full-time MBA program has increased by 25 percent relative to last year and applications for the MBA class entering in the fall of 2009 are up 40 percent. Enrollments among freshmen in the pre-business program are also up by 25 percent in a program that is already the largest undergraduate program in business in the UC System. Dean Stewart has added eight new faculty members and expects to add another seven new faculty members who will join the school's faculty next fall. These new additions have included senior faculty members with international reputation and new department chairs with experience in department chairs at other leading universities. Apparently he has just begun.

Dean Stewart recently announced that the new Executive MBA program (EMBA), approved by the campus and the UC System, is now accepting applications for fall 2009. This program is specifically designed for the rising generation of high potential, fast track managers in Inland Southern California. Admission to the program will be based primarily on experience and achievement in business, evidence of leadership in the community, and the faculty's assessment of their ability to attend classes on alternate weekends while still working and can complete the program in 22 months. The program features an international trip between the first and second year and the full inclusion of the United States. The program fee includes room and meals when students are in residence.

The program will be offered at UCR's Palm Desert Graduate Center, a new state-of-the-art educational facility.

"The business community in Inland Southern California has matured. It now requires an executive MBA program that is part of a major research university. UCR is a world-class research university—AGSM's faculty includes leading thinkers and scholars at the cutting edge of business practice, and our new EMBA program is just what the region needs to stimulate growth and business development," says Stewart.

Stewart is clearly serious when he talks about a world-class business school. He has edited two of the five leading academic journals in marketing, including the prestigious Journal of Marketing. He has served as a senior administrator at both Vanderbilt University and the University of Southern California during periods when the business school at these institutions emerged as top-tier programs. The senior staff members he has brought to AGSM include individuals with whom he has worked in the past and include highly experienced and successful managers.

For example, the development of the Executive MBA program is being led by Dr. Jack Gregg who joined the school only a few weeks ago as an assistant dean for corporate relations and director of the EMBA program. Gregg brings significant experience as a program administrator to AGSM. He has been involved in the development of programs at California State University, Long Beach and at the University of California Irvine. His experience at UCI included directing the Executive MBA program and launching both a highly successful part-time MBA program and the launch of the new Executive MBA program. The school is nearing final approval of a new Ph.D. program. Plans are also underway for a new part-time MBA program that will be called "MBA Master of Accounting program."

The school recently completed a strategic plan that focuses on making the school's premier center of management research and education related to growth. "We want to be the place where faculty and students come to study how to best identify and evaluate growth opportunities, how to develop and manage growth opportunities, and how to sustain those opportunities," says Stewart. The school's strategic plan also identifies five "spheres of excellence" or areas of distinction for the school. These include behavioral decision research, empirical finance, supply chain management, Web commerce and audit and assurance. "These are all areas that are important to both corporations and to the global economy. These are also areas where AGSM has unique capabilities and expertise," says Stewart.

Stewart arrived at UCR in July of 2007 after more than 20 years on the business faculty at USC. He served two terms as department chair in marketing and five years as deputy dean of the Marshall School at USC. He also served as associate dean for academic affairs at the Owen Graduate School of Management at Vanderbilt University. Stewart is a prolific author of more than 50 journal articles and has authored more than 200 papers and eight books. He has also served as a managing editor of such prestigious journals and associations as Hewlett Packard, IBM, Samsung, Cadence Design Systems, Coca-Cola, the Federal Trade Commission, and the United States Census Bureau.
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**THE DRUCKER...**

continued from pg. 3

ethical leadership, and social responsibility have never been more essential. This Centennial celebration will be a bridge between Drucker’s timeless ideas and current transformative world events. Clearly, we need Drucker now more than ever.

As Drucker himself wrote, “None of our institutions exists by itself and is an end in itself. Everyone is an organ of society and exists for the sake of society. Business is no exception. Free enterprise cannot be justified as being good for business; it can be justified only as being good for society.”

To underscore the importance of the event, the chairs for the Drucker Centennial include a Who’s Who of leaders, thinkers and management luminaries:

- John Bachmann, senior partner at Edward Jones, chairman, the Drucker School Board of Visitors and CGU trustee
- Warren Bennis, university professor and distinguished professor of business administration, University of Southern California
- Bob Buford, author, social entrepreneur and chairman of the Drucker Institute
- John Byrne, executive editor, Business Week
- Jim Collins, author of “Good to Great” and “Built to Last”
- Doris Drucker, author and inventor
- Rajiv Dutta, Drucker MBA ’82 and former president of eBay Marketplaces
- David Gergen, director of Harvard University’s Center for Public Leadership, CNN commentator and former White House advisor
- Charles Handy, author of “The Age of Unreason” and president of www.ali.com

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Puimuno's...continued from pg. 19

Nam replaces K.H. Moon, former chief executive of Yuhang-Kimchik, as the new president of a member of the national parliament in South Korea.

"We are extremely grateful to Mr. Moon for his service," said Rick Wartman, director of the Drucker Institute.

"We are sorry to see him go, but his involvement has contributed as a member of our board. But we applaud his increased commitment to serving his country, and his ongoing efforts to bring Peter Drucker's vision of lifelong learning to South Korea. Meanwhile, we're delighted to be working with Mr. Nam as we look to preserve—and build on—the Drucker legacy as it grows when the world needs his insights on effective management, ethical leadership and social responsibility more than ever."

The Un-Comfort...continued from pg. 6
today you could call it!" Albert Edward Foreman smiled and said, "I'd be the janitor at St. Peter's Church." (Based on a true story by Sonsera Maugham.) Did you know that in Chinese, the symbol for the word "crisis" and the word "opportunity" are two sides of the same coin? In each other's presence it's all our work...but you will find the opportunity in your next crisis?

Robert Evans Wilson, Jr., is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think differently. For more information on Robert's programs please visit www.jampers.org.

Dear Congress...continued from pg. 15

America. It gets convicted. Just give a tax credit to the vehicles that meet the mileage standard and you'll get the end result you want.

There is a difference between a business and a customer.

The banks can just get a bailout and continue to function with their customers. The auto companies depend on new sales - new consumers, in order to stay alive. The customers in the banks now feel that their money is safe, but you haven't found a way for that customer to become a consumer.

Make stipulations on the auto companies without buyouts, no dividends to stockholders.

3. Make stipulations on the auto companies:

- The DOE $25 billion is supposed to go towards future advanced technology.
- The DOE $25 billion is supposed to be used for anything other than future advanced technology.
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Dear Congress...continued from pg. 15

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Confidential Business Sales

When the Best Strategies Can't Get It Done

By John Baker

A recent study reported in the Harvard Business Review Press found that only one in 10 large company CEOs achieve their growth targets. Considering the enormous amount of time and resources spent annually creating the perfect strategy, these results point to a fundamental and expensive gap between leaders who create strategic plans and the people who are expected to execute them. Why is it, then, that leaders who boldly set out agendas designed to inspire their people and dominate their marketplace, too often end up kicking their wounds in defeat before the year is out?

While each situation differs to some degree, consider these four common reasons good strategies don’t lead to great results:

1. "I'm the boss, so it will work..." fails. When the job title gets in the way of reality, failure is sure to result. The CEO is often regarded as someone who has an agenda. It's common to find leaders who don't have a clear value of what they want to achieve. They think to themselves, "I'm the boss and I know what to do." But, what can we get done by working together?"

2. It's about throughput not input. Laying out a persuasive agenda sounds good to senior managers, shareholders and Wall Street, but ultimately it's what comes out the end of the pipe that matters, not what is cut from the front of it. The rank-and-file...those charted in the strategy, to interpret the strategy and take action...look at broad, sweeping strategies with rolled up sleeves and deep sighs of dejection. When the corporation concentrates on creating fancy strategic plans, leveraging high-priced outside consultants, spending time on executive offcies and assembling impressive looking SWOT charts—the practical issue of individual capacity is left behind the line. Imagine a doctor in the ER looking strategically at a trau-
CORPORATE PROFILE

Jobing.com

Who better to understand the needs of the human resources community than a human resource professional? It’s this simple. Katey Darling, one of the nation’s most unique and successful recruitment solutions. Aaron Matos, PHR is the founder and chief executive officer of Jobing.com, a multi-faceted media company which provides employment solutions designed to connect local employers and local job seekers. But Matos didn’t arrive in that seat overnight; his journey began more than 10 years ago in the mind of a human resources professional.

Matos was a human resources director for a regional publishing company based in Phoenix, Arizona, which specialized in local print publications. He was in charge of the entire people function for the organization, including recruiting and staffing. Tired of the cost and the process involved with print advertising and frustrated with the results delivered by national employment Websites, he came up with a plan, presented it to his superiors and subsequently fired himself as a human resources director.

The next day he began a venture to create a locally focused online employment community. He was confident that human resource professionals like himself make the most out of their recruiting budget, attract and hire qualified local candidates and help job seekers find more targeted results to their searches. His creation, Jobing.com, could provide.

“I’ve always had a passion for human resources and people issues,” says Matos. “What we do is so important to the companies we serve, but to the employees and communities in which we operate. Finding the perfect match for employers and employees is vital to the success of a business. We don’t take that responsibility lightly.”

By early 2000, Jobing.com was launched in Phoenix, Arizona, the company’s flagship operation and corporate headquarters. After witnessing the success of his local model, Jobing.com expanded to help employers across the country. Today, Jobing.com, a three-time Inc. 500 fastest growing company, serves thousands of employers and hundreds of thousands of job seekers in each of the 30 local markets it serves across the United States, including the Inland Empire, Phoenix, Los Angeles and San Diego. If providing a local solution to recruitment and placement needs wasn’t enough, Matos recognized the importance of providing cutting edge technology and products, like JobingVideo, Jobing blogging and a myriad of branding opportunities designed to help employers market themselves to the right candidate.

It was Matos’ vision that started the company and fueled its growth, but Matos attributes the company’s success to the passion, dedication and enthusiasm that its employees have to helping their local communities learn and grow through more promising employment. It’s people like Katey Darling, director of community relations manager for Jobing.com’s Inland Empire location that help the company differentiate its product and make it a truly local resource.

Katey is an exceptional individual, as evidenced by her comments. “If you haven’t met her out in the community, you surely will very soon. Katey’s entire job is to be out in the community, creating partnerships between nonprofits, for-profits, job seekers and other professional associations that will help improve the overall employment climate in the Inland Empire. And, in Jobing.com’s world, that means more than paying dues to the local chamber. It means being actively involved in the community, sitting on boards, creating programs and helping to educate and promote the employment community as much as possible. And, that’s exactly what Katey does. As a member of the Greater Riverside Chamber of Commerce, a member of the Society for Human Resource Management, the Inland Empire Society for Human Resource Management and serving on boards for Professional in Human Resources Association (PHR) District 11, Greater Riverside ADR, Katey Darling has deepened her understanding of the importance of providing a cushion of income in between jobs and maybe even continue to supplement you once you’ve landed a new gig.

Expand your search. Just because you worked for a large corporation in a large city doesn’t mean that’s the only type of job you are qualified to do. If you are searching only in Los Angeles, for example, think of looking outside the city or even in a different state. Or if you are looking only at large public corporations, consider small or private companies.

“Your personal talents can lend themselves to a variety of different job titles,” says Bayer. “You just have to be open to them. Searching for a job outside your comfort zone can sometimes open you up to some great unexpected opportunities.”

Be picky. If the bills keep rolling in and your paychecks have long since stopped, it can be easy to panic and take the first job that’s offered. Don’t leap into the wrong job, urges Bayer. “It’s important that you take your time, keep your cool, and ultimately make the right decision for you.”

If money is low, get an interim job,” says Bayer. “It may not be something you would want to do in the long term, but it will provide you with a steady paycheck during your job search. That way you’ll have money coming in and you will be free to keep searching until you’ve found the right job for you. Taking the wrong job and ending up being miserable could cause a string of job hops that will cost you valuable time and effort.”

Start your own business. While it may not be feasible for you to start your own small business from the ground up—complete with angel investors and a steady paycheck—it may just be the time to put your talents to work as a freelance. Are you a proficient writer or a graphics guru? Use your business savvy to start freelancing while you’re searching for a new position. It’s important that you provide a cushion of income in between jobs and maybe even continue to supplement you once you’ve landed a new gig.

Even better, the business in the meantime will keep your skills sharp and provide great references for your résumé,” says Bayer. “And doing work in between jobs can show a potential employer that you are motivated and that your skills are desirable.”

We do not have more than ever, is when being proactive counts the most,” says Bayer. “We live in an economy where there are fewer jobs and more people looking for them, and the competition is tough. This is just the reality. And as hard as it may seem at the time, the more objective that you can be about your search, the more likely the result will create for yourself. Don’t let losing your job define who you are; let the way you handle it define who you will be.”

For more information, please visit www.jobringclub.com.
What is to blame for the mortgage crisis?

by Jonathan R. Hainer, Economist

Good question.

In my own field of study, economics, I was taught to be very careful when designing incentives to affect any element of human behavior because you tend to get more of the behavior that you actually reward. This is often not the same thing as the behavior that you intended to reward. Unfortunately in real life, there are no professionals standing on the sidelines ringing a bell and intoning “beware the incentives” at the crucial moment.

Two dozen years ago, I was voting of young ginger are just a few of the impressive dishes on her extensive menu. Each offering had an original, appealing zest.

The menu offerings by Ms. Jardins, a petite award-winning, bistro chef, haute cuisine and the subtle jazz combos filter the air with soft jazz that just isn’t interfering with conversation.

A Gourmet Fun... continued from pg. 2

The property began as a ranch, then a motel, and imported cheeses, (a different offering every day) aimed after a similar concept developed after a similar concept developed in partnership with Prieto’s brother nearly a decade ago for the former Gene Autry Plaza and other similar business developments is true self-reliance without relying exclusively on the gaming industry.

Jackie Autry, widow of the late Gene Autry, project name is yet another local tribute to the late Gene Autry, the broadcasting and media pioneer and legendarily singer widely known for popularizing the American Western musical and bringing professional basketball to the spring to Palm Springs.

In addition to granting the request to build this project, name, Autry authorized the production and display of the largest Gene Autry statue, one of a kind bronze statue of Gene Autry to be used as a signature art project within the center. The sculpture, underwritten to be created for Autry National Sculpture in Los Angeles, is a representation of Gene Autry as he appeared in the 1941 western “Back in the Saddle Again.”

Palm Springs is particularly proud of this project. The Autry name it carries and what the project means to the city’s economy earned the honor of being a Beneficial Vendor of P碳酸 Springs Promotional Service and Autry Plaza’s mayor, who also attended the ceremony.

This is a great signalized intersection with outstanding critical mass of regional retail anchors,” said Jim Slaughter, vice president of Investec Commercial Inc., the commercial development and leasing entity for Investec Real Estate Companies.

“Does any of this sound familiar?”

The underwrite-to-sell model (securitization) is not only successful, but superior in many ways, because if everyone is doing it, the financial entity gets the cut only upon its repayment. The underwrite-to-sell model (securitization) and underwrite-to-sell, moral hazard is built-in. Without very careful financial engineering, perhaps no one could imagine even those with the noblest of motives, much less the characters (like me and you) who operate out of strict self-interest.

As the current mortgage crisis developed, it looked quite familiar. So familiar that one remembers the ill-fated CARS. The moral hazard of the underwrite-to-sell model was that it broke its own bacchanal as it went to do. 

Gene Autry Plaza, the Palm Springs company, and an investment bank (an automobile receivables cutely called CARS for collateralized automobile receivables. Loans (guaranteed) provided the security for a bond are said to be “securitized.”) It was perhaps the first time an automobile receivables pool was built because few lenders wanted to hold such loans. By gathering these loans, the underwrite-to-sell model was more than they could deliver. Auto dealers generated worse and worse quality loans because that meant they could sell more and more cars. The rest of us just passed on whatever came through the pipeline unbeknownst to us that we were not bearing the ultimate risk. The original reward was not being careful; iteward

60,000 square feet and anchored the existing Lowe’s Home Improvement store. The center will be national chains Smart & Final “Extra,” thecomputer

A special cheese selection is also offered by the guy with the wine knowledgeable. It was perhaps the most lucrative incentive of this scheme — incentives...
San Bernardino County

County Resources

County of San Bernardino
Incorporated: 1853
Population: 2,055,766
Area: 20,160 Sq. Miles

Courts

Superior Court: 382-3506
303 W. 3rd Street
Teresa Kentner, Court Executive Officer
Juvenile Court: 387-7538
900 East Gilbert Street
Elaine Sterling, Court Manager
Juvenile Traffic: 383-5291
175 West Fifth Street, 1st Floor
Patty Duarte, Court Supervisor

Key Agencies

Administrative Office: 387-5417
Aging & Adult Services: 891-3900
Air Pollution Control District: 396-2000
Airports: 387-7801
Animal Control: 742-5609
Architecture & Engineering: 387-5000
Assessor: 387-8307
Civil Service Commission: 387-5862
Community Services: 387-3864
Recorder & County Clerk: 387-8306
County Council: 387-5455
Regional Parks: 387-2757
Fire Department: 387-5674
Human Resources: 387-8304
County Operator: 387-2020
Workforce Development: 451-3085
Law Library: 885-3020
Library: 387-5720
Medical Center: 580-1000
Behavioral Health: 875-4478
Museum: 307-2669
Preschool Services Department: 387-2363
Public Administrator/Coroner: 387-2878
Public Defender: 387-8373
Public Health Department: 387-6280
Public Works Group: 387-8104
Purchasing: 387-2960
Real Estate Services: 387-7813
Registrar of Voters: 387-8300
Board of Retirement: 885-7980
Solid Waste: 387-4701
Superintendent of Schools: 888-1229
Transportation/Flood Control/Surveyor: 387-5391
Treasurer - Tax Collector: 387-8308
Veteran’s Affairs: 387-5516

All areas codes are 909 and all addresses are in the city of San Bernardino unless otherwise indicated.

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Inland Focus

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590 AM

Tuesday Evenings, 8:30 PM

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909.338.3187 www.mindseyes.net
There are some great dining experiences waiting for you in Las Vegas. There are some big disappointments as well but that's a story for a different visit. Of course you want to visit the big name places. Most of the great chefs of America have put their names to them—Charlie Palmer, Wolfgang Puck and more. But you owe it to yourself to take a cab off of the Strip and visit the Hofbrauhaus. Back in the year 2000 Stefan Gasterg began the plans for Hofbrauhaus Las Vegas. It was his dream to bring high quality Bavarian food, premium beer brewed in Bavaria and “Gemütlichkeit” to the United States. Las Vegas opened its doors in 2004 to millions of visitors and Nevadas locals as a result.

The Hofbrauhaus is built to the specifications of the original, which stands in Munich. It is a single large room with little picnic-style tables, ideal for singing along to favorite old German drinking songs. The staff dresses in traditional beer wench dresses or lederhosen. The band is brought in from Munich and they know more polkas than even my dad could remember. (Back in Cleveland weddings were not considered consummated until the bride and groom danced at least one polka at the reception.)

When you order for the food, it is as authentic as possible. Not just the chef and the recipes, but the food as well, whenever possible, comes from Germany. And oh what food it is. We started with a pretzel, which may not sound exciting, except that this is a soft German pretzel and it comes with O h a z i cheese as well as mustard and onion mustard. A couple of these, with good German beers in cold glass steins are a treat in itself. The schnitzel is a giant breaded chicken breast. Have it with hot German potato salad or with real sauerkraut and mashed potatoes. Again, let’s have another round of German beer.

This last visit I rolled the dice and ordered the Hofbrauhaus plate. This came with a large cut of smoked pork loin that was as tender as a good ham steak. It also had a dark pork roast. Add to that an incredible smoked sausage with a remarkable dark beer sauce as well as the already mentioned sauerkraut and mashed potatoes. By the way, the dark beer sauce went extremely well with the potatoes as well as the sausage. This plate could have served five of us. I am so ashamed that I ate it all but I just couldn’t help myself.

Dessert. We didn’t need dessert. We had no room for desert. But we ordered it anyway. Apple strudel-traditional homemade Bavarian apple strudel. It came as a la mode with real vanilla bean vanilla ice cream.

Meanwhile, the band played on. You know that long mountain of German drinking songs that you used the cough drop commercials? They played it. They balanced it on their mouth and played the “Reculliana.” They played “Close Encounters” as well as “Star Wars” on that horn. Then they picked up a small accordion and played medley of “Hogan’s Heroes” and the “Great Escape.” Then they played more polkas drinking and German drinking songs. Drunk and dancing contests continued on through the night. Even early on a Saturday afternoon the dining and drinking and dancing go on. Plans abound for traditional Bavarian celebrations like Oktoberfest and the Christmas Market. Again, let’s have another round of German beer.

The Drucker... continued from pg. 2

“Elephants and the Flea” and the co-founder of the Munich Business School Dr. Masatoshi Ito, founder and homonculus of the Fellowship, the Ito-Yokado Group, and President of the nation’s largest restaurant chain, Mosk Kanter, Ernest Arthur, professor of business administration, Harvard University. Alan Khazee, CEO, The 200th Anniversary of The Centennial. For the Centennial, the Fellowship organized a “one-day summit with corporate leaders on ‘The Drucker CEO of the 21st Century,’” a Drucker Centennial Public Lecture Series, to be held in conjunction with the Library Foundation of Los Angeles; a series of onsite conversations between Rajiv Dutta and senior executives on “Managing in the 21st Century,” a Centennial marking that the Fellowship will showcase Drucker’s pioneering contributions to the field; and the devotional of a new text, “The Drucker Difference,” by Drucker School faculty. Also planned as part of the Centennial is the launch of a major community-service project, the Inland Empire Fellowship, sponsored by CGU students; the premiere of the Drucker Institute documentary “Closing the Responsibility Gap”; a doubling around the world of the number of Drucker Societies—all volunteer groups that use Drucker’s teachings to bring about meaningful change in their communities; and a major conference and series of events to mark the end of Drucker’s life, in 2008, “management as a liberal art.” Visit www.drucker100.com for more information.
Once again it looks like the iPod will be the most popular gift this Christmas. The only threat is that giant dinosaur toy, Kera. So if you and other members of your family have iPods, here’s some good news to keep peace in the home for the holidays.

First and foremost, remember that you only need one computer to hold the music library for everyone. You may like Vivaldi and your oldest may like hip-hop. It just doesn’t matter. You see, the iTunes program that holds all of the music can tell one iPod from another. For your own sake you may want to change the name of each one. What I have done is simply click on the name when I first plugged it into my computer. Just like changing a file name, I typed in “J. Allens iPod.” The computer remembers it. Also it knows what kind of iPod I have plugged in, as well as its model, serial number, hard drive size and color.

When the screen comes up that shows you are connected, go to the music file. You can load all of the songs in the iPod. To do this, go to your iTunes library, or you can select individual music files that you have created. If it’s yours and you already have a Vivaldi file, the computer will automatically add any new ones you have downloaded to that file.

If you have a new playlist, say Bach, you will need to click the box for Bach under the playlist list. It will then be added. The iPod with the hip-hop music will only add it to that owner’s collection of playlists. If they have a new Kanye West playlist, again, you have to click it in the playlist list to add it.

But the good news is, you won’t have hip-hop taking up that hard drive space on your unit. In mine, I also have seasonal music. Halloween, Christmas and such. I can turn these playlists on or off for the right time of the year. The computer knows which playlists to check on each iPod. If you suddenly get the urge to add the hip-hop file, simply click on it when your iPod is plugged in.

Note here that there is a reason the iTunes is now the #1 selling source for recordings. Their library has an amazing amount of items to purchase. Not just the hip-hop or pop music. It has audio books, university course audio current and past TV shows and movies, NPR and podcasts and audio and video. If you missed last week’s episode of “Smallville,” you can download it. If you like movie trailers, they are also available. If you can’t find your old vinyl recording of “Pet Sounds,” you can buy it again and add it to your new digital collection.

I must add here that the iPod is not the be-all and end-all of music. Even the newest models have limited screen size. Not everything you might want to see or listen to is available. The iTunes library has albums by John, Paul, George and Ringo individually, but it still does not carry the Beatles. Maybe next year. This is not a problem. You can load “Sgt. Pepper” from a CD. If you don’t have it on CD, try the public library. I did, and I now have most of the early Beatles music loaded.

By now you may have noticed that any number of new TV shows on the market not only come with the mandatory alter-

People have been attempting to predict the future since the first hominid sapiens looked at a cloudy sky and considered whether it would rain or snow, or not clear up or not. Many of our predictive tools have proved rather crude, but according to author Adam Gordon, our ability to forecast is being advanced by the current economic events, as well as others.

After three million years even our weather forecasts are subject to a high degree of change and the butterfly effect.

Gordon underscores the heart of his approach to economic and organizational forecasting: "This predictive statements are all information, as the only way to make a meaningful forecast is to know the past. Whether or not you would have been successful in your career is a crucial decision-success is defined in numbers, not success.

It is still the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. Unfortunately. Priorities stand the only way to win. 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NEW BUSINESS

INLAND EMPIRE
People and Events

每到一年中的这个时候，Inland Empire地区的青少年活动就非常丰富。今年也不例外，青少年们有机会参加各种有趣的活动和庆祝节日。

What is a spirited and giving woman? Virginia Laplaha, who is 80, still volunteers at the Salvation Army (in Cathedral City) and Mizell Senior Center (in Palm Springs). She's an inspiration to her community, friends and family. For information on volunteering, visit the Salvation Army at www.salvationarmymusa.org.

There are children in your own local communities who won't know the simple joy of opening one gift this season. Toys For Tots program is asking for your help. Please help by donating new, unopened toys valued at $10 or more. Toys suitable for teens are especially needed.

Every November, Rancho Mirage holds an Art Fair for two days. The Art Fair includes over 100 artists, and great jazz performances by flutists Bradley Thomas and Tom Braxton, harpist Lori Anderson and Lao Tizer playing keyboards. All around it was a great turnout.

For more information visit www.toysfortots-local.org or call 626-398-0295 x1116.

An art exhibit benefitting Cabot's Pueblo Museum in Desert Hot Springs will take place on Sunday, Dec. 7th. There will be 26 artists presenting their artwork at "Autumn in the Hackenlocher" located at 10-444 Sunny Lane, from 1pm to 4pm. Everyone is welcome and entrance is free.

December 2008
Seasons Greetings

Wishing you every happiness this holiday season and throughout the coming year.

From the staff of the Inland Empire Business Journal